

Index of OIDA Research Guides

Archivists at the Opioid Industry Documents Archive have created research guides as a public resource to aid in navigating the collections. These research guides contain curated lists of documents that are centered around specific topics related to the opioid crisis.

Florida Walgreens Litigation Documents

[Red Flags for Diversion](#) – Walgreens filled opioid prescriptions in Florida under circumstances showing red flags for diversion.

Insys Litigation Documents

[Insurance Reimbursement Center \(IRC\)](#) – Insys Therapeutics used an in-house insurance reimbursement center to evade prior authorization policies governing their products.

[Aggressive Sales Culture](#) – Insys' sales model incentivized aggressive marketing tactics, which included pressuring prescribers to write new prescriptions and at higher doses.

[Insys Speaker Programs](#) – A speaker program at Insys directly linked physician payments to continued Subsys prescribing.

[Relying on “Whales” and Repurposing REMS](#) – Insys relied on a small number of prescribers, who were targeted using data gathered from the FDA's Risk Evaluation and Mitigation Strategy (REMS) program, for a large proportion of sales.

[Disregarding the Dangers of Subsys](#) – Insys promoted Subsys for uses and indications much broader than those approved by the FDA, jeopardizing the health and safety of patients.

[Diversion and Pharmacy Distribution](#) – Insys targeted specialty pharmacies to dispense and ship prescriptions nationwide, including for widespread off-label and illegal uses.

McKinsey Documents

[Evolve to Excellence \(E2E\)](#) – McKinsey & Company worked with Purdue Pharma on a multifaceted campaign to boost OxyContin sales.

[Project Scottsdale](#) – McKinsey developed a strategy to help maximize Purdue's profitability in the face of bad publicity and litigation over OxyContin.

[Rebates](#) – McKinsey designed ways for Purdue to modify contracts with insurers and Pharmacy Benefits Managers (PBMs) to increase OxyContin coverage, including rebates.

[Work with Industry and FDA](#) – McKinsey advised pharmaceutical companies while simultaneously working with the FDA, the key federal agency that regulates the companies.

[Total Earnings](#) – McKinsey worked for opioid manufacturers for more than 15 years and earned over \$100 million.

[Record Retention](#) – Emails among McKinsey partners show they tried to destroy documents and emails regarding their work with Purdue.

Mallinckrodt Litigation Documents

[Efforts to Undermine Health Insurance Restrictions](#) – Mallinckrodt Pharmaceuticals worked to bypass insurers' restrictions on drug coverage and reimbursement to increase sales.

[Pushing Sales to the Limit](#) – Mallinckrodt leadership pushed hard to increase sales, motivating sales reps with commissions for signing on more prescribers and securing more refills.

[Targeting High-Volume Prescribers](#) – Mallinckrodt deliberately targeted high-volume prescribers, even though sales teams knew law enforcement agencies were investigating the providers' suspicious prescribing habits.

[Mallinckrodt Speakers' Program](#) – Mallinckrodt co-opted influential physicians to promote its drug, circumventing conflict-of-interest regulations and blurring the line between physician education and company marketing.

[Lobbying Against Regulation](#) – Mallinckrodt lobbied legislators and executive branch officials to try to forestall or weaken regulations on the marketing, prescription and sales of opioids.

[Responding to Illegal Activity](#) – Mallinckrodt's responses to illegal use of its drugs gives insight into its awareness of the opioid epidemic, trends in illicit use, and other issues pertinent to its management of suspicious orders and opioid oversupply.

[Collecting Data on Downstream Sales](#) – Mallinckrodt ignored evidence of likely diversion contained in the extensive chargeback data they received from wholesale distributors.

[Creating Playbooks, Targeting Prescribers](#) – Mallinckrodt produced quarterly playbooks for sales representatives to better target top prescribers, including ones who were later indicted, lost licenses or were penalized for questionable practices.

[Using Food to Gain Access to Prescribers](#) – Mallinckrodt leaned heavily on food as a means to make appointments and build relationships with healthcare providers, despite enhanced guidelines to limit such actions that influence prescribing practices.

Ohio Pharmacy Litigation Documents

[The DEA and the Controlled Substances Act](#) – Several pharmacy chains allegedly violated several sections of the Controlled Substances Act (CSA), including requirements to maintain accurate inventories and security of controlled substances.

San Francisco Walgreens Litigation Documents

[Opioids Impact on San Francisco](#) – Walgreens was found liable for contributing to a “public nuisance” – the ongoing opioid epidemic – in San Francisco.

Teva and Allergan Documents

[Fentanyl Forerunner](#) – Teva/Cephalon were among the first companies to introduce rapid-onset fentanyl to the market and implemented sales and marketing tactics later echoed by other opioid manufacturers.

[Pseudoaddiction](#) – Cephalon promoted and trained their representatives on “pseudoaddiction,” the unsubstantiated claim that patients who appeared to be developing addiction to prescription opioids actually were suffering from inadequate pain control and needed higher doses of opioids.

[Risk Mitigation](#) – Actiq was the first opioid product approved by the FDA subject to risk evaluation and mitigation strategies (REMS), and Cephalon failed to comply with its requirements to monitor and prevent off-label prescribing.