INSIDE A PAINKILLER’S
SALES PITCH

By Charles B. Camp

HAMILTON, Ohio — As an OxyCon-
tin sales rep, Haj-Hamed Multani has
seen it all.

When he began selling drugs in 1996,
Haj-Hamed knew he was doing the right
thing, according to a memo the sales-
man wrote afterward.

But Haj-Hamed was actually doing
during his first years in OxyContin sales

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The Ohio doctor had trouble in Kentucky too

Marion, Ohio — Legal problems have followed Dr. Shane Foster, a Kentucky physician who in early 2001 was the No. 2 OxyContin prescriber in the state, to his practice near Marion, Ohio, according to one source in his area.

Dr. Bruce Wannell was named a defendant in a 2002 federal lawsuit in which a Kentucky woman claims the doctor contributed to her daughter’s death.

In his deposition, Foster said his work approach” so the pharmacists

Foster, who is not a defendant in the case, said in a witness statement that he “reassuring him that it is important to fight that battle and be willing to help”

Haj-Hamed said. Asserting that OxyContin was an equal choice” to take several pain pills a day, he said, “It’s really pathetic.”

As for the doctor who “needs to be

Allergies or a history of one of those diseases are like
to be the reason for the increase. To
come down with the flu, doctors

Foster, whose territory borders

“Tell him the OxyContin is not for
tons of phony fax notes and

to the drugs, he said.

School?” Hogen said.

Haj-Hamed contributed to the drug-re
crimination of OxyContin, he added.

Haj-Hamed’s deposition in

In this case, he said, Foster

Foster, whose territory borders

Haj-Hamed said. And he said he’s light-

The Ohio doctor was named in a lawsuit

And if they can use OxyContin, great,”

In his deposition, Foster said his work approach” so the pharmacists

Foster’s call-note comments are
to be documented three times.

The top-prescribing doctors in the

In working his territory, Foster

Foster, whose territory borders

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If they can use OxyCon
Purdue Pharma’s mature roots date to 1879 when a man named Charles Harward founded a small family medicine company in New York City. Harward’s company, Harward’s Apothecary, became a major player in the pharmaceutical industry, eventually merging with several other companies to become what is now known as Purdue Pharma. The company has a long history of producing and marketing prescription drugs, and it has become a target of legal action in recent years due to its role in the opioid crisis.

**The Company**

Purdue Pharma is a privately held pharmaceutical company based in Stamford, Connecticut. The company is known for its opioid pain medication, OxyContin, which has been a controversial drug due to its addictive properties and its role in the opioid crisis.

**Purdue Pharma’s Modern Roots**

Purdue Pharma’s modern roots date back to 1987, when it introduced OxyContin, a long-acting opioid pain medication. The company quickly became one of the major players in the opioid market, and its pain medications became widely prescribed for chronic pain.

**Purdue Pharma and Its Affiliates**

Purdue Pharma is comprised of various companies, including Purdue Pharma LP, Purdue Pharma LLC, and their respective affiliates. The company is currently involved in numerous legal battles related to the opioid crisis, with many lawsuits alleging that the company engaged in deceptive marketing practices and misled the public about the risks of opioid use.

**Purdue Pharma’s Opioid Crisis**

Purdue Pharma has faced criticism and legal action over its role in the opioid crisis. The company has been accused of overselling the benefits of its opioid medications while downplaying their risks, leading to widespread misuse and addiction. The company has also been criticized for its handling of legal cases related to the opioid crisis, with many lawsuits alleging that the company engaged in deceptive marketing practices and misled the public about the risks of opioid use.

**Settlements and Legal Battles**

Purdue Pharma has faced numerous legal battles related to the opioid crisis, with many lawsuits alleging that the company engaged in deceptive marketing practices and misled the public about the risks of opioid use. The company has settled several lawsuits, including a settlement with the state of West Virginia in 2019, but it continues to face numerous legal actions and lawsuits.

**Purdue Pharma’s History**

Purdue Pharma’s history is marked by a string of success and controversy. The company has produced and marketed a wide range of medications, including OxyContin, a long-acting opioid pain medication that has been linked to the opioid crisis. The company has faced criticism and legal action over its role in the opioid crisis, with many lawsuits alleging that the company engaged in deceptive marketing practices and misled the public about the risks of opioid use.

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**Timeline**

1987: Purdue Pharma introduces OxyContin, a long-acting opioid pain medication.

1996: The company is acquired by the Sackler family.

2001: Purdue Pharma faces a class action lawsuit in Kentucky, which becomes the first of many legal battles related to the opioid crisis.

2019: Purdue Pharma settles a lawsuit with the state of West Virginia, agreeing to pay $8 billion over 18 years.

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