

McKinsey Documents – Other Lines of Inquiry

There are many possible lines of inquiry in the McKinsey documents beyond those suggested in the [McKinsey Narrative Themes](#). A few select examples follow:

Early Work with Purdue

McKinsey worked with Purdue for nearly a decade before developing "Evolve to Excellence," or E2E, in 2013. An early chronology might detail:

- How McKinsey pursued business development opportunities with Purdue
- How McKinsey worked to boost sales of OxyContin before E2E
- OxyContin's market performance before E2E

Mundipharma

How did McKinsey, a multinational firm, advise Purdue's overseas affiliate Mundipharma?

What was McKinsey's global approach to:

- Opioid supply chains
- Regulations
- Sales and marketing

Network of Experts

McKinsey deployed a group of experts, with backgrounds in consulting, regulation, and manufacturing, to support its opioid clients. What does the network reveal about:

- Who was included
- What roles they played
- Which companies and organizations they worked for
- How McKinsey navigated potential conflicts of interest

Risk Evaluation and Mitigation Strategy (REMS)

How did McKinsey advise Purdue on the FDA's requirement for a REMS to improve OxyContin safety? For example, what were the components of:

- The FDA's original REMS proposal
- McKinsey's recommended alternatives to the FDA proposal
- The REMS Purdue submitted to the FDA
- The REMS ultimately accepted by the FDA