

Mallinckrodt Documents – Using Food to Gain Access to Prescribers

Key finding: Even as government regulators and industry trade groups have enhanced guidelines to limit vendors' use of meals, Mallinckrodt sales representatives leaned heavily on food as a means to make appointments and build relationships with healthcare providers.

Why this is important: Several studies have indicated that clinicians' prescribing practices are influenced by the receipt of gifts from industry, including meals. Emails from Mallinckrodt sales team members seem to support this finding, with sales teams sharing notes on the success of various food-based visits and programs.

Evidence

Document Title: [Alice Lum (?) notes on sales visits, May 23-26, 2011]

OIDA ID: <https://idl.ucsf.edu/opioids/docs/#id=zrbv0255>

Date: 2011-05

Description: In notes summarizing sales visits in South Texas, a sales representative notes their plan to increase meals in Dr. Jorge Zamora-Quezada's office, as "he recently changed his 'rep' policy and will only see reps that have products he is a speaker for, unless it's a lunch or breakfast." [Dr. Zamora-Quezada](#) was later convicted of healthcare fraud for false diagnoses.

Document Title: RE: Good news! Exalgo

OIDA ID: <https://idl.ucsf.edu/opioids/docs/#id=hpmp0241>

Date: 2011-05

Description: Sales representative Michael Day shares with his supervisor, Sean Wilmert, a new tactic he has tried: "I started doing weekly unplanned last minute 'save the day' Friday lunches and the last two weeks after leaving lunch he took pictures with his phone (patient info redacted of course) of both Pennsaid and Exalgo and sent them to my phone with the funny comment 'Have you heard of these products?' How awesome is that!"

Document Title: [Cramer – Exalgo plan of attack]

OIDA ID: <https://idl.ucsf.edu/opioids/docs/#id=xfgy0241>

Date: 2012-06

Description: Shannon Cramer, a Seattle sales representative, plans themed days for the Seattle Pain Center. In addition to Mocha Monday and Taco Tuesday, she brings cold drinks for Thirsty Thursday (“discuss whether they are thirsty for more information to be confident in using Exalgo”), and Float Friday (“root beer floats—I am not going to float away...I will aid in helping the docs/staff all the way in order to assure the patient receives Exalgo”).

Document Title: Budget - \$2,000 a month

OIDA ID: <https://idl.ucsf.edu/opioids/docs/#id=kqdy0234>

Date: 2012-11

Description: Kirk Dumont, sales manager, tells his team that they have a \$2,000/month budget to spend on their “targeted providers,” and he urges them to schedule monthly meals with their top targets, as well as regular ice cream/pie parties.

Document Title: [Charlotte’s territory guide]

OIDA ID: <https://idl.ucsf.edu/opioids/docs/#id=nkln0250>

Date: 2013-11

Description: Charlotte, a South Carolina sales representative, provides notes on healthcare providers. In addition to noting food preferences, she notes her top writers of Exalgo and Pennsaid, most “influential” office staff, doctors who are anti-narcotic or who have self-imposed dose ceilings, and providers who are “easily pushed.”

Document Title: Field intel - jump on lunches!

OIDA ID: <https://idl.ucsf.edu/opioids/docs/#id=zpxg0236>

Date: 2013-12

Description: James Rago, senior district sales manager, shares with team members that “Word on the street is Purdue isn’t spending any more money this calendar year and canceled their lunches etc...Great opportunity to differentiate yourself and save the day!”

Document Title: FW: XXR Thurs Call -- Who Will Be Sharing Success This Week??

OIDA ID: <https://idl.ucsf.edu/opioids/docs/#id=jndl0235>

Date: 2014-04

Description: Sales representative Brynn Tremper describes a success with a “no see’ doctor who she had been trying to reach for four years regarding Exalgo. She finally gets a meeting with him to discuss Xartemis XR after getting the office manager’s cell phone number and texting to her to find out the doctor’s Starbucks coffee order for the day. “About an hour later the office manager sent me a follow up text saying they greatly appreciated the coffee, the persistence, and that he had just prescribed XXR for a patient!”

Document Title: RE: HCP Meals - FAQ's

OIDA ID: <https://idl.ucsf.edu/opioids/docs/#id=sqyv0242>

Date: 2014-04

Description: Sales team members Jeffrey Yuska and Kimberly Gallegos discuss the effect of recently communicated Healthcare Provider (HCP) Meal Guidelines on Gallegos' use of Starbucks when visiting pain clinics. The guidelines from Mallinckrodt's compliance division note that representatives should not bring food on consecutive visits; Gallegos says "since I need to see them weekly its [sic] imperative I utilize the resources needed for access."

Document Title: FW: Seattle thru AUGUST Budget Tracker.xlsx

OIDA ID: <https://idl.ucsf.edu/opioids/docs/#id=pqcl0251>

Date: 2014-09

Description: Cramer notes that "the territories who have the most Scripts/PPI redemptions have the highest lunch/coffee/snack appointments as well as overall resources spent. Hmmm, FOCUSED activity/appointments=Product movement?" She further notes the value of increasing "likeability factor": "The mean front desk lady, may not be so cranky when you come in later in the week if you know what coffee she likes or that she likes almonds/fruit snacks...The reward is they are much more likely to do things for you."

OIDA Identification Numbers for Additional Relevant Documents

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| ▪ grjb0236 | ▪ kzyn0241 | ▪ sqyb0236 |
| ▪ kgly0234 | ▪ nxkg0243 | ▪ qkgk0238 |
| ▪ gymn0241 | ▪ gqdy0234 | ▪ zkjg0236 |
| ▪ mhnn0241 | ▪ rfyn0234 | ▪ yhkc0236 |
| ▪ fscm0241 | ▪ ynnn0234 | ▪ tzxg0234 |
| ▪ qhcy0241 | ▪ pzmn0234 | ▪ ggjf0246 |
| ▪ shyn0234 | ▪ jnpx0241 | ▪ llgn0238 |
| ▪ htcw0236 | ▪ nnxb0251 | ▪ hghv0255 |
| ▪ jlhy0234 | ▪ kpgk0252 | ▪ rsmn0241 |
| ▪ hrjn0241 | ▪ kydh0253 | ▪ zzbx0252 |
| ▪ sxfv0242 | ▪ rhgc0236 | ▪ ffcx0252 |