

Mallinckrodt Documents – Undermining Insurance Restrictions

Summary and Sample Documents Explained:

Mallinckrodt employees endeavored to get around insurers' restrictions on drug coverage and reimbursement as a way to sell more pills.

Coverage and reimbursement limits are important ways to prevent opioid misuse. So are "[utilization management](#)" strategies, like [step therapy](#), [quantity limits](#), and [prior authorization](#). These documents are representative samples of Mallinckrodt working to bypass those restrictions, sometimes using doctors as proxies for their strategies.

Sample Documents:

Document Title: Re: new QL [quantity limit] on [Exalgo](#) at Anthem/WellPoint

OIDA ID: <https://idl.ucsf.edu/opioids/docs/#id=qrlq0236>

Date: 2012-09

Description: This email, from [Stephanie Papakonstantis](#), senior sales specialist, to [Jay Rago](#), et al., discusses the need to involve physicians in efforts to overturn quantity limits on pill use, noting that "physician push back is vital."

Document Title: Fwd: [Anthem](#) follow-up

OIDA ID: <https://idl.ucsf.edu/opioids/docs/#id=jpbx0252>

Date: 2012-09

Description: These emails illuminate efforts by [Margaret Glassman](#), a corporate account director, to persuade Anthem to ease its quantity restrictions on Exalgo. Glassman and her supervisor, [Joe Duarte](#), ask colleagues not to share the email address of Glassman's contact at Anthem.

Document Title: FW: Exalgo premium content activated

OIDA ID: <https://idl.ucsf.edu/opioids/docs/#id=txvm0241>

Date: 2013-05

Description: In these emails, [Connie Kissinger](#), Covidien director for access marketing, and [Krista Woodworth](#), a regional account manager, consider language around [quantity limits](#) (QLs) on CoverMyMeds.com. Owned by drug distributor McKesson, [CoverMyMeds](#) is a software company that helps patients overcome challenges in accessing prescription medications. Woodworth wonders if they are "putting words" into users' mouths with dropdown options such as "current available strengths do not allow the patient to get to the therapeutic dose, therefore multiple tablets are a medical necessity for the patient."

Document Title: FW: new PA requirement at Aetna for XXR

OIDA ID: <https://idl.ucsf.edu/opioids/docs/#id=kshh0251>

Date: 2014-07

Description: This email chain discusses Mallinckrodt's efforts to persuade Aetna to reverse a decision requiring precertification of some prescription refills.

Document Title: Aetna ST deck CADsrev2.pptx

OIDA ID: <https://idl.ucsf.edu/opioids/docs/#id=mshh0251>

Date: 2014-07

Description: This sales force report includes a corporate plan describing the threats posed by Aetna's prior authorization requirements for [Xartemis](#).

Document Title: RE: Anthem-Urgent

OIDA ID: <https://idl.ucsf.edu/opioids/docs/#id=mthh0251>

Date: 2014-08

Description: An email chain from [Vanessa Harris](#), senior director for managed markets and trade, calls WellPoint/Anthem's authorization process for Xartemis XR prescriptions "unacceptable." Notes that "we have the Exalgo example that shows this works."

Document Title: RE: Anthem Pull-Through/Advocacy Plan

OIDA ID: <https://idl.ucsf.edu/opioids/docs/#id=hzh0251>

Date: 2014-08

Description: An email chain primarily between Glassman and [Christian Kampf](#), west region sales director, US specialty sales, discussing a presentation for [WellPoint](#) regarding Xartemis XR. It insists on an edit to "make sure that our communication regarding outreach to Anthem is verbal only."

Document Title: WellPoint XXR background deck August 14.ppt

OIDA ID: <https://idl.ucsf.edu/opioids/docs/#id=xzhh0251>

Date: 2014-08

Description: A presentation by Glassman updating field sales representatives on strategies to push Xartemis XR pills in territories with high rates of Anthem coverage. Slide 9 instructs reps to give offices contact information for Anthem's Medical Director to secure authorization, and emphasizes that reps should only do this orally, not in writing.

Document Title: Re: Anthem Advocacy Generation

OIDA ID: <https://idl.ucsf.edu/opioids/docs/#id=tnyg0241>

Date: 2014-09

Description: In this email to [Todd Palmer](#), Atlanta senior district manager, Glassman discusses the need for sales reps to alert healthcare providers of potential Xartemis XR restrictions so that providers in turn will reach out to Anthem and advocate for the drug. In order to avoid step therapy, "network providers should contact the health plan expressing their opinion that, for certain patients, an IR [instant release] opioid may have negative medical consequences."