

## Insys Litigation Documents – Insys Speaker Programs

**Key finding:** In 2012, Insys launched a Speakers Bureau that recruited physicians who prescribed Subsys to deliver talks to health care practitioners across the country. While many manufacturers use speaker’s programs, Insys’s program directly linked physician payments to continued prescribing of Subsys, and many events were conducted with few or no health care practitioners as participants.

**Why this is important:** Aggressive opioid marketing and promotion has been one important driver of the opioid epidemic, and Insys’s Speakers Bureau represents an especially aggressive effort to increase product sales. The speaker program was at the core of the federal trial against Insys executives, who were convicted of conspiring to bribe doctors. These documents provide a window into how Insys’s speaker programs functioned and highlight the need for much stricter corporate governance policies.

### Evidence

**Document Title:** Subject: ISP Programs

**OIDA ID:** <https://idl.ucsf.edu/opioids/docs/#id=rspg0264>

**Date:** 2012-03

**Description:** The FDA approved Subsys for marketing and sale in January 2012, and by March Insys had assembled its sales force to launch the drug. Daren Fila, regional sales manager, instructs the sales team to prioritize speaker candidates who are “high decile” — their top Subsys prescribers.

**Document Title:** Subject: Insys Speaker Programs

**OIDA ID:** <https://idl.ucsf.edu/opioids/docs/#id=rmnw0265>

**Date:** 2012-09

**Description:** This email to the sales team from Alec Burlakoff, vice president for sales, sent in the week after the 2012 National Sales Meeting, stresses that physician speakers must have “ample clinical experience” to ensure success. Here, “clinical experience” is equated to prescribing Subsys. Says Burlakoff: “I would venture to say that if your speaker does not have at least 20 patients on Subsys... he or she should not be booked to speak....”

**Document Title:** Speaker Agreement (2015)

**OIDA ID:** <https://idl.ucsf.edu/opioids/docs/#id=hlmc0233>

**Date:** 2015-11

**Description:** This 2015 Speaker Agreement details the services Speakers Bureau physicians would provide for Insys, and the levels of compensation they would be given in return for their training and the programs given. The agreement specifies further that physicians would not be speakers on behalf of any other company.

**Document Title:** Revised Core Speaker Deck: Advancements in the Treatment of Breakthrough Pain in Cancer Patients

**OIDA ID:** <https://idl.ucsf.edu/opioids/docs/#id=ryhk0233>

**Date:** 2013-05

**Description:** Insys provided its speakers with slide decks to be presented to other healthcare professionals at programs delivered in restaurants and group practice offices. Of note is Insys's definition of "breakthrough pain" to encompass "mild to severe pain," although the common definition is only for severe pain.

**Document Title:** Asterisk 4Q12 Targets

**OIDA ID:** <https://idl.ucsf.edu/opioids/docs/#id=nfbg0268>

**Date:** 2012-12

**Description:** 2012 was Subsys's launch year, both for sales of the drug itself and for Insys's Speakers Bureau to assist in promoting the drug. This spreadsheet analyzes the return on investment (ROI) for paying prescribers for speaker programs. Each sales region's overall ROI is listed, as well each specific prescriber's ROI. The spreadsheet also calculates the percentage of revenue that can be attributed to speaker programs since the drug's launch—at that point in time, 60 percent.

**Document Title:** Interviewing new potential hires / coaching existing Insys sales representatives

**OIDA ID:** <https://idl.ucsf.edu/opioids/docs/#id=srny0262>

**Date:** 2013-10

**Description:** Toward the end of Insys's first full year of promoting Subsys through speaker programs, Burlakoff emails his entire sales force telling them he wants "MORE speaker programs now than ever," and that new sales hires must understand that "their single most important function will be facilitating speaker programs." Burlakoff concludes that any sales representatives whose speaker program numbers decline "must be terminated from Insys."

**Document Title:** Subject: Please read

**OIDA ID:** <https://idl.ucsf.edu/opioids/docs/#id=kkxb0264>

**Date:** 2013-11

**Description:** Prior to the Department of Health and Human Services (DHHS) Office of Inspector General (OIG)'s December 2013 [subpoena](#) for Insys to produce documents related to its sales and marketing of Subsys, Insys employees were explicit in tying speaker programs to how many prescriptions physicians wrote. Jonathan Roper, then a Insys sales manager, exhorts his New York City sales team to "inform [physicians] of one simple guideline for them to follow as Insys speakers, NO SCRIPTS, NO PROGRAMS."

**Document Title:** ISP 2013 Q2 Master Schedule

**OIDA ID:** <https://idl.ucsf.edu/opioids/docs/#id=kgiw0262>

**Date:** 2013-04

**Description:** Insys tracked numerous types of information on its speaker programs. This spreadsheet contains data on speakers, the number of programs they gave, how many programs each sales representative had scheduled, the amounts paid to each speaker, and the total amount spent on programs. For this quarter (February through April 2013), the cost of honoraria paid to speakers totaled \$484,700.

**Document Title:** Subject: ACTION ITEM: Q2 Budget Allocation

**OIDA ID:** <https://idl.ucsf.edu/opioids/docs/#id=rrvc0264>

**Date:** 2015-02

**Description:** Desiree Hollandsworth, associate director for medical marketing communications, emails Brett Szymanski, sales representative, to advise that his speaker bureau budget for the imminent quarter was \$80,500, and that the average cost per program in his district was \$4,000.

**Document Title:** Manhattan Territory SWOT Analysis

**OIDA ID:** <https://idl.ucsf.edu/opioids/docs/#id=frvh0263>

**Date:** 2013-03

**Description:** This slide deck presents a Strength, Weakness, Opportunity, and Threat (SWOT) analysis for sales representative Jonathan Roper's Manhattan territory prescribers. The slides detail number of prescriptions, visits/calls made to each (in some cases as many as five times per week), challenges with the prescriber, and plans for how the representative can increase their Subsys business. A challenge noted for one prescriber is "getting the message across that if she wants lunches and to speak for Subsys, she needs to prescribe it."

### OIDA Identification Numbers for Additional Relevant Documents

- tmmc0233
- lzdv0264
- fzmc0265
- ntly0262
- mzjf0262
- hjkg0263
- xycj0263
- knkg0268
- jslw0262
- kpcw0262
- yqyg0263
- rtmc0265
- rmkf0262
- lxkc0268
- ggfh0233
- rfml0257
- qmyd0262
- xycj0263
- gtlw0262I
- lfmy0262
- xfvb0264
- rsjv0264
- sxmc0233
- jqyc0233
- yqyc0233
- mzbh0233
- jjkg0263
- hlpq0263
- xfyp0263
- jplg0263
- pjcp0268
- ykww0262