

# Catholic University of America 2021 Case Competition Executive Summary

## Undergraduate Division

Name	Graduation Year	Major
Jonathan Tampe	2024	Business Management
Philip Caliendo	2024	Finance
William Schulz	2024	Political Science and Economics

**Audience:** Purdue Pharma's Board of Directors for Q1, 2007.

### Presentation Outline:

- We will first introduce how Purdue Pharma is violating its own company values
- We will then distinguish between the greater good and common good ethical worldview
- We will next analyze Purdue Pharma's physician manipulation using federal regulation, financial analysis, and ethical considerations to prove the existence of high drug abuse rates.
- We will then detail the directly affected communities and posit that Purdue Parma must take immediate action or face the risk of federal intervention.
- We will finally offer mutually beneficial solutions that will ultimately secure future profits, reinvigorate company values, and build the common good.

To Purdue Pharma's Board of Directors for the 2007 fiscal year,

It has come to our attention that Purdue Pharma's marketing of OxyContin has spurred a national crisis and caused irreparable harm to countless American lives. Although OxyContin possesses a critical defect that enables user abuse, the actions taken by Purdue Pharma have sought to maximize profit. This reality is most evident in Purdue Pharma's marketing effort. Michael Freeman, Purdue Pharma's current president, approved a database designed to locate physicians prescribing high amounts of drugs and to avoid states with built in drug tracking programs. In playing into preexisting legal uncertainty regarding pain management regulations, Purdue Pharma persuaded physicians to overprescribe OxyContin. Now there are extreme rates of OxyContin abuse in rural America. Neither the FDA nor DEA's drug tracking systems have correctly quantified the total abuse, but Purdue Pharma's drug tracking system has. Thus, pertinent information is being withheld from the government and OxyContin still sells to consumers.

This act of withholding knowledge, however, means that Purdue Pharma faces a large risk in continuing to assume that the FDA and DEA will avoid an investigation. We have determined that OxyContin's medical utility has discouraged government involvement, but burgeoning rates of abuse have sparked national attention. Unless Purdue Pharma takes drastic measures to reformulate OxyContin and increase transparency with the federal government, an investigation could permanently damage Purdue Pharma's reputation and reduce the likelihood of making future profits. If drastic measures are taken, Purdue Pharma can still claim a monopoly on the drug market. The resulting profit is beneficial for Purdue Pharma, and the common good for society will build trust with US consumers.

Signed,  
Philip Caliendo, Jonathan Tampe, and William Schulz