

New ways to engage users and provide access to primary source documents arising from the opioid industry

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University of California
San Francisco



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What we'll cover in ten minutes

1. What is the Opioid Industry Documents Archive?
2. Engaging with journalists
3. Some resources related to OIDA:
 - a. OIDA Curriculum Library
 - b. The Opioid Crisis: A Timeline
 - c. OIDA Image Collection
 - d. OIDA Toolbox

What is the Opioid Industry Documents Archive?



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The Opioid Industry Documents Archive is a groundbreaking digital archive of documents arising from the opioid industry that advances understanding of the **root causes** of the **opioid epidemic** and helps address **corporate behavior** that is **harmful** to **public health**.



The Opioid Industry Documents Archive...

Consolidates publicly available information into an easily accessible digital archive for use by researchers, journalists, policy-makers, community members, and other stakeholders



- **Aids in the search, retrieval and analysis of documents arising from opioid litigation including:**
 - Court and litigation documents (expert depositions, complaints and amendments, internal company communications)
 - Documents from federal, state and local government agencies
 - Testimony from advocacy organizations (accounts of people with lived experience, addiction, and impact of the epidemic)
- **Offers reference and technical assistance to those wishing to use materials**
- **Serves as a repository for new information from future cases**
- **Provides evidence to support changes in policy and practice**

UCSF Tobacco Archives Serves as a Model



UCSF Truth Tobacco Industry Documents

1998 Master Settlement Agreement required millions of documents from tobacco companies about their advertising, manufacturing, marketing, scientific research, and political activities be made public



UCSF Archives & Special Collections contain:

Truth Tobacco Industry Documents

- 15+ million internal tobacco company documents
- Litigation documents
- Tobacco industry research studies

Tobacco Control Archives (TCA)

- Papers of government agencies and advocacy groups
- Video library including anti-smoking public service announcements, news programs, and documentaries



Impact of the Tobacco Industry Documents

- **Exposed inner-workings** of tobacco companies and their knowledge of the addictiveness of their products
- **Over 1000 publications** based on the documents including scientific manuscripts, book chapters, blog posts, newspaper articles and other reports
- **Changed social norms** regarding the importance of public access to information
- **Helped influence policy decisions** regarding internal company practices and marketing of tobacco

Family Smoking Prevention and Tobacco Control Act (2009) gives FDA authority to take action to protect public health regarding tobacco production, sales and use

World Health Organization's Framework Convention on Tobacco Control (FCTC) is an evidence-based treaty developed in response to the globalization of the tobacco epidemic



Winner of the 2023 Archival Innovator Award from the Society of American Archivists

The Archival Innovator Award recognizes an archivist, a group of archivists, a repository, or an organization that demonstrates the greatest overall current impact on the profession or their communities.



OIDA's development has continually showcased innovative thinking and practice . . . The success of OIDA's development is due in part to the collection's wide engagement outside of academia.



<https://www2.archivists.org/recipients/archival-innovator-award-opioid-industry-documents-archive>

Ensuring transparency

A top focus of our opioid litigation has always been about ensuring transparency and telling the story of the harm done to families across this country. Making this evidence available to the public will pave the way for important reforms that will save lives and let the families, survivors, and advocates who have been affected by the opioid epidemic see the truth. We thank UCSF and Johns Hopkins University for launching this digital document archive as we continue the fight to make evidence in our opioid cases public.

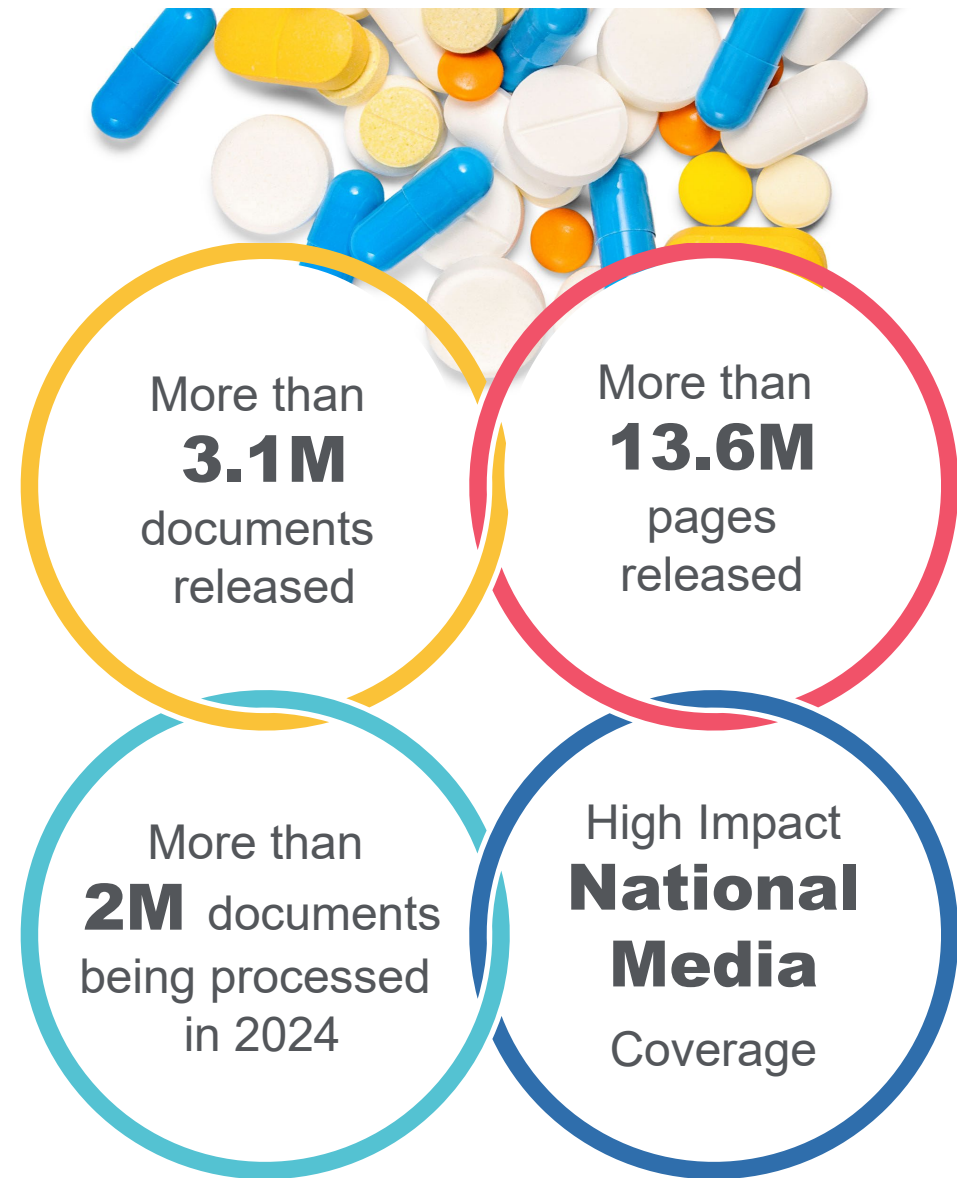


Maura Healey
*Attorney General of
Massachusetts (2021)*

OIDA Accomplishments to Date

Current collections include:

- Internal industry documents disclosed in major settlements (**Insys, McKinsey, Mallinckrodt**)
- Materials from other state and city cases against manufacturers and pharmacies (**Florida, Kentucky, Ohio, Oklahoma, West Virginia, San Francisco**)
- Files obtained by journalists (**Washington Post, Kaiser Health News**)
- Certain documents from the **National Prescription Opiate Litigation** (MDL 2804)



Engaging with journalists



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WASHINGTON POST OPIOID COLLECTION [55 Documents](#)

Overview and Background

This collection contains exhibits entered by the defendants in the Ohio opioid multi-district litigation (MDL 2804) which were unsealed after a legal challenge by The Washington Post and the owner of the Charleston Gazette-Mail (HD Media) in West Virginia. The Ohio 6th Circuit Court of Appeals [ruled in June 2019](#) that certain court filings, along with the DEA's ARCOS (Automation of Reports and Consolidated Orders System) database, should be unsealed. The documents were posted online by The Washington Post on September 13, 2019.

Documents

The documents reveal detailed communications, strategies and reports by drug distributors to evade suspicious order monitoring compliance procedures in order to increase sales and profits from addictive drugs. Exhibits include: transcripts of depositions by Mallinckrodt executives (including Karen Harper, Director of Controlled Substance Compliance, and Victor Borelli, Director of National Accounts - Retail); emails, memos and presentation slides regarding suspicious order monitoring, sales increases, order handling and exceptions at McKesson, Cardinal Health and Walgreens; briefing and presentation on compliance by DEA to Actavis; and emails between Purdue Pharma and Cardinal Health regarding DEA enforcement.

Opioid Industry Documents Archive team members have not performed or commissioned any redactions on these documents.

Search the Washington Post Opioid Collection:



Related Resources

- Higham, S., Horwitz, S., and Rich, S. (2022, July 16). [76-Billion Opioid Pills: Newly Released Federal Data Unmasks the Epidemic](#). Washington Post. (registration may be required)
- Washington Post. (2019). [Opioid Files - The Records Revealed](#).

KHN OXYCONTIN COLLECTION [9 Documents](#)

Background

This collection contains Purdue Pharma internal budget documents for their opioid painkiller OxyContin from 1996 to 2002. These files were collected from the Florida Attorney General's office after the South Florida Sun-Sentinel and Orlando Sentinel won a lawsuit seeking to make them public. The documents were contributed by Kaiser Health News in 2019. The Opioid Industry Documents Archive (OIDA) received documents with redactions and highlighting; no further modifications were performed or commissioned by OIDA team members.

Search the KHN OxyContin Collection:



Related Resources

- Schulte, F. (2018, June 13). [How America Got Hooked on a Deadly Drug](#). Kaiser Health News.

Mike Forsythe, *New York Times* reporter on OIDA



“The quality of the documents is incredible [. . .] it’s so comprehensive – you’ve got emails, you’ve got spreadsheets, PDF documents. [. . .] [It’s] a very rare opportunity to look very deep into an industry that is extremely difficult kind of material for journalists to obtain.”

<https://youtu.be/kCi1Tc---6o>

THE OPIOID FILES

Inside the sales machine of the ‘kingpin’ of opioid makers

A cache of more than 1.4 million newly released records exposes the inner workings of the nation’s largest opioid manufacturer.

The New York Times

McKinsey Opened a Door in Its Firewall Between Pharma Clients and Regulators

The firm let consultants advise both drugmakers and their government overseers, internal records show. “Who we know and what we know” was part of their pitch.

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By [Chris Hamby](#), [Walt Bogdanich](#), [Michael Forsythe](#) and [Jennifer Valentino-DeVries](#)
April 13, 2022

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From left, Mallinckrodt national sales director Victor Borelli, CEO and President Mark C. Trudeau, compliance manager Maria Alconada Brooks/The Washington Post

By [Meryl Kornfield](#), [Scott Higham](#) and [Steven Rich](#)
May 10, 2022

The New York Times

Behind the Scenes, McKinsey Guided Companies at the Center of the Opioid Crisis



The consulting firm offered clients “in-depth experience in narcotics,” from poppy fields to pills more powerful than Purdue’s OxyContin.

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By [Chris Hamby](#) and [Michael Forsythe](#)
The reporters pored over a trove of more than 100,000 documents to investigate McKinsey’s unknown work for opioid makers.
June 29, 2022

A STAT INVESTIGATION

STAT+

Documents detail how pharmacy giants Walgreens, CVS, and Walmart failed patients in the opioid crisis



By [Lev Facher](#), [Kate Sheridan](#) and [Ed Silverman](#) Oct. 14, 2022

[Reprints](#)



'Eat what you kill': How a fentanyl drugmaker bribed doctors, harmed patients and collected millions

Insys Therapeutics is the only drug marketer whose top executives were jailed as part of the opioid epidemic. The fallout from the company's cash-for-scripts strategy that made it a Wall Street favorite reverberates today.



[Ken Alltucker](#)

USA TODAY

[Hear this story](#)

With two weeks to go in the year, Alec Burlakoff dashed off an urgent email to sales representative Daniel Tondre.

Tondre was assigned to a pain specialist in Sarasota, Florida, who was one of the most prolific prescribers of the potent fentanyl spray called Subsys. And Insys Therapeutics sales executive Burlakoff wanted the doctor, Steven Chun, to prescribe more of the addictive and potentially deadly drug to meet his company's goal.

"My best chance of hitting this is for Dr. Chun to turn it on this week," Burlakoff wrote to Tondre in the [December 2012 message](#). "He is my ace in the whole (sic). Ask him NOT to hold back, I need a big bump this week."

Other investigations from 2022

Hopkins Bloomberg
PUBLIC HEALTH

Documenting Pharma's Role in the Opioid Crisis

Opioid industry documents illuminate the cynical strategies that led to thousands of deaths. Can an archive turn the tragic past into a better future?



Scandals brought down Harvey Weinstein's movie studio and major opioid supplier Mallinckrodt. But their wealthy owners, directors and executives were granted lifetime immunity from related lawsuits in bankruptcy court — an overwhelmingly common tactic in major U.S. Chapter 11 cases, a Reuters review found.

PROPUBLICA

Health Care

New Documents Show How Drug Companies Targeted Doctors to Increase Opioid Prescriptions

A trove of documents published as part of a legal settlement offers an unvarnished look inside the financial relationships between pharmaceutical companies and the medical community — from the perspective of drug companies themselves.

HUFFPOST

How The CEO Of A Leading LGBTQ Rights Group Played A Role During The Opioid Crisis

Amit Paley, CEO of The Trevor Project, was part of a team advising Purdue Pharma on how to boost sales of opioids during his time at McKinsey & Co., according to a trove of documents reviewed by HuffPost.

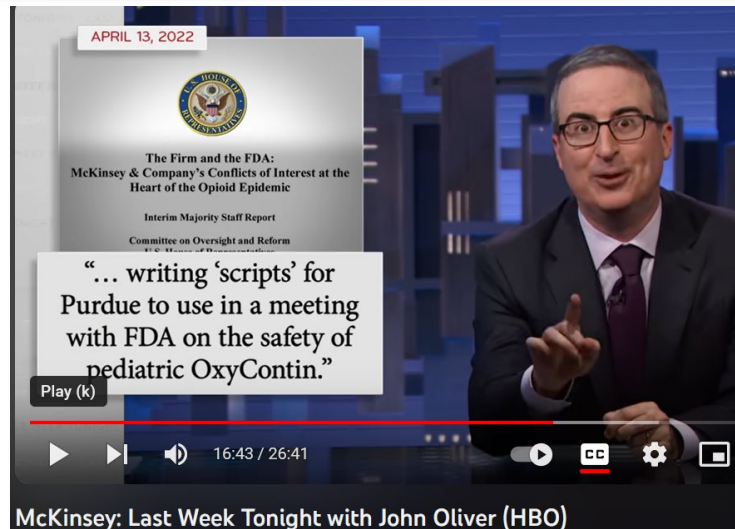
Other investigations from 2023

THE WALL STREET JOURNAL.

PRO BANKRUPTCY

McKinsey Consulted VA While Advising Opioid Makers to Target Agency for Sales

Newly released documents show the firm advised companies such as Purdue Pharma and Endo on how to sell opioids to Veterans Affairs, which was also a client; McKinsey denies a conflict of interest



THE GLOBE AND MAIL

SUBSCRIBE LOG IN

CANADA WORLD BUSINESS INVESTING WATCHLIST PERSONAL FINANCE OPINION POLITICS SPORTS

McKinsey pitched Purdue Pharma Canada on plan to boost opioid sales in 2014, memo reveals

Purdue Pharma Case Supreme Court Appears Split Understand the Case Who Gets Legal Immunity? Addressing the Opioid Crisis

Sacklers Gave Millions to Institution That Advises on Opioid Policy

Even as the nation's drug crisis mounted, the National Academies of Sciences, Engineering and Medicine continued to accept funds from some members of the Sackler family, including those involved with Purdue Pharma.

Some resources related to OIDA



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San Francisco



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OIDA Curriculum Library

- Enhance understanding of the origins and rapid expansion of the opioid crisis.
- Develop insight into industry strategies that actively expanded and fueled the epidemic.
- Create pathways to solutions that mitigate harm and prevent similar crises in the future.

Helping students understand the relevance of industry documents to the ongoing opioid crisis



[About the Timeline](#)
[1995 - 2005](#)
[2006 - 2016](#)
[2017 - 2023](#)
[References & Suggested Reading](#)

Mallinckrodt Executives Joke about their Product's addictiveness

According to the book *American Cartel: Inside the Battle to Bring Down the Opioid Industry*, reporters Scott Higham and Sari Horwitz explain that Key Source Medical Inc, a pharmaceutical distributing company, was one of Mallinckrodt's biggest clients.

In this [email exchange](#) between Steven Cochrane and [Victor Borelli](#) we can see how both men discussed the addictiveness of these medications ...

From: Steven J. Cochrane [mailto:steve@keysourcemedical.com]

Sent: Tuesday, January 27, 2009 11:08 AM

To: Borelli, Victor

Subject: Re: Oxy 30

Keep 'em comin'! Flyin' out of here. Its like people are addicted to these things or something. Oh, w

Thank you,
Steve

Steven J. Cochrane

VP, Purchasing

KeySource Medical, Inc.

An Inc. 5 0 Company

e-mail Steve@KeySourceMedical.com

direct tel 1-866-371-0408

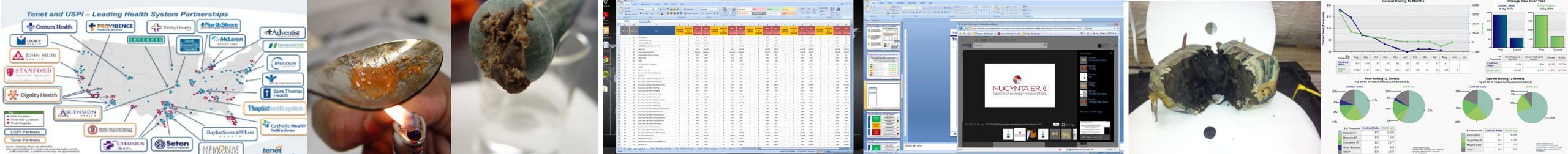
cell 1-516-510-6582

From: "Borelli, Victor" <Victor.Borelli@Covidien.com>

To: Steven J. Cochrane <steve@keysourcemedical.com>

Sent: Tuesday, January 27, 2009 10:31:51 AM

Subject: Oxy 30



CASE 2
Jennifer: Presentation

Clinical Presentation

- 42 years old, height 5'6", weight 125 lb
- Chronic low back pain resulting from car accident
- Referred for inadequately controlled pain, functional impairment, and moderate-to-severe constipation
- Pain characteristics
 - Persistent pain all day (rating, 6-7)
 - BTP throughout the day (rating, 7-8)

See additional Important Risk Information, including full boxed warning, on back cover of your booklet. See Full Prescribing Information inside the back cover of the booklet.

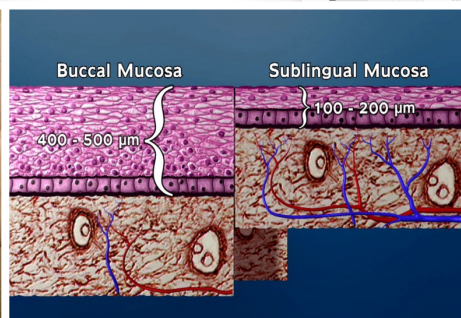


I Can Cure The
DRUG HABIT

MORPHINE, LAUDANUM AND OPIUM, by mail without any suffering. I cured myself after all others failed. Write for my circular. It contains addresses of many people cured by me, as well as my own experience. I will prove my claim to your confidence before asking you to take my treatment.

W. J. CARNEY, 567 Lebanon Street, MELROSE, MASS.

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The Image Collection: OIDA's Graphical Entrypoint

THE SECRETIVE FAMILY MAKING BILLIONS FROM THE OPIOID CRISIS

TIME

They're the most powerful painkillers ever invented. And they're creating the worst addiction crisis America has ever seen.

By Massimo Calabresi

ConsumerReports

AMERICA'S SCARY PAIN PILL HABIT

Our use of these meds is skyrocketing—and so are overdoses. Can the FDA do more to protect us?

PLUS

- Alert: Don't take too much of this popular OTC pain reliever
- The healthiest way to banish aches

MY PATIENTS DON'T HAVE THE PATIENCE FOR PAIN

The XARTEMIS™ XR patient savings program may help limit patient out-of-pocket costs for eligible commercial patients

Multiple ways to participate:

- Visit xartemis.com/copy to print a co-pay card
- Obtain cards through your local sales representative

eVoucherRx™ - Automated co-pay assistance benefit automatically applied at the pharmacy - no action required on behalf of the patient

Pays as little as \$20 to fill XARTEMIS™ XR at a pharmacy near you.

MY PATIENTS DON'T HAVE THE PATIENCE FOR PAIN

The typical prior authorization (PA) process

Business strategy

- Portfolio strategy
- BU strategies
- Operational strategy

Investor strategy

- Valuation
- Messaging
- Migration

Optimal TSR

Financial strategy

- Capital structure
- Dividends/buybacks

OIDA Toolbox

Supporting use of computational methods on the Opioid Industry Documents Archive



Welcome to the Opioid Industry Documents Archive (OIDA) Toolbox! This page is designed to help you access the raw data behind OIDA, a digital archive co-created by the University of California, San Francisco and Johns Hopkins University containing millions of documents from the opioid industry that shed light on the root causes of the opioid crisis.

To receive updates
on OIDA

purl.org/oida/subscribe





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