

McKinsey Documents – Rebates

Summary: As major insurance companies began to consider coverage restrictions on OxyContin, McKinsey advised Purdue on how to protect its product. It designed ways for Purdue to modify contracts with insurers and Pharmacy Benefits Managers (PBMs) to increase OxyContin coverage, such as by offering rebates to insurers for high-dose prescriptions and for patients who had overdosed or been diagnosed with opioid-use disorder.

Select Documents of Relevance

Document Title: Workshop 3: OxyContin Tablets Messaging

OIDA ID: <https://idl.ucsf.edu/opioids/docs/#id=nknp0256>

Date: 2010

Description: A presentation from the 2010 National Sales Meeting focused on training sales representatives on key messaging for OxyContin. Includes a message bundle for “confident treaters” that emphasized flexibility to measure out higher doses.

Document Title : High-impact interventions to rapidly address crisis and secure execution of upcoming contracts (draft perspectives)

OIDA ID: <https://idl.ucsf.edu/opioids/docs/#id=tyxx0256>

Date: 2017-10

Description: In this presentation for Purdue, McKinsey addresses increasing pressure by insurers and PBMs who had grown wary of OxyContin and provides strategies for upcoming contract negotiations.

Document Title: High-impact interventions to rapidly address crisis and secure execution of upcoming contracts (Update for the Board)

OIDA ID: <https://idl.ucsf.edu/opioids/docs/#id=rmwy0256>

Date: 2017-11

Description: This presentation updates the Purdue board on its market-access strategy. It discusses headwinds facing Purdue, ways to reframe OxyContin’s value to insurers, and performance-based contract offerings.

Document Title: High-impact interventions to rapidly address crisis and secure execution of upcoming contracts (Innovative Contracts)

OIDA ID: <https://idl.ucsf.edu/opioids/docs/#id=mnpm0256>

Date: 2017-12

Description: This presentation to Purdue focuses on innovative contracts. It analyzes three contract options for Purdue, including an "event-based" option that entailed rebates when opioid patients overdosed.

Document Title: FW: Document synthesis

OIDA ID: <https://idl.ucsf.edu/opioids/docs/#id=gfyn0255>

Date: 2018-01

Description: This email, forwarded to Purdue's Marv Kelly by a McKinsey partner, Anna Draganova, includes five attachments summarizing work with contract negotiations, including a draft payor-value story and synthesis of innovative contracting, task force, and ad hoc support.

Document Title: Fw: Updated Managed Care proposal

OIDA ID: <https://idl.ucsf.edu/opioids/docs/#id=lznn0255>

Date: 2018-01

Description: McKinsey Senior Partner Arnab Ghatak forwarded this email to colleagues Anna Draganova and Laura Moran after sending it to Purdue leadership. In it Ghatak states "our rebates are ~\$600M" and "we earnestly believe this is the highest ROI project we could do to help Purdue." The attachment is a presentation on "Getting Contracting Right for Purdue's Future."