

Mallinckrodt Documents – Targeting High-Volume Prescribers

Key finding: Mallinckrodt sales teams deliberately targeted high-volume opioid prescribers, several of whom were later investigated, indicted, or convicted on fraud charges.

Why this is important: Mallinckrodt knew that a small number of physicians wrote a disproportionately large share of opioid prescriptions. Persuading these doctors to choose Mallinckrodt drugs was key to the company's marketing strategy—even though sales teams knew in many cases that the DEA or other law-enforcement agencies were investigating the providers' suspicious prescribing habits.

Evidence

Document Title: RE: Abstracts [Pain Medications Do Not Create Addicts]

OIDA ID: <https://idl.ucsf.edu/opioids/docs/#id=tffh0240>

Date: 2010-10

Description: Throughout 2010 and 2011, sales representatives working under District Manager Alice Lum met with Dr. Judson Somerville of Laredo, Tex., and persuaded him to prescribe the painkiller Exalgo. Somerville became one of the company's top opioid prescribers before his Texas medical license was revoked in 2017. In this early email sent to Vice President for Medical Affairs Art Morelli, Lum identifies Somerville as someone worth meeting. Lum notes that Somerville believes “pain medications do not create addicts—they may help to identify them but do not cause patients to become one.”

Document Title: FW: Newspaper article on Dr. Gosy from last week [A Man of High Integrity]

OIDA ID: <https://idl.ucsf.edu/opioids/docs/#id=zqgm0235>

Date: 2011-03

Description: Throughout 2011, Gavin McGowan, Eastern regional sales director, and his team worked to persuade a reluctant Dr. Eugene Gosy to prescribe Exalgo. In this email to Morelli, McGowan describes Gosy as “the largest C2 [Schedule II] prescriber in NY and one of the biggest in the nation,” but adds that he is “under a bit of scrutiny.” In 2016, Gosy was indicted on 114 counts of conspiracy to distribute controlled substances and health care fraud. He [pleaded guilty](#) in 2020 and was sentenced to 70 months in prison.

Document Title: FW: Pre Call Planning Exalgo Conversion Exercise

OIDA ID: <https://idl.ucsf.edu/opioids/docs/#id=xjmj0241>

Date: 2012-09

Description: Working closely with sales representative Matt Hook, Dr. George Griffin of Cincinnati was one of Ohio's most prolific Exalgo prescribers. Hook's work with Griffin served as a template for training other sales representatives. In this mass email, District Business Manager Larry McClure uses Griffin's example when outlining a basic sales script for persuading doctors to switch to Exalgo.

Document Title: Field Contact Report, 2013 [Getting a High Prescriber on Board]

OIDA ID: <https://idl.ucsf.edu/opioids/docs/#id=gnkh0236>

Date: 2013-09

Description: Between 2011 and 2013, sales representative Dean Boissy and his supervisor Jay Rago worked to persuade Dr. Fathalla Mashali to prescribe Exalgo more. Their work paid off, and in the months before Mashali lost his license, his Exalgo prescriptions rose sharply. This field contact report praised Boissy for his performance in September 2013—the same month Mashali lost his license. In 2018 Mashali was sentenced to eight years in prison.

Document Title: RE: Dr. Mashali [Losing a High Prescriber]

OIDA ID: <https://idl.ucsf.edu/opioids/docs/#id=fxvp0235>

Date: 2013-11

Description: In these November emails to McGowan, Jay Rago outlined how the closing of Mashali's practice would affect Mallinckrodt sales in the Worcester "territory."

Document Title: RE: Howard Hoffberg [Involvement with Mallinckrodt Advisory Board]

OIDA ID: <https://idl.ucsf.edu/opioids/docs/#id=srjb0236>

Date: 2014-06

Description: Before his 2021 conviction for accepting kickbacks from Insys in exchange for prescribing opioids, Dr. Howard Hoffberg of Baltimore was a top Exalgo prescriber. Hoffberg worked closely with sales representatives in speaking engagements and efforts to promote Mallinckrodt drugs to other healthcare providers. In this series of communications with Sales Manager Mary Darrell and Medical Science Liaison Maureen Corson, Hoffberg expresses interest in joining Mallinckrodt's pain management advisory board and "validating the benefit of chronic usage of long acting formulations of opioids."

OIDA Identification Numbers for Additional Relevant Documents

On Dr. Eugene Gosy

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| ▪ jfvk0240 | ▪ nrlg0241 | ▪ rnkg0235 |
| ▪ gkbk0240 | ▪ qnlg0235 | ▪ kkkg0235 |
| ▪ fllg0241 | ▪ kmkg0235 | ▪ shlg0235 |
| ▪ ymbk0240 | ▪ lmkg0235 | ▪ jsbc0247 |

On Dr. Fathalla Mashali

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| ▪ xmmw0241 | ▪ pqkh023 | ▪ sjhh0236 |
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| ▪ kkch0236 | ▪ qkkh0236 | ▪ zhxh0236 |
| ▪ xybh0236 | ▪ lzpc0241 | ▪ qhbp0235 |

On Dr. Howard Hoffberg

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| ▪ tskd0244 | ▪ xlw0236 | ▪ phbv0241 |
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| ▪ rfnv0241 | ▪ tscb0235 | |

On Dr. Judson Somerville

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| ▪ xfyj0241 | ▪ hgnh0241 | ▪ ymhf0251 |

On Dr. George Griffin

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| ▪ lyvj0241 | ▪ zgmj0243 | ▪ zrmy0251 |
| ▪ jpgx0241 | ▪ hzyk0253 | |
| ▪ ppjl0253 | ▪ zlcg0236 | |