

## McKinsey Documents – Rebates

### Summary and Sample Documents Explained:

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.

### Sample Documents:

**Document Title:** 010 01 06 NSM Messaging Workshop 3 FINAL.pptx

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

**Date:** 2010-01

**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 :** Perspectives on mitigating managed markets crisis Oct 8.pdf

**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:** 20171126 Board document highlights v4.pptx

**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:** 2017 12\_Innovative Contracting Synthesis\_vF.pptx

**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."