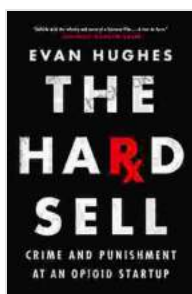


Crime and Punishment at an Opioid Startup: The Harrowing True Story of Insys Therapeutics

In *Crime and Punishment at an Opioid Startup*, journalist Matthew Herper tells the harrowing true story of Insys Therapeutics, a company that marketed a highly addictive opioid called Subsys.



The Hard Sell: Crime and Punishment at an Opioid Startup by Evan Hughes

★★★★☆ 4.5 out of 5

Language : English
File size : 2613 KB
Text-to-Speech : Enabled
Screen Reader : Supported
Enhanced typesetting : Enabled
Word Wise : Enabled
Print length : 272 pages



Insys was founded in 2002 by John Kapoor, a former Purdue Pharma executive. Kapoor had a long history of working in the pharmaceutical industry, and he knew how to market opioids. He hired a team of sales representatives who were trained to target doctors who were known to prescribe large amounts of opioids.

Insys also developed a marketing campaign that was designed to appeal to doctors. The company claimed that Subsys was a safe and effective

treatment for pain, and it offered doctors financial incentives to prescribe the drug.

As a result of Insys's aggressive marketing campaign, Subsys quickly became one of the most prescribed opioids in the United States. However, Insys soon came under fire from regulators and law enforcement. The company was accused of bribing doctors, lying to regulators, and marketing Subsys for unapproved uses.

In 2017, Insys founder John Kapoor was arrested and charged with racketeering conspiracy. He was later convicted and sentenced to 18 years in prison. Several other Insys executives were also convicted of crimes related to the marketing of Subsys.

The collapse of Insys Therapeutics is a cautionary tale of greed, corruption, and the devastating consequences of the opioid crisis. It is a must-read for anyone who wants to understand the opioid crisis and its impact on American society.

The Opioid Crisis

The opioid crisis is a public health emergency that is affecting communities across the United States. In 2017, more than 70,000 people died from drug overdoses, and two-thirds of those deaths involved opioids.

The opioid crisis is fueled by the overprescription of opioids by doctors. In the 1990s, pharmaceutical companies began to market opioids as safe and effective treatments for pain. However, these companies misled doctors about the risks of opioids, and as a result, millions of Americans became addicted to these drugs.

The opioid crisis has had a devastating impact on American society. It has led to an increase in crime, homelessness, and poverty. It has also torn families apart and destroyed lives.

The opioid crisis is a complex problem that will require a multi-pronged approach to solve. However, one of the most important steps we can take is to hold the companies that are responsible for this crisis accountable.

Corporate Greed and Corruption

The opioid crisis is a tragedy that has been fueled by corporate greed and corruption. Pharmaceutical companies have made billions of dollars by selling opioids, and they have put profits ahead of the health of the American people.

The marketing tactics used by pharmaceutical companies have been particularly egregious. These companies have misled doctors about the risks of opioids, and they have targeted vulnerable populations, such as the elderly and the poor.

In addition, pharmaceutical companies have bribed doctors to prescribe their drugs. They have also made illegal payments to patient advocacy groups and pain clinics.

The corruption that has taken place within the pharmaceutical industry is a major contributing factor to the opioid crisis. It is time for the government to hold these companies accountable and to put an end to their profiteering.

Whistleblowers and Investigative Journalism

Whistleblowers and investigative journalists have played a vital role in exposing the opioid crisis. Whistleblowers have come forward with information about the illegal activities of pharmaceutical companies, and investigative journalists have written articles that have shed light on this crisis.

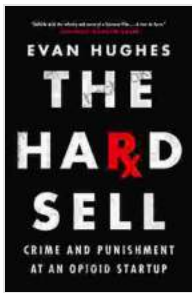
The work of whistleblowers and investigative journalists has helped to raise awareness of the opioid crisis and to hold pharmaceutical companies accountable. However, there is still much more work to be done.

We need to continue to support whistleblowers and investigative journalists. We also need to hold pharmaceutical companies accountable for their role in the opioid crisis. We can do this by supporting legislation that cracks down on corporate greed and corruption, and by demanding that these companies be held responsible for the damage they have caused.

The opioid crisis is a tragedy that has had a devastating impact on American society. It is a crisis that has been fueled by corporate greed and corruption. However, there is hope.

Whistleblowers and investigative journalists have played a vital role in exposing the opioid crisis. We need to continue to support their work. We also need to hold pharmaceutical companies accountable for their role in this crisis.

We can do this by supporting legislation that cracks down on corporate greed and corruption, and by demanding that these companies be held responsible for the damage they have caused.

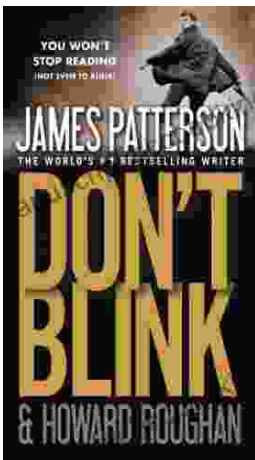


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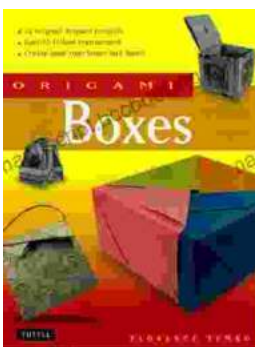
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