

## McKinsey Documents – Earnings from Opioid Manufacturers

**Summary:** McKinsey worked for opioid manufacturers for more than 15 years. Services included conducting marketing research, orchestrating new product rollouts, lobbying health insurers, and coordinating with supply chain partners. Between 2004 and 2019 McKinsey earned over \$100 million for this work.

### Select Documents of Relevance

**Document Title:** Purdue Payment Summary

**OIDA ID:** <https://idl.ucsf.edu/opioids/docs/#id=sfxk0255>

**Date:** 2019-07

**Description:** This spreadsheet documents payments to McKinsey from Purdue from 2004 to 2019. Entries beginning in 2008 are cross-referenced by Bates number with the associated scope-of-work statements in the OIDA.

**Document Title:** [List of descriptions for Purdue projects]

**OIDA ID:** <https://idl.ucsf.edu/opioids/docs/#id=tgkw0257>

**Date:** 2019-02

**Description:** This document summarizes McKinsey's work for Purdue from 2004 to 2019, with dates, project scope and objectives, and names of team members.

**Document Title:** Memorandum of Understanding for Johnson & Johnson: Maximizing Value of the Narcotics Franchise

**OIDA ID:** <https://idl.ucsf.edu/opioids/docs/#id=mffm0256>

**Date:** 2009-07

**Description:** This 12-page statement of work lists a range of options for growing Johnson & Johnson's "Narcotics Franchise."

**Document Title:** Exhibit C - Statement of Work to Master Services Agreement

**OIDA ID:** <https://idl.ucsf.edu/opioids/docs/#id=nffm0256>

**Date:** 2009-04

**Description:** This statement of work details McKinsey's proposal to test various market scenarios that might affect Johnson & Johnson's sales forecasts for Nucynta IR and Nucynta ER.

**Document Title:** Statement of Work – Belbuca Launch SOW

**OIDA ID:** <https://idl.ucsf.edu/opioids/docs/#id=lgvy0256>

**Date:** 2015-07

**Description:** This statement of work summarizes McKinsey's work for Endo for the 2016 launch of Belbuca, including testing Endo's revenue forecast and developing a "go-to-market" strategy.

**Document Title:** [Statement of Work for Endo – options to create value]

**OIDA ID:** <https://idl.ucsf.edu/opioids/docs/#id=pkdy0256>

**Date:** 2016-03

**Description:** This document presents McKinsey's proposal to advise Endo on how to "create value going forward," including growing its specialty pharmaceutical business, focusing on international markets, and expanding into other pharmaceutical categories.