

WEBVTT

NOTE duration:"01:20:48"

NOTE recognizability:0.880

NOTE language:en-us

NOTE Confidence: 0.834593897777778

00:00:00.000 --> 00:00:02.652 Afternoon everyone, my name is David

NOTE Confidence: 0.834593897777778

00:00:02.652 --> 00:00:05.958 Fiellin I'm I'm the director of the

NOTE Confidence: 0.834593897777778

00:00:05.958 --> 00:00:08.378 Yale program in diction medicine,

NOTE Confidence: 0.834593897777778

00:00:08.380 --> 00:00:10.284 and I want to welcome you to today's

NOTE Confidence: 0.834593897777778

00:00:10.284 --> 00:00:12.183 talk in our finding solutions to

NOTE Confidence: 0.834593897777778

00:00:12.183 --> 00:00:14.464 the opioid crisis speaker series in

NOTE Confidence: 0.834593897777778

00:00:14.464 --> 00:00:18.090 collaboration with the Sandgaard Foundation.

NOTE Confidence: 0.834593897777778

00:00:18.090 --> 00:00:20.490 We are joined today by Alex

NOTE Confidence: 0.834593897777778

00:00:20.490 --> 00:00:22.620 Gibney and Patrick Radden Keefe,

NOTE Confidence: 0.834593897777778

00:00:22.620 --> 00:00:24.138 who will speak on the topic.

NOTE Confidence: 0.834593897777778

00:00:24.140 --> 00:00:25.820 The crime of the century,

NOTE Confidence: 0.834593897777778

00:00:25.820 --> 00:00:29.355 Big Pharma and the American overdose crisis.

NOTE Confidence: 0.834593897777778

00:00:29.360 --> 00:00:30.636 Before we get started.

NOTE Confidence: 0.834593897777778

00:00:30.636 --> 00:00:32.550 Just wondered if receive a few
NOTE Confidence: 0.834593897777778

00:00:32.617 --> 00:00:35.209 housekeeping items on the following slides.
NOTE Confidence: 0.9039061958333333

00:00:37.470 --> 00:00:38.982 First, we encourage you to stay
NOTE Confidence: 0.9039061958333333

00:00:38.982 --> 00:00:41.181 up to date with the latest in the
NOTE Confidence: 0.9039061958333333

00:00:41.181 --> 00:00:42.885 finding solution series in the Yale
NOTE Confidence: 0.9039061958333333

00:00:42.941 --> 00:00:44.549 Program in Addiction Medicine.
NOTE Confidence: 0.9039061958333333

00:00:44.550 --> 00:00:46.415 By visiting our website following
NOTE Confidence: 0.9039061958333333

00:00:46.415 --> 00:00:49.285 us up on on Twitter and joining
NOTE Confidence: 0.9039061958333333

00:00:49.285 --> 00:00:50.680 our program listserv.
NOTE Confidence: 0.819354947

00:00:54.740 --> 00:00:56.625 Here are some instructions about
NOTE Confidence: 0.819354947

00:00:56.625 --> 00:00:59.439 hashtags you can use for today's talk.
NOTE Confidence: 0.819354947

00:00:59.440 --> 00:01:02.080 Second, as a reminder,
NOTE Confidence: 0.819354947

00:01:02.080 --> 00:01:04.335 coming coming up in this series
NOTE Confidence: 0.819354947

00:01:04.335 --> 00:01:05.930 will be welcoming Gary Mendell,
NOTE Confidence: 0.819354947

00:01:05.930 --> 00:01:08.654 who's the founder and CEO of
NOTE Confidence: 0.819354947

00:01:08.654 --> 00:01:10.016 the Shatterproof Foundation,

NOTE Confidence: 0.819354947

00:01:10.020 --> 00:01:11.994 who speak to us on October

NOTE Confidence: 0.819354947

00:01:11.994 --> 00:01:14.312 26th on the topic of stigma

NOTE Confidence: 0.819354947

00:01:14.312 --> 00:01:16.156 and substance use disorder,

NOTE Confidence: 0.819354947

00:01:16.160 --> 00:01:17.249 the silent killer.

NOTE Confidence: 0.92526801

00:01:23.760 --> 00:01:26.049 Here's some instructions on how you might

NOTE Confidence: 0.92526801

00:01:26.049 --> 00:01:28.857 be able to participate in today's talk.

NOTE Confidence: 0.92526801

00:01:28.860 --> 00:01:31.227 You can use the chat box to share comments

NOTE Confidence: 0.92526801

00:01:31.227 --> 00:01:33.840 and observations with your fellow attendees.

NOTE Confidence: 0.92526801

00:01:33.840 --> 00:01:36.012 You can post your questions in

NOTE Confidence: 0.92526801

00:01:36.012 --> 00:01:38.207 the Q&A box and it would if you'd

NOTE Confidence: 0.92526801

00:01:38.207 --> 00:01:40.119 like to unmute to ask a question.

NOTE Confidence: 0.92526801

00:01:40.120 --> 00:01:42.696 You can use the word raise hand function.

NOTE Confidence: 0.92526801

00:01:42.700 --> 00:01:44.926 We'll probably do that in the

NOTE Confidence: 0.92526801

00:01:44.926 --> 00:01:46.870 second half of this hour.

NOTE Confidence: 0.92526801

00:01:46.870 --> 00:01:50.188 We are offering CME credit today.

NOTE Confidence: 0.92526801

00:01:50.190 --> 00:01:53.838 So to receive credit please text the code
NOTE Confidence: 0.903619838

00:02:00.510 --> 00:02:02.135 3064322034429435 and we will place
NOTE Confidence: 0.903619838

00:02:02.135 --> 00:02:03.760 those instructions in the chat.
NOTE Confidence: 0.92054922625

00:02:08.930 --> 00:02:11.150 Now I'd like to introduce invite
NOTE Confidence: 0.92054922625

00:02:11.150 --> 00:02:12.811 Kyle Henderson, who's the Executive
NOTE Confidence: 0.92054922625

00:02:12.811 --> 00:02:14.346 director of the Sandgaard Foundation,
NOTE Confidence: 0.92054922625

00:02:14.350 --> 00:02:16.312 to say a few words and share about the
NOTE Confidence: 0.92054922625

00:02:16.312 --> 00:02:19.340 mission and work of the foundation, Carl.
NOTE Confidence: 0.92054922625

00:02:19.340 --> 00:02:21.086 Thank you David and thank you
NOTE Confidence: 0.92054922625

00:02:21.086 --> 00:02:22.640 everyone for joining us today.
NOTE Confidence: 0.92054922625

00:02:22.640 --> 00:02:25.640 We've got two extraordinary guest
NOTE Confidence: 0.92054922625

00:02:25.640 --> 00:02:28.460 speakers with Alex crime of the
NOTE Confidence: 0.92054922625

00:02:28.460 --> 00:02:30.680 century and Patrick Empire of Pain.
NOTE Confidence: 0.92054922625

00:02:30.680 --> 00:02:33.858 Huge fan of their work across the board,
NOTE Confidence: 0.92054922625

00:02:33.860 --> 00:02:35.740 so we're honored to have them join us.
NOTE Confidence: 0.92054922625

00:02:35.740 --> 00:02:37.716 Sandgaard Foundation was founded

NOTE Confidence: 0.92054922625

00:02:37.716 --> 00:02:40.632 back in 2018, so we're quite young,

NOTE Confidence: 0.92054922625

00:02:40.632 --> 00:02:42.422 but we are laser focused

NOTE Confidence: 0.92054922625

00:02:42.422 --> 00:02:44.318 on the opioid epidemic,

NOTE Confidence: 0.92054922625

00:02:44.320 --> 00:02:46.696 largely with regard to harm reduction.

NOTE Confidence: 0.92054922625

00:02:46.700 --> 00:02:47.840 So year to date.

NOTE Confidence: 0.92054922625

00:02:47.840 --> 00:02:48.695 Since January 1st,

NOTE Confidence: 0.92054922625

00:02:48.700 --> 00:02:50.480 we've helped to distribute over.

NOTE Confidence: 0.92054922625

00:02:50.480 --> 00:02:52.250 500,000 units of Narcan and

NOTE Confidence: 0.92054922625

00:02:52.250 --> 00:02:54.244 naloxone around 26 states,

NOTE Confidence: 0.92054922625

00:02:54.244 --> 00:02:55.956 mostly to recovery homes.

NOTE Confidence: 0.92054922625

00:02:55.960 --> 00:02:57.885 We just launched our Colorado

NOTE Confidence: 0.92054922625

00:02:57.885 --> 00:02:59.040 Naloxone initiative,

NOTE Confidence: 0.92054922625

00:02:59.040 --> 00:03:01.910 so anyone that's at risk or comes

NOTE Confidence: 0.92054922625

00:03:01.910 --> 00:03:04.460 to a hospital or an ER room.

NOTE Confidence: 0.92054922625

00:03:04.460 --> 00:03:06.200 You know experiencing an overdose

NOTE Confidence: 0.92054922625

00:03:06.200 --> 00:03:08.629 or coming close to are now going
NOTE Confidence: 0.92054922625

00:03:08.629 --> 00:03:10.806 to be going home with Narcan or
NOTE Confidence: 0.92054922625

00:03:10.806 --> 00:03:12.860 naloxone in their hand so they don't
NOTE Confidence: 0.92054922625

00:03:12.860 --> 00:03:14.440 have to fulfill a prescription.
NOTE Confidence: 0.92054922625

00:03:14.440 --> 00:03:16.280 Subsequent and overcome the
NOTE Confidence: 0.92054922625

00:03:16.280 --> 00:03:18.120 stigma associated with that.
NOTE Confidence: 0.92054922625

00:03:18.120 --> 00:03:19.560 And we're also big into entertainment,
NOTE Confidence: 0.92054922625

00:03:19.560 --> 00:03:20.880 so we're working on a film
NOTE Confidence: 0.92054922625

00:03:20.880 --> 00:03:21.760 right now called Junction,
NOTE Confidence: 0.92054922625

00:03:21.760 --> 00:03:24.838 which is also going to focus on the crisis.
NOTE Confidence: 0.92054922625

00:03:24.840 --> 00:03:26.709 We just helped to fund a concert
NOTE Confidence: 0.92054922625

00:03:26.709 --> 00:03:28.149 in Vegas this last week.
NOTE Confidence: 0.92054922625

00:03:28.150 --> 00:03:31.205 Along with mobilized recovery and
NOTE Confidence: 0.92054922625

00:03:31.205 --> 00:03:32.430 the recovery out loud concert.
NOTE Confidence: 0.92054922625

00:03:32.430 --> 00:03:35.110 So doing a lot of things but truly
NOTE Confidence: 0.92054922625

00:03:35.110 --> 00:03:36.550 honored to be working with the

NOTE Confidence: 0.92054922625

00:03:36.550 --> 00:03:38.020 old program in addiction medicine

NOTE Confidence: 0.92054922625

00:03:38.020 --> 00:03:39.770 on this wonderful speaker series.

NOTE Confidence: 0.92054922625

00:03:39.770 --> 00:03:41.270 So we appreciate everyone joining us

NOTE Confidence: 0.92054922625

00:03:41.270 --> 00:03:45.350 and again, thank you, Alex and Patrick.

NOTE Confidence: 0.92054922625

00:03:45.350 --> 00:03:47.376 Thank you, Kyle. Thank you for the support.

NOTE Confidence: 0.8009519

00:03:51.330 --> 00:03:54.386 OK, so so Alex.

NOTE Confidence: 0.8009519

00:03:54.386 --> 00:03:57.226 I'll introduce her two speakers,

NOTE Confidence: 0.8009519

00:03:57.230 --> 00:03:58.945 Alex Gibney and Patrick Radden Keefe,

NOTE Confidence: 0.8009519

00:03:58.950 --> 00:04:00.546 both of whom I will note.

NOTE Confidence: 0.8009519

00:04:00.550 --> 00:04:01.675 Or Yale alumni.

NOTE Confidence: 0.8009519

00:04:01.675 --> 00:04:03.550 So we warmly welcome back

NOTE Confidence: 0.8009519

00:04:03.550 --> 00:04:05.630 to New Haven virtually.

NOTE Confidence: 0.8009519

00:04:05.630 --> 00:04:08.566 Alex Gibney is an Academy Award Emmy Award,

NOTE Confidence: 0.8009519

00:04:08.570 --> 00:04:11.010 Grammy Award, and Peabody Award-winning,

NOTE Confidence: 0.8009519

00:04:11.010 --> 00:04:11.944 documentary filmmaker,

NOTE Confidence: 0.8009519

00:04:11.944 --> 00:04:14.746 who directed the HBO and HBO
NOTE Confidence: 0.8009519

00:04:14.746 --> 00:04:17.109 Max Two part documentary,
NOTE Confidence: 0.8009519

00:04:17.110 --> 00:04:19.040 THE Crime of the Century.
NOTE Confidence: 0.8009519

00:04:19.040 --> 00:04:20.728 Which explored the origins,
NOTE Confidence: 0.8009519

00:04:20.728 --> 00:04:24.370 extent and the fallout of the opioid crisis.
NOTE Confidence: 0.8009519

00:04:24.370 --> 00:04:26.326 Patrick Raddene Keefe is an award
NOTE Confidence: 0.8009519

00:04:26.326 --> 00:04:28.363 winning staff writer at The New
NOTE Confidence: 0.8009519

00:04:28.363 --> 00:04:30.043 Yorker magazine and the author
NOTE Confidence: 0.8009519

00:04:30.043 --> 00:04:32.088 most recently of the New York
NOTE Confidence: 0.8009519

00:04:32.088 --> 00:04:33.456 Times Bestseller Empire paint,
NOTE Confidence: 0.8009519

00:04:33.460 --> 00:04:36.498 the secret history of the Sackler dynasty.
NOTE Confidence: 0.8009519

00:04:36.500 --> 00:04:38.196 So we thank both of you for joining
NOTE Confidence: 0.8009519

00:04:38.196 --> 00:04:39.490 us today and appreciate appreciate
NOTE Confidence: 0.8009519

00:04:39.490 --> 00:04:41.387 the way your work has placed a
NOTE Confidence: 0.8009519

00:04:41.435 --> 00:04:42.971 spotlight on some of the origins
NOTE Confidence: 0.8009519

00:04:42.971 --> 00:04:46.440 of this major public health crisis.

NOTE Confidence: 0.8009519

00:04:46.440 --> 00:04:47.730 Alex, you're gonna take it away.

NOTE Confidence: 0.95062794

00:04:49.430 --> 00:04:50.558 OK, thank you David.

NOTE Confidence: 0.8805658

00:04:52.600 --> 00:04:55.790 So it's a pleasure to talk to you all,

NOTE Confidence: 0.8805658

00:04:55.790 --> 00:04:58.126 and obviously you're in.

NOTE Confidence: 0.8805658

00:04:58.126 --> 00:05:02.200 You're engaged in some very important work.

NOTE Confidence: 0.8805658

00:05:02.200 --> 00:05:05.332 And I I feel to some extent a little

NOTE Confidence: 0.8805658

00:05:05.332 --> 00:05:07.560 bit shy in the sense that I I don't

NOTE Confidence: 0.8805658

00:05:07.560 --> 00:05:09.238 know that much about medicine,

NOTE Confidence: 0.8805658

00:05:09.240 --> 00:05:11.725 but I've spent a lot of time

NOTE Confidence: 0.8805658

00:05:11.725 --> 00:05:13.580 thinking about commerce and crime.

NOTE Confidence: 0.8805658

00:05:13.580 --> 00:05:16.240 And that's how I entered this story.

NOTE Confidence: 0.8805658

00:05:16.240 --> 00:05:17.660 You know, like many people,

NOTE Confidence: 0.8805658

00:05:17.660 --> 00:05:19.658 I was experienced,

NOTE Confidence: 0.8805658

00:05:19.658 --> 00:05:21.130 many hand wringing moments.

NOTE Confidence: 0.939098989047619

00:05:23.220 --> 00:05:25.014 Regarding the opioid crisis and and

NOTE Confidence: 0.939098989047619

00:05:25.014 --> 00:05:27.246 tended to think of it like a natural
NOTE Confidence: 0.939098989047619

00:05:27.246 --> 00:05:29.320 disaster like a flood or a hurricane.
NOTE Confidence: 0.939098989047619

00:05:29.320 --> 00:05:31.260 It's something that just happened.
NOTE Confidence: 0.939098989047619

00:05:31.260 --> 00:05:33.436 But it in a meeting with some investigative
NOTE Confidence: 0.939098989047619

00:05:33.436 --> 00:05:34.970 journalists at the Washington Post,
NOTE Confidence: 0.939098989047619

00:05:34.970 --> 00:05:37.854 I was convinced that I became convinced
NOTE Confidence: 0.939098989047619

00:05:37.854 --> 00:05:40.599 that the crisis didn't just happen.
NOTE Confidence: 0.939098989047619

00:05:40.600 --> 00:05:41.768 It was manufactured. And.
NOTE Confidence: 0.939098989047619

00:05:41.768 --> 00:05:44.436 And that led me to the idea of the
NOTE Confidence: 0.939098989047619

00:05:44.436 --> 00:05:46.431 notion of the crime of the century.
NOTE Confidence: 0.939098989047619

00:05:46.440 --> 00:05:47.924 That is to say,
NOTE Confidence: 0.939098989047619

00:05:47.924 --> 00:05:51.240 in the pursuit of profit surrounding opioids,
NOTE Confidence: 0.939098989047619

00:05:51.240 --> 00:05:55.194 a number of companies created
NOTE Confidence: 0.939098989047619

00:05:55.194 --> 00:05:59.604 an enormous demand for opiates,
NOTE Confidence: 0.939098989047619

00:05:59.610 --> 00:06:01.290 which then, you know, once the.
NOTE Confidence: 0.939098989047619

00:06:01.290 --> 00:06:03.866 Once the initial surge of Oxycontin happened,

NOTE Confidence: 0.939098989047619
00:06:03.870 --> 00:06:06.170 then many people turned to
NOTE Confidence: 0.939098989047619
00:06:06.170 --> 00:06:08.470 heroin after that to fentanyl.
NOTE Confidence: 0.939098989047619
00:06:08.470 --> 00:06:11.790 And and and you you have a full blown crisis,
NOTE Confidence: 0.939098989047619
00:06:11.790 --> 00:06:14.283 but it was a crisis that was very much
NOTE Confidence: 0.939098989047619
00:06:14.283 --> 00:06:16.301 manufactured at start and I think
NOTE Confidence: 0.939098989047619
00:06:16.301 --> 00:06:18.803 it was manufactured in many ways.
NOTE Confidence: 0.939098989047619
00:06:18.810 --> 00:06:22.400 Fraud, that is to say, companies,
NOTE Confidence: 0.939098989047619
00:06:22.400 --> 00:06:26.850 particularly early on Purdue Pharma.
NOTE Confidence: 0.939098989047619
00:06:26.850 --> 00:06:28.378 You know, arguing that?
NOTE Confidence: 0.8205124325
00:06:31.180 --> 00:06:35.810 Opioids were not addictive. And that.
NOTE Confidence: 0.874892911764706
00:06:37.890 --> 00:06:40.455 What was the slogan The The the one to
NOTE Confidence: 0.874892911764706
00:06:40.455 --> 00:06:42.745 start with and the one to stay with?
NOTE Confidence: 0.874892911764706
00:06:42.750 --> 00:06:46.159 No dose was too high and and
NOTE Confidence: 0.874892911764706
00:06:46.159 --> 00:06:50.430 so that notion led me to.
NOTE Confidence: 0.874892911764706
00:06:50.430 --> 00:06:52.271 Really, start the film with with a
NOTE Confidence: 0.874892911764706

00:06:52.271 --> 00:06:54.331 with a kind of sense of historical
NOTE Confidence: 0.874892911764706

00:06:54.331 --> 00:06:56.516 breadth that this is a problem that
NOTE Confidence: 0.874892911764706

00:06:56.516 --> 00:06:58.665 we've been dealing with for some time.
NOTE Confidence: 0.874892911764706

00:06:58.670 --> 00:07:00.242 This intersection of crime
NOTE Confidence: 0.874892911764706

00:07:00.242 --> 00:07:03.358 and commerce going way back.
NOTE Confidence: 0.874892911764706

00:07:03.360 --> 00:07:06.576 To to the Egyptians and then you know,
NOTE Confidence: 0.874892911764706

00:07:06.580 --> 00:07:09.310 following up through the Opium War,
NOTE Confidence: 0.874892911764706

00:07:09.310 --> 00:07:11.978 you know, organized crime,
NOTE Confidence: 0.874892911764706

00:07:11.980 --> 00:07:13.428 then into organize commerce,
NOTE Confidence: 0.874892911764706

00:07:13.428 --> 00:07:16.339 which is where we pick up the story.
NOTE Confidence: 0.874892911764706

00:07:16.340 --> 00:07:17.803 You know, in the last 20 or
NOTE Confidence: 0.874892911764706

00:07:17.803 --> 00:07:19.260 25 years I call it crime.
NOTE Confidence: 0.874892911764706

00:07:19.260 --> 00:07:22.470 The century meeting with 21st century.
NOTE Confidence: 0.874892911764706

00:07:22.470 --> 00:07:25.308 And it was.
NOTE Confidence: 0.874892911764706

00:07:25.310 --> 00:07:28.520 The muscle with which Purdue Pharma
NOTE Confidence: 0.874892911764706

00:07:28.520 --> 00:07:31.714 got involved that got involved in

NOTE Confidence: 0.874892911764706
00:07:31.714 --> 00:07:34.590 trying to convey the idea that.
NOTE Confidence: 0.827791865714286
00:07:36.970 --> 00:07:41.779 That opioids were were not addictive that.
NOTE Confidence: 0.827791865714286
00:07:41.780 --> 00:07:43.327 Lead me and and Patrick and we
NOTE Confidence: 0.827791865714286
00:07:43.327 --> 00:07:45.101 can talk a little bit about you
NOTE Confidence: 0.827791865714286
00:07:45.101 --> 00:07:46.850 know how we work together as a?
NOTE Confidence: 0.827791865714286
00:07:46.850 --> 00:07:48.788 He is a print journalist and
NOTE Confidence: 0.827791865714286
00:07:48.788 --> 00:07:51.505 myself as a as a filmmaker to
NOTE Confidence: 0.827791865714286
00:07:51.505 --> 00:07:53.305 discover some things about.
NOTE Confidence: 0.860279587894737
00:07:55.570 --> 00:07:58.174 How Purdue worked with regulators to
NOTE Confidence: 0.860279587894737
00:07:58.174 --> 00:08:01.265 assure that their view of how Oxycontin
NOTE Confidence: 0.860279587894737
00:08:01.265 --> 00:08:03.815 should be perceived for the maximum
NOTE Confidence: 0.860279587894737
00:08:03.820 --> 00:08:06.080 market benefit could be accomplished.
NOTE Confidence: 0.860279587894737
00:08:06.080 --> 00:08:09.430 So maybe we might show a clip of
NOTE Confidence: 0.860279587894737
00:08:09.430 --> 00:08:13.810 of the the Curtis right sequence.
NOTE Confidence: 0.860279587894737
00:08:13.810 --> 00:08:15.618 This is a. This is a clip from
NOTE Confidence: 0.860279587894737

00:08:15.618 --> 00:08:17.519 part one of crime in the century.
NOTE Confidence: 0.859497456666667

00:08:19.980 --> 00:08:21.820 Alright, thank you, give me
NOTE Confidence: 0.859497456666667

00:08:21.820 --> 00:08:23.010 one second to keep that up.
NOTE Confidence: 0.845803025384615

00:08:33.930 --> 00:08:36.180 Discussed there was a gentleman named
NOTE Confidence: 0.845803025384615

00:08:36.180 --> 00:08:38.992 Curtis Wright who worked at the FDA and
NOTE Confidence: 0.845803025384615

00:08:38.992 --> 00:08:44.770 and as the as the document suggests he was.
NOTE Confidence: 0.845803025384615

00:08:44.770 --> 00:08:47.740 Involved in helping to draft or
NOTE Confidence: 0.845803025384615

00:08:47.740 --> 00:08:51.406 helping to review, he was involved in
NOTE Confidence: 0.845803025384615

00:08:51.406 --> 00:08:54.441 inviting executives for Purdue in to
NOTE Confidence: 0.845803025384615

00:08:54.441 --> 00:08:55.996 basically review their own application
NOTE Confidence: 0.845803025384615

00:08:55.996 --> 00:08:58.344 as part of a process which allowed
NOTE Confidence: 0.845803025384615

00:08:58.344 --> 00:09:00.766 Purdue to claim in its package insert.
NOTE Confidence: 0.845803025384615

00:09:00.770 --> 00:09:02.734 That is, you know,
NOTE Confidence: 0.845803025384615

00:09:02.734 --> 00:09:06.750 Oxycontin was believed not to be addictive,
NOTE Confidence: 0.845803025384615

00:09:06.750 --> 00:09:08.322 so it's it's it's kind of
NOTE Confidence: 0.845803025384615

00:09:08.322 --> 00:09:09.108 a shocking development.

NOTE Confidence: 0.845803025384615

00:09:09.110 --> 00:09:11.810 Of course, a year after or year or

NOTE Confidence: 0.845803025384615

00:09:11.810 --> 00:09:13.630 so after Curtis right left the FDA,

NOTE Confidence: 0.845803025384615

00:09:13.630 --> 00:09:14.810 he then went to work.

NOTE Confidence: 0.845803025384615

00:09:14.810 --> 00:09:18.134 For Purdue and was rather handsomely

NOTE Confidence: 0.845803025384615

00:09:18.134 --> 00:09:19.810 compensated, so that was a,

NOTE Confidence: 0.845803025384615

00:09:19.810 --> 00:09:21.929 you know one incident of of corruption

NOTE Confidence: 0.845803025384615

00:09:21.929 --> 00:09:24.865 I I'm going to show another clip quickly

NOTE Confidence: 0.845803025384615

00:09:24.865 --> 00:09:27.438 and I'll I'll set this one up again.

NOTE Confidence: 0.845803025384615

00:09:27.440 --> 00:09:29.816 The there were there was tremendous

NOTE Confidence: 0.845803025384615

00:09:29.816 --> 00:09:32.092 attention paid to trying to prove

NOTE Confidence: 0.845803025384615

00:09:32.092 --> 00:09:34.785 to doctors all over the country that

NOTE Confidence: 0.845803025384615

00:09:34.785 --> 00:09:37.718 Oxycontin was not addictive and one

NOTE Confidence: 0.845803025384615

00:09:37.718 --> 00:09:40.913 of the most incredible instances

NOTE Confidence: 0.845803025384615

00:09:40.913 --> 00:09:42.830 that I discovered.

NOTE Confidence: 0.845803025384615

00:09:42.830 --> 00:09:46.057 Was was the use of a uh,

NOTE Confidence: 0.845803025384615

00:09:46.060 --> 00:09:48.106 of a gentleman named Gary Blinn,
NOTE Confidence: 0.845803025384615

00:09:48.110 --> 00:09:50.750 who was.
NOTE Confidence: 0.845803025384615

00:09:50.750 --> 00:09:52.022 Well, let's let's take a look at the
NOTE Confidence: 0.845803025384615

00:09:52.022 --> 00:09:53.519 clip and then I'll explain it afterwards.
NOTE Confidence: 0.845803025384615

00:09:53.520 --> 00:09:54.944 So let's go to the Gary blend clip.
NOTE Confidence: 0.839481454375

00:10:05.440 --> 00:10:07.496 Offered to give him free samples of Oxy
NOTE Confidence: 0.839481454375

00:10:07.496 --> 00:10:09.667 Contin and then they kept upping the dose.
NOTE Confidence: 0.839481454375

00:10:09.670 --> 00:10:11.886 As you saw he saved that pill bottle
NOTE Confidence: 0.839481454375

00:10:11.886 --> 00:10:13.740 for many, many years 'cause he
NOTE Confidence: 0.839481454375

00:10:13.740 --> 00:10:15.365 thought something was terribly wrong.
NOTE Confidence: 0.839481454375

00:10:15.370 --> 00:10:17.260 But one of the more intriguing things
NOTE Confidence: 0.839481454375

00:10:17.260 --> 00:10:19.153 that happens just after this in in
NOTE Confidence: 0.839481454375

00:10:19.153 --> 00:10:20.689 the film is that Stephanie Kaufman.
NOTE Confidence: 0.90557419

00:10:23.590 --> 00:10:26.173 You know when she uses Gary Blan
NOTE Confidence: 0.90557419

00:10:26.173 --> 00:10:28.488 effectively as a marketing tool to
NOTE Confidence: 0.90557419

00:10:28.488 --> 00:10:31.589 show doctors that no dose is too high

NOTE Confidence: 0.90557419

00:10:31.589 --> 00:10:33.893 and he was getting a staggeringly

NOTE Confidence: 0.90557419

00:10:33.893 --> 00:10:35.842 high dose of Oxycontin and and

NOTE Confidence: 0.90557419

00:10:35.842 --> 00:10:37.426 he was a former heroin addict.

NOTE Confidence: 0.90557419

00:10:37.430 --> 00:10:40.232 So we developed quite a high

NOTE Confidence: 0.90557419

00:10:40.232 --> 00:10:41.633 tolerance for opioids.

NOTE Confidence: 0.90557419

00:10:41.640 --> 00:10:43.980 Her supervisors at Purdue didn't

NOTE Confidence: 0.90557419

00:10:43.980 --> 00:10:46.360 admonish her, didn't punish her,

NOTE Confidence: 0.90557419

00:10:46.360 --> 00:10:49.720 promoted her to be a sales trainer,

NOTE Confidence: 0.90557419

00:10:49.720 --> 00:10:52.606 which gives you some sense of

NOTE Confidence: 0.90557419

00:10:52.606 --> 00:10:55.080 of how rapaciously they were.

NOTE Confidence: 0.90557419

00:10:55.080 --> 00:10:57.174 You know that the folks at

NOTE Confidence: 0.90557419

00:10:57.174 --> 00:10:58.957 Purdue were really pursuing the

NOTE Confidence: 0.90557419

00:10:58.957 --> 00:11:00.892 exploitation of what they called

NOTE Confidence: 0.90557419

00:11:00.892 --> 00:11:02.920 inside the company hillbilly heroin.

NOTE Confidence: 0.90557419

00:11:02.920 --> 00:11:05.376 Alright, so a lot of what goes on

NOTE Confidence: 0.90557419

00:11:05.376 --> 00:11:08.040 here in in the broad scope of of
NOTE Confidence: 0.90557419

00:11:08.040 --> 00:11:10.408 the two part series that I do is.
NOTE Confidence: 0.90557419

00:11:10.410 --> 00:11:12.636 Is about the corruption of medicine
NOTE Confidence: 0.90557419

00:11:12.636 --> 00:11:14.722 and also how the government to
NOTE Confidence: 0.90557419

00:11:14.722 --> 00:11:16.342 some extent and the regulators
NOTE Confidence: 0.90557419

00:11:16.342 --> 00:11:18.090 are bought off in the process.
NOTE Confidence: 0.90557419

00:11:18.090 --> 00:11:22.335 But the Purdue model then gets kind
NOTE Confidence: 0.90557419

00:11:22.335 --> 00:11:24.890 of ramped up by some other rather
NOTE Confidence: 0.90557419

00:11:24.890 --> 00:11:26.894 unethical companies who who who who
NOTE Confidence: 0.90557419

00:11:26.894 --> 00:11:28.706 did stuff that was so unethical.
NOTE Confidence: 0.90557419

00:11:28.710 --> 00:11:30.455 They were finally prosecuted and
NOTE Confidence: 0.90557419

00:11:30.455 --> 00:11:32.607 this was a company called insist
NOTE Confidence: 0.90557419

00:11:32.607 --> 00:11:34.683 that had a fentanyl spray called
NOTE Confidence: 0.90557419

00:11:34.683 --> 00:11:37.081 Subsys and I'm going to show you a
NOTE Confidence: 0.90557419

00:11:37.081 --> 00:11:39.680 brief clip of a of a salesperson for.
NOTE Confidence: 0.60670644

00:11:42.340 --> 00:11:47.275 Insist. And how, in in his corrupt scream

NOTE Confidence: 0.60670644

00:11:47.275 --> 00:11:49.710 he would literally categorize doctors.

NOTE Confidence: 0.60670644

00:11:49.710 --> 00:11:52.574 So he knew just the ones to target

NOTE Confidence: 0.60670644

00:11:52.574 --> 00:11:55.081 for maximum impact when he would

NOTE Confidence: 0.60670644

00:11:55.081 --> 00:11:57.649 shower them with bribes for buying

NOTE Confidence: 0.60670644

00:11:57.650 --> 00:12:00.660 greater and greater for essentially

NOTE Confidence: 0.60670644

00:12:00.660 --> 00:12:03.068 rewarding them for prescribing

NOTE Confidence: 0.60670644

00:12:03.068 --> 00:12:05.827 greater and greater doses of Subsys.

NOTE Confidence: 0.60670644

00:12:05.827 --> 00:12:08.886 So let's take a look at the.

NOTE Confidence: 0.60670644

00:12:08.890 --> 00:12:10.180 Four colors clip.

NOTE Confidence: 0.7964631333333333

00:12:21.710 --> 00:12:22.775 Vice President insists.

NOTE Confidence: 0.7964631333333333

00:12:22.775 --> 00:12:24.905 Kind of the head of sales,

NOTE Confidence: 0.7964631333333333

00:12:24.910 --> 00:12:27.766 and it's rare that you get somebody

NOTE Confidence: 0.7964631333333333

00:12:27.766 --> 00:12:30.609 who talks to you with a kind of

NOTE Confidence: 0.7964631333333333

00:12:30.610 --> 00:12:32.930 candor that Alec Burlakoff did.

NOTE Confidence: 0.7964631333333333

00:12:32.930 --> 00:12:34.316 Now, at the time he had

NOTE Confidence: 0.7964631333333333

00:12:34.316 --> 00:12:35.009 already been convicted,
NOTE Confidence: 0.7964631333333333

00:12:35.010 --> 00:12:39.570 he had decided to plead guilty to
NOTE Confidence: 0.7964631333333333

00:12:39.570 --> 00:12:42.810 a number of federal crimes and,
NOTE Confidence: 0.7964631333333333

00:12:42.810 --> 00:12:44.390 and in exchange for testimony
NOTE Confidence: 0.7964631333333333

00:12:44.390 --> 00:12:45.970 on behalf of the state,
NOTE Confidence: 0.7964631333333333

00:12:45.970 --> 00:12:48.090 they were giving him a deal and and.
NOTE Confidence: 0.7964631333333333

00:12:48.090 --> 00:12:48.714 And in fact,
NOTE Confidence: 0.7964631333333333

00:12:48.714 --> 00:12:50.170 there was a prosecutor in the room,
NOTE Confidence: 0.7964631333333333

00:12:50.170 --> 00:12:51.586 the federal prosecutor in the room
NOTE Confidence: 0.7964631333333333

00:12:51.586 --> 00:12:53.140 while we were conducting the interview.
NOTE Confidence: 0.7964631333333333

00:12:53.140 --> 00:12:56.068 But remarkably, Alec Burlakoff,
NOTE Confidence: 0.7964631333333333

00:12:56.070 --> 00:13:00.540 after you know, sort of routinized,
NOTE Confidence: 0.7964631333333333

00:13:00.540 --> 00:13:02.316 confessions of regret,
NOTE Confidence: 0.7964631333333333

00:13:02.316 --> 00:13:05.276 managed to take himself back
NOTE Confidence: 0.7964631333333333

00:13:05.280 --> 00:13:08.820 to the period when he was,
NOTE Confidence: 0.7964631333333333

00:13:08.820 --> 00:13:09.694 you know,

NOTE Confidence: 0.796463133333333
00:13:09.694 --> 00:13:11.879 really running sales at incest
NOTE Confidence: 0.796463133333333
00:13:11.879 --> 00:13:13.650 and communicate his methodology
NOTE Confidence: 0.796463133333333
00:13:13.650 --> 00:13:15.875 and the extreme enthusiasm with
NOTE Confidence: 0.796463133333333
00:13:15.875 --> 00:13:18.308 which he puts so many people
NOTE Confidence: 0.796463133333333
00:13:18.310 --> 00:13:21.950 at risk and and basically.
NOTE Confidence: 0.796463133333333
00:13:21.950 --> 00:13:24.666 You know corrupted doctors for a living.
NOTE Confidence: 0.796463133333333
00:13:24.670 --> 00:13:27.008 So that gives some broad sense of
NOTE Confidence: 0.796463133333333
00:13:27.008 --> 00:13:29.883 of of of of how I approach this
NOTE Confidence: 0.796463133333333
00:13:29.883 --> 00:13:32.709 notion of the crime of the century.
NOTE Confidence: 0.796463133333333
00:13:32.710 --> 00:13:36.850 Looking at the way that companies.
NOTE Confidence: 0.796463133333333
00:13:36.850 --> 00:13:42.170 Use the hunger for opioids to
NOTE Confidence: 0.796463133333333
00:13:42.170 --> 00:13:44.792 to create products and to market
NOTE Confidence: 0.796463133333333
00:13:44.792 --> 00:13:48.029 them in ways that were fraudulent.
NOTE Confidence: 0.796463133333333
00:13:48.030 --> 00:13:50.375 To try to convince people that they
NOTE Confidence: 0.796463133333333
00:13:50.375 --> 00:13:52.392 were not addictive and to convince
NOTE Confidence: 0.796463133333333

00:13:52.392 --> 00:13:54.604 doctors that it was either in their
NOTE Confidence: 0.7964631333333333

00:13:54.672 --> 00:13:57.143 economic interest to sell as much as
NOTE Confidence: 0.7964631333333333

00:13:57.143 --> 00:13:59.710 possible despite the danger to the patients,
NOTE Confidence: 0.7964631333333333

00:13:59.710 --> 00:14:02.429 or to try to convince people that
NOTE Confidence: 0.7964631333333333

00:14:02.429 --> 00:14:04.769 that their product had somehow found
NOTE Confidence: 0.7964631333333333

00:14:04.769 --> 00:14:07.239 this kind of magic zone where.
NOTE Confidence: 0.7964631333333333

00:14:07.240 --> 00:14:10.116 You know the the these these medicines
NOTE Confidence: 0.7964631333333333

00:14:10.116 --> 00:14:13.540 could cure pain and also not be addictive.
NOTE Confidence: 0.7964631333333333

00:14:13.540 --> 00:14:14.828 That again,
NOTE Confidence: 0.7964631333333333

00:14:14.828 --> 00:14:17.552 this intersection of you know when you're
NOTE Confidence: 0.7964631333333333

00:14:17.552 --> 00:14:19.410 making up when I'm making a film like this,
NOTE Confidence: 0.7964631333333333

00:14:19.410 --> 00:14:21.102 I tend not to focus so
NOTE Confidence: 0.7964631333333333

00:14:21.102 --> 00:14:23.170 much on on on on victims,
NOTE Confidence: 0.7964631333333333

00:14:23.170 --> 00:14:26.002 even though we we make manifest
NOTE Confidence: 0.7964631333333333

00:14:26.002 --> 00:14:29.539 in in the film how devastating
NOTE Confidence: 0.7964631333333333

00:14:29.540 --> 00:14:32.990 this crisis has been and show,

NOTE Confidence: 0.796463133333333
00:14:32.990 --> 00:14:33.940 you know,
NOTE Confidence: 0.796463133333333
00:14:33.940 --> 00:14:38.990 a task force in San Diego who is routinely.
NOTE Confidence: 0.796463133333333
00:14:38.990 --> 00:14:40.823 Pursuing fentanyl overdoses
NOTE Confidence: 0.796463133333333
00:14:40.823 --> 00:14:43.267 and trying to find,
NOTE Confidence: 0.796463133333333
00:14:43.270 --> 00:14:46.342 you know the the culprits responsible
NOTE Confidence: 0.796463133333333
00:14:46.342 --> 00:14:49.109 for providing illegal fentanyl to people
NOTE Confidence: 0.796463133333333
00:14:49.109 --> 00:14:51.446 who are overdosing in large numbers,
NOTE Confidence: 0.796463133333333
00:14:51.446 --> 00:14:53.990 but we focus on the perps.
NOTE Confidence: 0.796463133333333
00:14:53.990 --> 00:14:56.384 I focus on the perks because
NOTE Confidence: 0.796463133333333
00:14:56.384 --> 00:14:58.560 my my view is that.
NOTE Confidence: 0.796463133333333
00:14:58.560 --> 00:15:01.935 If you want to prevent crime in the future.
NOTE Confidence: 0.796463133333333
00:15:01.940 --> 00:15:04.012 Have to figure out how those crimes
NOTE Confidence: 0.796463133333333
00:15:04.012 --> 00:15:05.964 are committed and that takes you to
NOTE Confidence: 0.796463133333333
00:15:05.964 --> 00:15:08.320 the perps and and an understanding of
NOTE Confidence: 0.796463133333333
00:15:08.320 --> 00:15:10.854 how the crimes were committed in that.
NOTE Confidence: 0.796463133333333

00:15:10.854 --> 00:15:13.590 I I was very lucky along the way,
NOTE Confidence: 0.7964631333333333

00:15:13.590 --> 00:15:16.798 not only to work with a number of
NOTE Confidence: 0.7964631333333333

00:15:16.798 --> 00:15:19.060 investigative reporters at at the
NOTE Confidence: 0.7964631333333333

00:15:19.060 --> 00:15:21.520 Washington Post, but you know,
NOTE Confidence: 0.7964631333333333

00:15:21.520 --> 00:15:23.620 but but I learned that Patrick was
NOTE Confidence: 0.7964631333333333

00:15:23.620 --> 00:15:25.658 working on a book about the Sacklers,
NOTE Confidence: 0.7964631333333333

00:15:25.660 --> 00:15:28.320 and I have enormous respect for Patrick,
NOTE Confidence: 0.7964631333333333

00:15:28.320 --> 00:15:30.150 who is not only a wonderful
NOTE Confidence: 0.7964631333333333

00:15:30.150 --> 00:15:30.760 investigative journalist,
NOTE Confidence: 0.7964631333333333

00:15:30.760 --> 00:15:32.308 but a magnificent writer.
NOTE Confidence: 0.7964631333333333

00:15:32.308 --> 00:15:35.072 We had intersected on a project on
NOTE Confidence: 0.7964631333333333

00:15:35.072 --> 00:15:37.310 Northern Ireland where I was doing
NOTE Confidence: 0.7964631333333333

00:15:37.310 --> 00:15:39.518 something kind of similar to two.
NOTE Confidence: 0.7964631333333333

00:15:39.520 --> 00:15:41.344 Some of the themes that that he was
NOTE Confidence: 0.7964631333333333

00:15:41.344 --> 00:15:43.069 investigating in a book he did about
NOTE Confidence: 0.7964631333333333

00:15:43.069 --> 00:15:44.294 Northern Ireland called say Nothing,

NOTE Confidence: 0.796463133333333

00:15:44.300 --> 00:15:45.660 which is a magnificent book.

NOTE Confidence: 0.940505552857143

00:15:45.660 --> 00:15:47.788 And when I learned he was doing,

NOTE Confidence: 0.940505552857143

00:15:47.790 --> 00:15:49.225 you know first, The New Yorker piece

NOTE Confidence: 0.940505552857143

00:15:49.225 --> 00:15:50.938 and then a book about the Sacklers.

NOTE Confidence: 0.940505552857143

00:15:50.940 --> 00:15:52.641 I was like maybe there's some way

NOTE Confidence: 0.940505552857143

00:15:52.641 --> 00:15:54.676 we can work together because I had

NOTE Confidence: 0.940505552857143

00:15:54.676 --> 00:15:56.667 such enormous respect for him and

NOTE Confidence: 0.940505552857143

00:15:56.667 --> 00:15:59.656 and I knew that we shared this

NOTE Confidence: 0.940505552857143

00:15:59.660 --> 00:16:03.390 interest in the intersection of.

NOTE Confidence: 0.940505552857143

00:16:03.390 --> 00:16:05.476 Commerce and crime and and how in

NOTE Confidence: 0.940505552857143

00:16:05.476 --> 00:16:08.669 in in some ways if you look at at at

NOTE Confidence: 0.940505552857143

00:16:08.669 --> 00:16:11.191 criminal drug cartels you see some of

NOTE Confidence: 0.940505552857143

00:16:11.191 --> 00:16:13.429 the same economic mechanisms and models

NOTE Confidence: 0.940505552857143

00:16:13.430 --> 00:16:15.768 that are used by a legitimate businesses,

NOTE Confidence: 0.940505552857143

00:16:15.770 --> 00:16:17.826 the so-called legitimate businesses

NOTE Confidence: 0.940505552857143

00:16:17.826 --> 00:16:20.162 and and that provided an interesting
NOTE Confidence: 0.940505552857143

00:16:20.162 --> 00:16:22.010 focus and and so we ended up
NOTE Confidence: 0.940505552857143

00:16:22.064 --> 00:16:23.689 working together to some extent.
NOTE Confidence: 0.940505552857143

00:16:23.690 --> 00:16:25.580 I mean Patrick was working on his own on
NOTE Confidence: 0.940505552857143

00:16:25.580 --> 00:16:27.638 his book and doing his thing and I was
NOTE Confidence: 0.940505552857143

00:16:27.638 --> 00:16:29.510 working on the film and doing my thing.
NOTE Confidence: 0.940505552857143

00:16:29.510 --> 00:16:31.910 But whenever we had opportunities we
NOTE Confidence: 0.940505552857143

00:16:31.910 --> 00:16:33.960 shared testimony with each other.
NOTE Confidence: 0.940505552857143

00:16:33.960 --> 00:16:35.912 That we would get from people we found
NOTE Confidence: 0.940505552857143

00:16:35.912 --> 00:16:37.690 each of us found different documents
NOTE Confidence: 0.940505552857143

00:16:37.690 --> 00:16:40.043 that we would share with each other and
NOTE Confidence: 0.940505552857143

00:16:40.043 --> 00:16:42.128 it ended up being a very powerful and
NOTE Confidence: 0.940505552857143

00:16:42.128 --> 00:16:45.040 important collaboration which I I do a lot.
NOTE Confidence: 0.940505552857143

00:16:45.040 --> 00:16:46.545 Honestly with journalists I have
NOTE Confidence: 0.940505552857143

00:16:46.545 --> 00:16:48.050 tremendous respect for print journalists
NOTE Confidence: 0.940505552857143

00:16:48.092 --> 00:16:49.328 and investigative journalists.

NOTE Confidence: 0.940505552857143
00:16:49.330 --> 00:16:51.680 And Patrick, you know,
NOTE Confidence: 0.940505552857143
00:16:51.680 --> 00:16:53.360 I have enormous respect for I
NOTE Confidence: 0.940505552857143
00:16:53.360 --> 00:16:54.880 having worked with them before.
NOTE Confidence: 0.940505552857143
00:16:54.880 --> 00:16:56.536 So with that I'm going to throw over to.
NOTE Confidence: 0.940505552857143
00:16:56.540 --> 00:16:58.339 Patrick will give you some sense of
NOTE Confidence: 0.940505552857143
00:16:58.339 --> 00:17:00.662 how he came at it and and while I was
NOTE Confidence: 0.940505552857143
00:17:00.662 --> 00:17:02.679 telling him a kind of a broader story,
NOTE Confidence: 0.940505552857143
00:17:02.680 --> 00:17:04.250 Patrick was much more focused.
NOTE Confidence: 0.940505552857143
00:17:04.250 --> 00:17:05.650 On in his book,
NOTE Confidence: 0.940505552857143
00:17:05.650 --> 00:17:07.750 Empire Pain on the Sacklers themselves,
NOTE Confidence: 0.940505552857143
00:17:07.750 --> 00:17:09.310 both going deeper into the past
NOTE Confidence: 0.940505552857143
00:17:09.310 --> 00:17:10.090 with the Sacklers,
NOTE Confidence: 0.940505552857143
00:17:10.090 --> 00:17:11.775 and then also focusing on
NOTE Confidence: 0.940505552857143
00:17:11.775 --> 00:17:13.123 the story of Purdue.
NOTE Confidence: 0.940505552857143
00:17:13.130 --> 00:17:14.588 So with that over to you,
NOTE Confidence: 0.940505552857143

00:17:14.590 --> 00:17:15.000 Patrick.
NOTE Confidence: 0.779888238888889

00:17:17.380 --> 00:17:19.680 Unmute myself. Hi there.
NOTE Confidence: 0.779888238888889

00:17:19.680 --> 00:17:22.906 I'm Patrick Radden Keefe and it's a
NOTE Confidence: 0.779888238888889

00:17:22.906 --> 00:17:24.117 real pleasure to be with you today.
NOTE Confidence: 0.779888238888889

00:17:24.120 --> 00:17:27.468 Thanks for tuning in and thank
NOTE Confidence: 0.779888238888889

00:17:27.468 --> 00:17:31.130 you Alex for joining me for this.
NOTE Confidence: 0.779888238888889

00:17:31.130 --> 00:17:32.898 Yeah, so I I was excited to have
NOTE Confidence: 0.779888238888889

00:17:32.898 --> 00:17:34.117 this conversation because it is
NOTE Confidence: 0.779888238888889

00:17:34.117 --> 00:17:35.332 this sort of interesting thing
NOTE Confidence: 0.779888238888889

00:17:35.332 --> 00:17:36.927 where Alex and I have been working.
NOTE Confidence: 0.779888238888889

00:17:36.930 --> 00:17:39.084 Kind of in parallel with points
NOTE Confidence: 0.779888238888889

00:17:39.084 --> 00:17:40.850 of convergence along the way,
NOTE Confidence: 0.779888238888889

00:17:40.850 --> 00:17:45.026 but on two projects that approach.
NOTE Confidence: 0.779888238888889

00:17:45.030 --> 00:17:49.710 This massive an urgent issue from
NOTE Confidence: 0.779888238888889

00:17:49.710 --> 00:17:52.830 slightly different vantage points.
NOTE Confidence: 0.779888238888889

00:17:52.830 --> 00:17:57.270 Alex takes a pretty wide angle lens and

NOTE Confidence: 0.779888238888889
00:17:57.270 --> 00:17:59.412 actually manages in this amazing two
NOTE Confidence: 0.779888238888889
00:17:59.412 --> 00:18:01.270 part film which if you haven't seen,
NOTE Confidence: 0.779888238888889
00:18:01.270 --> 00:18:02.195 I really would encourage you
NOTE Confidence: 0.779888238888889
00:18:02.195 --> 00:18:02.935 to take the time.
NOTE Confidence: 0.779888238888889
00:18:02.940 --> 00:18:03.328 I mean,
NOTE Confidence: 0.779888238888889
00:18:03.328 --> 00:18:04.880 I think you gotta taste from those clips,
NOTE Confidence: 0.779888238888889
00:18:04.880 --> 00:18:06.880 but it's well worth watching the whole thing.
NOTE Confidence: 0.9186795725
00:18:09.350 --> 00:18:11.470 To take in the full scope of this
NOTE Confidence: 0.9186795725
00:18:11.470 --> 00:18:13.023 this incredibly complex public health
NOTE Confidence: 0.9186795725
00:18:13.023 --> 00:18:15.590 crisis that has killed more than half a
NOTE Confidence: 0.9186795725
00:18:15.590 --> 00:18:17.487 million people over the last 25 years.
NOTE Confidence: 0.9186795725
00:18:17.490 --> 00:18:19.149 And there are different phases of that.
NOTE Confidence: 0.9186795725
00:18:19.150 --> 00:18:21.726 So he looks closely at the early days
NOTE Confidence: 0.9186795725
00:18:21.726 --> 00:18:23.980 with Oxycontin and prescription opioids,
NOTE Confidence: 0.9186795725
00:18:23.980 --> 00:18:27.844 but also at the later days with fentanyl,
NOTE Confidence: 0.9186795725

00:18:27.850 --> 00:18:28.960 both prescription fentanyl,
NOTE Confidence: 0.9186795725

00:18:28.960 --> 00:18:32.010 which you have in the case of Insys,
NOTE Confidence: 0.9186795725

00:18:32.010 --> 00:18:33.746 but then also at the black market,
NOTE Confidence: 0.9186795725

00:18:33.750 --> 00:18:35.688 which is a huge issue today,
NOTE Confidence: 0.9186795725

00:18:35.690 --> 00:18:38.133 and so he's able to kind of
NOTE Confidence: 0.9186795725

00:18:38.133 --> 00:18:39.979 capture the ways in which.
NOTE Confidence: 0.9186795725

00:18:39.980 --> 00:18:41.639 What we're talking about when we talk
NOTE Confidence: 0.9186795725

00:18:41.639 --> 00:18:43.154 about the opioid crisis is actually
NOTE Confidence: 0.9186795725

00:18:43.154 --> 00:18:44.815 kind of a shifting picture, right?
NOTE Confidence: 0.9186795725

00:18:44.815 --> 00:18:47.580 And it's today it's really not a
NOTE Confidence: 0.9186795725

00:18:47.580 --> 00:18:49.645 prescription pill problem in quite the
NOTE Confidence: 0.9186795725

00:18:49.645 --> 00:18:52.767 same way that it was in the early years.
NOTE Confidence: 0.9186795725

00:18:52.770 --> 00:18:54.322 So I came to it from a slightly
NOTE Confidence: 0.9186795725

00:18:54.322 --> 00:18:54.710 different angle.
NOTE Confidence: 0.9186795725

00:18:54.710 --> 00:18:55.796 As Alex mentioned,
NOTE Confidence: 0.9186795725

00:18:55.796 --> 00:18:58.330 I've always been interested in in crime

NOTE Confidence: 0.9186795725

00:18:58.394 --> 00:19:01.000 and commerce myself and I had been

NOTE Confidence: 0.9186795725

00:19:01.000 --> 00:19:03.664 very interested in drugs and the sort

NOTE Confidence: 0.9186795725

00:19:03.664 --> 00:19:06.382 of permeable boundary between what is

NOTE Confidence: 0.9186795725

00:19:06.382 --> 00:19:09.637 legal and illicit and illegal and illicit.

NOTE Confidence: 0.9186795725

00:19:09.640 --> 00:19:11.260 And I had a particular interest

NOTE Confidence: 0.9186795725

00:19:11.260 --> 00:19:12.820 in the Mexican drug cartels.

NOTE Confidence: 0.9186795725

00:19:12.820 --> 00:19:14.660 I wrote a big cover story for the

NOTE Confidence: 0.9186795725

00:19:14.660 --> 00:19:16.438 New York Times magazine in 2012,

NOTE Confidence: 0.9186795725

00:19:16.440 --> 00:19:18.640 which I joked at the time it was sort of

NOTE Confidence: 0.9186795725

00:19:18.697 --> 00:19:20.776 a Harvard Business School case study of

NOTE Confidence: 0.9186795725

00:19:20.776 --> 00:19:23.100 a Mexican drug trafficking organization.

NOTE Confidence: 0.9186795725

00:19:23.100 --> 00:19:25.080 Really trying to look at it as a business,

NOTE Confidence: 0.9186795725

00:19:25.080 --> 00:19:27.336 and the way in which functioned

NOTE Confidence: 0.9186795725

00:19:27.340 --> 00:19:29.515 and where this project started

NOTE Confidence: 0.9186795725

00:19:29.515 --> 00:19:32.686 for me was looking at the sudden

NOTE Confidence: 0.9186795725

00:19:32.686 --> 00:19:36.870 increase in around the year 2010.

NOTE Confidence: 0.9186795725

00:19:36.870 --> 00:19:39.320 In the volumes of heroin that were

NOTE Confidence: 0.9186795725

00:19:39.320 --> 00:19:41.163 being shipped across the border

NOTE Confidence: 0.9186795725

00:19:41.163 --> 00:19:43.353 from Mexico into the United States.

NOTE Confidence: 0.9186795725

00:19:43.360 --> 00:19:45.620 These cartels, the big ones,

NOTE Confidence: 0.9186795725

00:19:45.620 --> 00:19:48.620 are exquisitely sensitive to consumer demand,

NOTE Confidence: 0.9186795725

00:19:48.620 --> 00:19:50.156 and so when they sense that

NOTE Confidence: 0.9186795725

00:19:50.156 --> 00:19:51.818 there's a market for a new drug,

NOTE Confidence: 0.9186795725

00:19:51.820 --> 00:19:52.915 I mean it.

NOTE Confidence: 0.9186795725

00:19:52.915 --> 00:19:54.740 Actually, it had happened previously

NOTE Confidence: 0.9186795725

00:19:54.740 --> 00:19:55.960 with methamphetamine as well.

NOTE Confidence: 0.9186795725

00:19:55.960 --> 00:19:56.580 I mean,

NOTE Confidence: 0.9186795725

00:19:56.580 --> 00:19:58.750 they they will quickly kind of rejigger

NOTE Confidence: 0.9186795725

00:19:58.750 --> 00:20:00.365 their business to up production

NOTE Confidence: 0.9186795725

00:20:00.365 --> 00:20:02.591 of a product line that they think

NOTE Confidence: 0.9186795725

00:20:02.591 --> 00:20:04.397 is going to have ready buyers.

NOTE Confidence: 0.9186795725

00:20:04.400 --> 00:20:06.740 And then we'll intensify the

NOTE Confidence: 0.9186795725

00:20:06.740 --> 00:20:08.612 export of those products.

NOTE Confidence: 0.9186795725

00:20:08.620 --> 00:20:09.836 So the question was,

NOTE Confidence: 0.9186795725

00:20:09.836 --> 00:20:11.660 why is this country suddenly awash

NOTE Confidence: 0.9186795725

00:20:11.719 --> 00:20:13.490 in Mexican heroin in a way that?

NOTE Confidence: 0.9186795725

00:20:13.490 --> 00:20:16.465 It hadn't necessarily been 10 years before,

NOTE Confidence: 0.9186795725

00:20:16.470 --> 00:20:19.182 and the answer many of you will already

NOTE Confidence: 0.9186795725

00:20:19.182 --> 00:20:21.589 realize is the opioid crisis is that

NOTE Confidence: 0.9186795725

00:20:21.589 --> 00:20:23.666 you had a generation of consumers

NOTE Confidence: 0.9186795725

00:20:23.666 --> 00:20:26.426 who were people who in many cases I

NOTE Confidence: 0.9186795725

00:20:26.426 --> 00:20:28.910 think probably wouldn't have gone out.

NOTE Confidence: 0.9186795725

00:20:28.910 --> 00:20:30.218 They wouldn't have sort of started

NOTE Confidence: 0.9186795725

00:20:30.218 --> 00:20:31.746 from zero and gone out and bought

NOTE Confidence: 0.9186795725

00:20:31.746 --> 00:20:32.566 drugs on the street.

NOTE Confidence: 0.9186795725

00:20:32.570 --> 00:20:33.810 They had an on ramp,

NOTE Confidence: 0.9186795725

00:20:33.810 --> 00:20:37.950 which was prescription pills either.
NOTE Confidence: 0.9186795725

00:20:37.950 --> 00:20:40.365 Instances of iatrogenic addiction where
NOTE Confidence: 0.9186795725

00:20:40.365 --> 00:20:43.410 they were prescribed pills by a doctor
NOTE Confidence: 0.9186795725

00:20:43.410 --> 00:20:47.484 for pain and then found that they.
NOTE Confidence: 0.9186795725

00:20:47.490 --> 00:20:49.305 Were becoming dependent and addicted
NOTE Confidence: 0.9186795725

00:20:49.305 --> 00:20:51.770 and and starting to abuse the drugs.
NOTE Confidence: 0.9186795725

00:20:51.770 --> 00:20:52.928 Or you know for that matter.
NOTE Confidence: 0.9186795725

00:20:52.930 --> 00:20:54.285 I've interviewed many many people
NOTE Confidence: 0.9186795725

00:20:54.285 --> 00:20:56.219 and I'm sure many of you have
NOTE Confidence: 0.9186795725

00:20:56.219 --> 00:20:58.067 spoken with people who you know the
NOTE Confidence: 0.9186795725

00:20:58.067 --> 00:21:00.410 first oxy they took was at a party.
NOTE Confidence: 0.953810357142857

00:21:00.410 --> 00:21:02.090 They started out using
NOTE Confidence: 0.953810357142857

00:21:02.090 --> 00:21:03.350 these drugs recreationally,
NOTE Confidence: 0.953810357142857

00:21:03.350 --> 00:21:05.492 but the knowledge that the drugs were
NOTE Confidence: 0.953810357142857

00:21:05.492 --> 00:21:08.004 FDA approved and that you stole it out
NOTE Confidence: 0.953810357142857

00:21:08.004 --> 00:21:09.825 of your parents medicine cabinet did

NOTE Confidence: 0.953810357142857

00:21:09.825 --> 00:21:11.868 make it seem on the front end like a

NOTE Confidence: 0.953810357142857

00:21:11.870 --> 00:21:14.305 less threatening proposition than going

NOTE Confidence: 0.953810357142857

00:21:14.305 --> 00:21:17.660 out and buying heroin on the street.

NOTE Confidence: 0.953810357142857

00:21:17.660 --> 00:21:19.784 But what really fascinated me as

NOTE Confidence: 0.953810357142857

00:21:19.784 --> 00:21:21.779 I started looking into this was

NOTE Confidence: 0.953810357142857

00:21:21.780 --> 00:21:23.358 that there was this one company,

NOTE Confidence: 0.953810357142857

00:21:23.360 --> 00:21:25.502 Purdue Pharma, that I think there was

NOTE Confidence: 0.953810357142857

00:21:25.502 --> 00:21:27.420 there was a fair amount of agreement,

NOTE Confidence: 0.953810357142857

00:21:27.420 --> 00:21:30.164 had played a very special role in

NOTE Confidence: 0.953810357142857

00:21:30.164 --> 00:21:31.900 helping precipitate the crisis,

NOTE Confidence: 0.953810357142857

00:21:31.900 --> 00:21:33.559 so that's not to say that Purdue

NOTE Confidence: 0.953810357142857

00:21:33.559 --> 00:21:35.218 was the only company to blame.

NOTE Confidence: 0.953810357142857

00:21:35.220 --> 00:21:37.660 There are obviously other companies

NOTE Confidence: 0.953810357142857

00:21:37.660 --> 00:21:38.952 marketing and selling opioids.

NOTE Confidence: 0.953810357142857

00:21:38.952 --> 00:21:40.890 There are many other bad actors

NOTE Confidence: 0.953810357142857

00:21:40.949 --> 00:21:41.678 in this story.
NOTE Confidence: 0.953810357142857

00:21:41.680 --> 00:21:43.813 I think there's plenty of blame to go around,
NOTE Confidence: 0.953810357142857

00:21:43.820 --> 00:21:45.740 but in the words of 1 employee who
NOTE Confidence: 0.953810357142857

00:21:45.740 --> 00:21:49.190 worked on Oxy Contin, who I interviewed.
NOTE Confidence: 0.953810357142857

00:21:49.190 --> 00:21:49.960 Uh.
NOTE Confidence: 0.953810357142857

00:21:49.960 --> 00:21:51.425 Purdue and Oxycontin were the
NOTE Confidence: 0.953810357142857

00:21:51.425 --> 00:21:52.597 tip of the spear.
NOTE Confidence: 0.953810357142857

00:21:52.600 --> 00:21:54.882 There was a very conscious decision at
NOTE Confidence: 0.953810357142857

00:21:54.882 --> 00:21:57.741 high levels of that company to change the
NOTE Confidence: 0.953810357142857

00:21:57.741 --> 00:22:00.300 way in which American physicians prescribed,
NOTE Confidence: 0.953810357142857

00:22:00.300 --> 00:22:00.942 and you see,
NOTE Confidence: 0.953810357142857

00:22:00.942 --> 00:22:02.012 some of that campaign and
NOTE Confidence: 0.953810357142857

00:22:02.012 --> 00:22:03.298 what Alex was talking about.
NOTE Confidence: 0.953810357142857

00:22:03.300 --> 00:22:04.833 And we can certainly talk more about
NOTE Confidence: 0.953810357142857

00:22:04.833 --> 00:22:06.459 the ways in which that happened.
NOTE Confidence: 0.953810357142857

00:22:06.460 --> 00:22:08.656 What interested me was that that

NOTE Confidence: 0.953810357142857
00:22:08.656 --> 00:22:10.929 much of the story was known.
NOTE Confidence: 0.953810357142857
00:22:10.930 --> 00:22:12.898 In 2007, Purdue had pled guilty
NOTE Confidence: 0.953810357142857
00:22:12.898 --> 00:22:14.210 to federal criminal charges.
NOTE Confidence: 0.953810357142857
00:22:14.210 --> 00:22:15.914 There have been many,
NOTE Confidence: 0.953810357142857
00:22:15.914 --> 00:22:18.044 many lawsuits against the company.
NOTE Confidence: 0.953810357142857
00:22:18.050 --> 00:22:20.026 But the company was owned by this family,
NOTE Confidence: 0.953810357142857
00:22:20.030 --> 00:22:20.746 the Sacklers.
NOTE Confidence: 0.953810357142857
00:22:20.746 --> 00:22:22.894 And I was familiar with the
NOTE Confidence: 0.953810357142857
00:22:22.894 --> 00:22:24.348 Sackler name in a very,
NOTE Confidence: 0.953810357142857
00:22:24.350 --> 00:22:25.253 very different context.
NOTE Confidence: 0.953810357142857
00:22:25.253 --> 00:22:26.758 I grew up in Boston.
NOTE Confidence: 0.953810357142857
00:22:26.760 --> 00:22:28.608 I worked for a year after high school
NOTE Confidence: 0.953810357142857
00:22:28.608 --> 00:22:30.409 and before college at the American
NOTE Confidence: 0.953810357142857
00:22:30.409 --> 00:22:32.014 Repertory Theater in Harvard Square,
NOTE Confidence: 0.953810357142857
00:22:32.020 --> 00:22:34.510 and there's the Sackler Museum at Harvard.
NOTE Confidence: 0.953810357142857

00:22:34.510 --> 00:22:36.220 I moved to New York City,
NOTE Confidence: 0.953810357142857

00:22:36.220 --> 00:22:36.931 went to Columbia,
NOTE Confidence: 0.953810357142857

00:22:36.931 --> 00:22:39.099 where the Sackler name is all over the place.
NOTE Confidence: 0.953810357142857

00:22:39.100 --> 00:22:39.742 On the weekends,
NOTE Confidence: 0.953810357142857

00:22:39.742 --> 00:22:41.240 I would go to the Met to
NOTE Confidence: 0.953810357142857

00:22:41.296 --> 00:22:42.760 the Sackler wing of the Met.
NOTE Confidence: 0.953810357142857

00:22:42.760 --> 00:22:45.235 I ended up going to law school at Yale,
NOTE Confidence: 0.953810357142857

00:22:45.240 --> 00:22:46.680 and, as you may know,
NOTE Confidence: 0.953810357142857

00:22:46.680 --> 00:22:49.768 Yale has been a big recipient until fairly
NOTE Confidence: 0.953810357142857

00:22:49.768 --> 00:22:52.438 recent years of lots and lots of money.
NOTE Confidence: 0.953810357142857

00:22:52.440 --> 00:22:53.672 From the Sackler family,
NOTE Confidence: 0.953810357142857

00:22:53.672 --> 00:22:55.520 including the Yale School of Medicine.
NOTE Confidence: 0.953810357142857

00:22:55.520 --> 00:23:00.425 So what I knew was the imprimatur of this
NOTE Confidence: 0.953810357142857

00:23:00.430 --> 00:23:02.665 philanthropic dynasty who were known
NOTE Confidence: 0.953810357142857

00:23:02.665 --> 00:23:04.900 really chiefly for their generosity.
NOTE Confidence: 0.953810357142857

00:23:04.900 --> 00:23:06.718 They were thought of as these

NOTE Confidence: 0.953810357142857
00:23:06.718 --> 00:23:07.627 kind of benevolent,
NOTE Confidence: 0.953810357142857
00:23:07.630 --> 00:23:11.312 rich people who were very closely associated
NOTE Confidence: 0.953810357142857
00:23:11.312 --> 00:23:14.700 with academic prestige at elite universities,
NOTE Confidence: 0.953810357142857
00:23:14.700 --> 00:23:16.560 and with the art world.
NOTE Confidence: 0.953810357142857
00:23:16.560 --> 00:23:18.350 And.
NOTE Confidence: 0.953810357142857
00:23:18.350 --> 00:23:19.850 This seemed really strange to me,
NOTE Confidence: 0.953810357142857
00:23:19.850 --> 00:23:21.345 particularly because it wasn't actually
NOTE Confidence: 0.953810357142857
00:23:21.345 --> 00:23:23.449 a secret that they owned the company.
NOTE Confidence: 0.953810357142857
00:23:23.450 --> 00:23:24.938 It had been written about by
NOTE Confidence: 0.953810357142857
00:23:24.938 --> 00:23:26.765 Barry Meyer and a New York Times
NOTE Confidence: 0.953810357142857
00:23:26.765 --> 00:23:28.432 reporter as far back as 2001.
NOTE Confidence: 0.953810357142857
00:23:28.432 --> 00:23:30.342 Sam Quinones wrote a great
NOTE Confidence: 0.953810357142857
00:23:30.342 --> 00:23:31.488 book called Dreamland,
NOTE Confidence: 0.953810357142857
00:23:31.490 --> 00:23:32.680 which many of you have probably read,
NOTE Confidence: 0.953810357142857
00:23:32.680 --> 00:23:34.723 which came out in 2015 and had a couple
NOTE Confidence: 0.953810357142857

00:23:34.723 --> 00:23:36.943 of chapters about the Sacklers and.

NOTE Confidence: 0.953810357142857

00:23:36.943 --> 00:23:40.254 I was just sort of puzzled that

NOTE Confidence: 0.953810357142857

00:23:40.260 --> 00:23:42.122 this history had not caught up with

NOTE Confidence: 0.953810357142857

00:23:42.122 --> 00:23:44.213 them and I was fascinated by the

NOTE Confidence: 0.953810357142857

00:23:44.213 --> 00:23:46.055 idea that there was this family

NOTE Confidence: 0.943929101785714

00:23:46.115 --> 00:23:47.475 that had made billions

NOTE Confidence: 0.943929101785714

00:23:47.475 --> 00:23:48.835 and billions of dollars.

NOTE Confidence: 0.943929101785714

00:23:48.840 --> 00:23:51.558 You know, while in the background

NOTE Confidence: 0.943929101785714

00:23:51.558 --> 00:23:53.370 the downstream consequences of

NOTE Confidence: 0.943929101785714

00:23:53.442 --> 00:23:55.476 their own decisions had led to

NOTE Confidence: 0.943929101785714

00:23:55.476 --> 00:23:57.760 so much death and destruction,

NOTE Confidence: 0.943929101785714

00:23:57.760 --> 00:23:59.386 and so initially I wrote a

NOTE Confidence: 0.943929101785714

00:23:59.386 --> 00:24:01.503 piece in The New Yorker in 2017

NOTE Confidence: 0.943929101785714

00:24:01.503 --> 00:24:03.435 which was all about the family,

NOTE Confidence: 0.943929101785714

00:24:03.440 --> 00:24:04.880 and I think there's something

NOTE Confidence: 0.943929101785714

00:24:04.880 --> 00:24:06.032 Alex mentioned about victims,

NOTE Confidence: 0.943929101785714
00:24:06.040 --> 00:24:07.426 and I think it's something I want
NOTE Confidence: 0.943929101785714
00:24:07.426 --> 00:24:08.950 to get to in a minute and then
NOTE Confidence: 0.943929101785714
00:24:08.950 --> 00:24:10.173 maybe talk about with him, but.
NOTE Confidence: 0.943929101785714
00:24:10.173 --> 00:24:11.638 You know any of us?
NOTE Confidence: 0.943929101785714
00:24:11.640 --> 00:24:12.600 If you're making a film,
NOTE Confidence: 0.943929101785714
00:24:12.600 --> 00:24:14.000 if you're if you're writing a piece,
NOTE Confidence: 0.943929101785714
00:24:14.000 --> 00:24:16.190 if you're writing a book.
NOTE Confidence: 0.943929101785714
00:24:16.190 --> 00:24:17.426 You sort of decide what your
NOTE Confidence: 0.943929101785714
00:24:17.426 --> 00:24:18.716 aperture is going to be and
NOTE Confidence: 0.943929101785714
00:24:18.716 --> 00:24:19.766 where you're going to focus,
NOTE Confidence: 0.943929101785714
00:24:19.770 --> 00:24:22.524 and I notice that in the
NOTE Confidence: 0.943929101785714
00:24:22.524 --> 00:24:25.110 literature of the opioid crisis.
NOTE Confidence: 0.943929101785714
00:24:25.110 --> 00:24:26.478 There was a tendency,
NOTE Confidence: 0.943929101785714
00:24:26.478 --> 00:24:27.846 particularly in the books,
NOTE Confidence: 0.943929101785714
00:24:27.850 --> 00:24:29.719 to tell a kind of multi strand
NOTE Confidence: 0.943929101785714

00:24:29.719 --> 00:24:31.745 story in which you have multiple
NOTE Confidence: 0.943929101785714

00:24:31.745 --> 00:24:33.675 characters and themes that you're
NOTE Confidence: 0.943929101785714

00:24:33.675 --> 00:24:36.030 servicing and you kind of cut back
NOTE Confidence: 0.943929101785714

00:24:36.030 --> 00:24:37.802 and forth between chapters and so
NOTE Confidence: 0.943929101785714

00:24:37.802 --> 00:24:39.818 you know you might have a doctor and
NOTE Confidence: 0.943929101785714

00:24:39.818 --> 00:24:42.015 then you have a you meet the high
NOTE Confidence: 0.943929101785714

00:24:42.015 --> 00:24:43.899 school athlete who then gets injured
NOTE Confidence: 0.943929101785714

00:24:43.899 --> 00:24:45.589 and then is prescribed Oxycontin
NOTE Confidence: 0.943929101785714

00:24:45.589 --> 00:24:47.266 and then starts developing problems
NOTE Confidence: 0.943929101785714

00:24:47.266 --> 00:24:49.258 and you're going back and forth
NOTE Confidence: 0.943929101785714

00:24:49.258 --> 00:24:51.611 and back and forth and the Sacklers
NOTE Confidence: 0.943929101785714

00:24:51.611 --> 00:24:53.230 would occasionally feature as kind
NOTE Confidence: 0.943929101785714

00:24:53.230 --> 00:24:55.278 of 1 strand in the tapestry like that.
NOTE Confidence: 0.943929101785714

00:24:55.280 --> 00:24:56.810 This was the case with
NOTE Confidence: 0.943929101785714

00:24:56.810 --> 00:24:58.034 with Barry Meyers book.
NOTE Confidence: 0.943929101785714

00:24:58.040 --> 00:24:59.818 It was the case with Sam Quinones

NOTE Confidence: 0.943929101785714

00:24:59.818 --> 00:25:01.488 book with some of the press

NOTE Confidence: 0.943929101785714

00:25:01.488 --> 00:25:03.198 coverage in which the family had

NOTE Confidence: 0.943929101785714

00:25:03.198 --> 00:25:04.759 featured they were always there,

NOTE Confidence: 0.943929101785714

00:25:04.760 --> 00:25:06.734 but sort of there in the margins

NOTE Confidence: 0.943929101785714

00:25:06.740 --> 00:25:08.756 and what I wanted to do was just

NOTE Confidence: 0.943929101785714

00:25:08.756 --> 00:25:10.739 put a spotlight right on them

NOTE Confidence: 0.943929101785714

00:25:10.739 --> 00:25:13.217 and and focus very closely on the

NOTE Confidence: 0.943929101785714

00:25:13.217 --> 00:25:15.310 family and not cut away too much

NOTE Confidence: 0.943929101785714

00:25:15.310 --> 00:25:18.446 and and see you know how they held

NOTE Confidence: 0.943929101785714

00:25:18.446 --> 00:25:21.327 up under that kind of scrutiny.

NOTE Confidence: 0.943929101785714

00:25:21.330 --> 00:25:22.090 You know I would.

NOTE Confidence: 0.943929101785714

00:25:22.090 --> 00:25:23.475 I would posit to you that they

NOTE Confidence: 0.943929101785714

00:25:23.475 --> 00:25:25.361 don't hold up too well that the the

NOTE Confidence: 0.943929101785714

00:25:25.361 --> 00:25:27.440 conversation when it comes to the Sacklers,

NOTE Confidence: 0.943929101785714

00:25:27.440 --> 00:25:29.475 and certainly the legal conversations

NOTE Confidence: 0.943929101785714

00:25:29.475 --> 00:25:30.982 have often involved questions
NOTE Confidence: 0.943929101785714

00:25:30.982 --> 00:25:33.058 about how to what extent were
NOTE Confidence: 0.943929101785714

00:25:33.058 --> 00:25:35.028 they really managing the company.
NOTE Confidence: 0.943929101785714

00:25:35.030 --> 00:25:37.438 Was the company just kind of chugging
NOTE Confidence: 0.943929101785714

00:25:37.438 --> 00:25:39.510 along autonomously and and just sort of?
NOTE Confidence: 0.943929101785714

00:25:39.510 --> 00:25:40.150 You know,
NOTE Confidence: 0.943929101785714

00:25:40.150 --> 00:25:42.070 sending off billions of dollars that
NOTE Confidence: 0.943929101785714

00:25:42.070 --> 00:25:44.307 landed in the family's bank accounts?
NOTE Confidence: 0.943929101785714

00:25:44.310 --> 00:25:46.542 Or was this more of a kind of command
NOTE Confidence: 0.943929101785714

00:25:46.542 --> 00:25:48.521 and control situation in which
NOTE Confidence: 0.943929101785714

00:25:48.521 --> 00:25:50.606 the family was really exercising
NOTE Confidence: 0.943929101785714

00:25:50.606 --> 00:25:52.250 strategic vision and leadership
NOTE Confidence: 0.943929101785714

00:25:52.250 --> 00:25:54.180 and direction at the company?
NOTE Confidence: 0.943929101785714

00:25:54.180 --> 00:25:55.810 And my research indicated it
NOTE Confidence: 0.943929101785714

00:25:55.810 --> 00:25:57.440 was very much the latter,
NOTE Confidence: 0.943929101785714

00:25:57.440 --> 00:25:58.572 which raises questions of,

NOTE Confidence: 0.943929101785714
00:25:58.572 --> 00:25:59.138 you know,
NOTE Confidence: 0.943929101785714
00:25:59.140 --> 00:26:01.204 both of legal liability but also
NOTE Confidence: 0.943929101785714
00:26:01.204 --> 00:26:02.580 just a moral culpability,
NOTE Confidence: 0.943929101785714
00:26:02.580 --> 00:26:04.484 and so that was a question I
NOTE Confidence: 0.943929101785714
00:26:04.484 --> 00:26:05.300 wanted to explore.
NOTE Confidence: 0.943929101785714
00:26:05.300 --> 00:26:07.358 As I deepened my research beyond
NOTE Confidence: 0.943929101785714
00:26:07.358 --> 00:26:09.460 the piece and wrote this book,
NOTE Confidence: 0.943929101785714
00:26:09.460 --> 00:26:10.800 which was published in April,
NOTE Confidence: 0.943929101785714
00:26:10.800 --> 00:26:14.296 what was really fascinating to me is that.
NOTE Confidence: 0.943929101785714
00:26:14.300 --> 00:26:15.840 The story goes further back
NOTE Confidence: 0.943929101785714
00:26:15.840 --> 00:26:17.908 that that the original 3 Sackler
NOTE Confidence: 0.943929101785714
00:26:17.908 --> 00:26:19.760 brothers were three physicians.
NOTE Confidence: 0.943929101785714
00:26:19.760 --> 00:26:21.196 They were psychiatrists who
NOTE Confidence: 0.943929101785714
00:26:21.196 --> 00:26:23.350 came of age really against the
NOTE Confidence: 0.943929101785714
00:26:23.417 --> 00:26:25.397 backdrop of the Great Depression
NOTE Confidence: 0.86465861125

00:26:25.400 --> 00:26:26.910 and made their fortune in
NOTE Confidence: 0.86465861125

00:26:26.910 --> 00:26:27.816 the pharmaceutical business.
NOTE Confidence: 0.86465861125

00:26:27.820 --> 00:26:29.485 But actually, the first big
NOTE Confidence: 0.86465861125

00:26:29.485 --> 00:26:31.150 fortune was made in pharmaceutical
NOTE Confidence: 0.86465861125

00:26:31.204 --> 00:26:32.599 marketing and advertising,
NOTE Confidence: 0.86465861125

00:26:32.600 --> 00:26:33.930 and there are these incredible
NOTE Confidence: 0.86465861125

00:26:33.930 --> 00:26:34.994 stories about Arthur Sackler.
NOTE Confidence: 0.86465861125

00:26:35.000 --> 00:26:35.832 Some of these stories,
NOTE Confidence: 0.86465861125

00:26:35.832 --> 00:26:37.350 Alex tells in his film as well,
NOTE Confidence: 0.86465861125

00:26:37.350 --> 00:26:38.974 but the oldest of these three brothers,
NOTE Confidence: 0.86465861125

00:26:38.980 --> 00:26:42.404 who was kind of the Don Draper of
NOTE Confidence: 0.86465861125

00:26:42.404 --> 00:26:44.390 medical advertising in the 1950s.
NOTE Confidence: 0.86465861125

00:26:44.390 --> 00:26:46.175 Made his first great fortune
NOTE Confidence: 0.86465861125

00:26:46.175 --> 00:26:47.246 by marketing Valium.
NOTE Confidence: 0.86465861125

00:26:47.250 --> 00:26:49.074 Another potentially quite addictive
NOTE Confidence: 0.86465861125

00:26:49.074 --> 00:26:51.810 substance that made him very very

NOTE Confidence: 0.86465861125

00:26:51.876 --> 00:26:54.186 wealthy and owned a pharmaceutical

NOTE Confidence: 0.86465861125

00:26:54.186 --> 00:26:56.496 marketing firm and really pioneered

NOTE Confidence: 0.86465861125

00:26:56.568 --> 00:26:58.787 a lot of the developments that we

NOTE Confidence: 0.86465861125

00:26:58.787 --> 00:27:01.750 see even today and so from the idea

NOTE Confidence: 0.86465861125

00:27:01.750 --> 00:27:04.780 of sending out an army of sales

NOTE Confidence: 0.86465861125

00:27:04.780 --> 00:27:07.993 reps to enlisting doctors to be the

NOTE Confidence: 0.86465861125

00:27:07.993 --> 00:27:11.716 kind of pitchmen for your product

NOTE Confidence: 0.86465861125

00:27:11.716 --> 00:27:14.252 to dramatically overplaying the.

NOTE Confidence: 0.86465861125

00:27:14.260 --> 00:27:16.645 Range of therapeutic benefits from

NOTE Confidence: 0.86465861125

00:27:16.645 --> 00:27:19.030 a drug to dramatically underplaying

NOTE Confidence: 0.86465861125

00:27:19.098 --> 00:27:20.868 the range of side effects.

NOTE Confidence: 0.86465861125

00:27:20.870 --> 00:27:23.327 A kind of fun little piece of

NOTE Confidence: 0.86465861125

00:27:23.327 --> 00:27:25.500 trivia is that the the term.

NOTE Confidence: 0.86465861125

00:27:25.500 --> 00:27:28.700 Broad spectrum.

NOTE Confidence: 0.86465861125

00:27:28.700 --> 00:27:31.240 As applied to to drugs,

NOTE Confidence: 0.86465861125

00:27:31.240 --> 00:27:32.585 was actually coined by Arthur's
NOTE Confidence: 0.86465861125

00:27:32.585 --> 00:27:34.912 firm was it was it was a term
NOTE Confidence: 0.86465861125

00:27:34.912 --> 00:27:36.457 invented by marketing people right?
NOTE Confidence: 0.86465861125

00:27:36.460 --> 00:27:37.965 And so part of what was really
NOTE Confidence: 0.86465861125

00:27:37.965 --> 00:27:39.690 fascinating to me is that Arthur Sackler,
NOTE Confidence: 0.86465861125

00:27:39.690 --> 00:27:42.710 this brother, who dies in 1987.
NOTE Confidence: 0.86465861125

00:27:42.710 --> 00:27:44.228 But in the 40s fifties 60s,
NOTE Confidence: 0.86465861125

00:27:44.230 --> 00:27:46.342 he really kind of creates the world in
NOTE Confidence: 0.86465861125

00:27:46.342 --> 00:27:48.048 which Oxycontin would eventually do it.
NOTE Confidence: 0.86465861125

00:27:48.050 --> 00:27:48.622 It did.
NOTE Confidence: 0.86465861125

00:27:48.622 --> 00:27:50.624 He creates the world in which you
NOTE Confidence: 0.86465861125

00:27:50.624 --> 00:27:52.687 know that that marketing campaign
NOTE Confidence: 0.86465861125

00:27:52.687 --> 00:27:54.819 that Alex described is able to
NOTE Confidence: 0.86465861125

00:27:54.819 --> 00:27:56.800 be as effective as it was in
NOTE Confidence: 0.86465861125

00:27:56.876 --> 00:27:59.882 changing the way in which American
NOTE Confidence: 0.86465861125

00:27:59.882 --> 00:28:01.886 physicians prescribed these drugs,

NOTE Confidence: 0.86465861125

00:28:01.890 --> 00:28:04.666 and therefore in giving

NOTE Confidence: 0.86465861125

00:28:04.666 --> 00:28:08.136 rise to the opioid crisis.

NOTE Confidence: 0.86465861125

00:28:08.140 --> 00:28:08.680 You know,

NOTE Confidence: 0.86465861125

00:28:08.680 --> 00:28:11.540 if if the if the crisis is as you know,

NOTE Confidence: 0.86465861125

00:28:11.540 --> 00:28:14.255 this staggeringly complex.

NOTE Confidence: 0.86465861125

00:28:14.255 --> 00:28:18.780 Phenomenon you know about which

NOTE Confidence: 0.86465861125

00:28:18.780 --> 00:28:20.115 many books have been written

NOTE Confidence: 0.86465861125

00:28:20.115 --> 00:28:21.940 and many more will be written.

NOTE Confidence: 0.86465861125

00:28:21.940 --> 00:28:23.785 What I wanted to do is in some ways

NOTE Confidence: 0.86465861125

00:28:23.785 --> 00:28:25.382 tell us somewhat simpler story which

NOTE Confidence: 0.86465861125

00:28:25.382 --> 00:28:27.440 which was kind of an origin story.

NOTE Confidence: 0.86465861125

00:28:27.440 --> 00:28:28.987 I wanted to go back and see

NOTE Confidence: 0.86465861125

00:28:28.987 --> 00:28:30.380 how did this thing begin,

NOTE Confidence: 0.86465861125

00:28:30.380 --> 00:28:31.740 and so in that sense,

NOTE Confidence: 0.86465861125

00:28:31.740 --> 00:28:32.964 my book isn't even really an

NOTE Confidence: 0.86465861125

00:28:32.964 --> 00:28:33.980 opioid crisis book per say.
NOTE Confidence: 0.86465861125

00:28:33.980 --> 00:28:36.296 It's more of a kind of
NOTE Confidence: 0.86465861125

00:28:36.296 --> 00:28:37.454 multigenerational family saga.
NOTE Confidence: 0.86465861125

00:28:37.460 --> 00:28:39.707 But this theme that runs all the
NOTE Confidence: 0.86465861125

00:28:39.707 --> 00:28:41.865 way through it is that there was
NOTE Confidence: 0.86465861125

00:28:41.865 --> 00:28:44.646 a kind of mania in this family for
NOTE Confidence: 0.86465861125

00:28:44.646 --> 00:28:46.698 collapsing the boundaries between.
NOTE Confidence: 0.86465861125

00:28:46.700 --> 00:28:48.236 Medicine and commerce.
NOTE Confidence: 0.86465861125

00:28:48.236 --> 00:28:49.260 You know,
NOTE Confidence: 0.86465861125

00:28:49.260 --> 00:28:51.540 finding some way for the market
NOTE Confidence: 0.86465861125

00:28:51.540 --> 00:28:54.445 to create a wedge between a
NOTE Confidence: 0.86465861125

00:28:54.445 --> 00:28:59.035 patient and his or her physician.
NOTE Confidence: 0.86465861125

00:28:59.040 --> 00:29:00.984 And I think I'll leave it at that,
NOTE Confidence: 0.86465861125

00:29:00.990 --> 00:29:04.280 but I I will say that the you know the the.
NOTE Confidence: 0.86465861125

00:29:04.280 --> 00:29:05.920 The collaboration with Alex
NOTE Confidence: 0.86465861125

00:29:05.920 --> 00:29:08.380 was was really fun for me.

NOTE Confidence: 0.86465861125

00:29:08.380 --> 00:29:08.792 Frankly,

NOTE Confidence: 0.86465861125

00:29:08.792 --> 00:29:11.264 I think you know print journalists

NOTE Confidence: 0.86465861125

00:29:11.264 --> 00:29:13.193 can often take a somewhat

NOTE Confidence: 0.86465861125

00:29:13.193 --> 00:29:15.053 0 sum view of the world,

NOTE Confidence: 0.86465861125

00:29:15.060 --> 00:29:16.782 and if they find out that anybody

NOTE Confidence: 0.86465861125

00:29:16.782 --> 00:29:18.692 else is working on a project

NOTE Confidence: 0.86465861125

00:29:18.692 --> 00:29:21.728 that is in the same wheelhouse.

NOTE Confidence: 0.86465861125

00:29:21.730 --> 00:29:24.826 They get very proprietary and defensive,

NOTE Confidence: 0.86465861125

00:29:24.830 --> 00:29:26.692 and in this case Alex and I

NOTE Confidence: 0.86465861125

00:29:26.692 --> 00:29:27.830 collaborated in the past.

NOTE Confidence: 0.86465861125

00:29:27.830 --> 00:29:29.867 I had the highest regard for his

NOTE Confidence: 0.86465861125

00:29:29.867 --> 00:29:32.506 work and I think we both took a view

NOTE Confidence: 0.9147410875

00:29:32.510 --> 00:29:34.302 that the the whole could be greater

NOTE Confidence: 0.9147410875

00:29:34.302 --> 00:29:36.509 than the sum of its parts in this case.

NOTE Confidence: 0.9147410875

00:29:36.510 --> 00:29:38.547 And so you know I ended up

NOTE Confidence: 0.9147410875

00:29:38.547 --> 00:29:40.328 doing an interview for the film,
NOTE Confidence: 0.9147410875

00:29:40.330 --> 00:29:41.270 but also as Alex said,
NOTE Confidence: 0.9147410875

00:29:41.270 --> 00:29:43.820 we went back and forth and.
NOTE Confidence: 0.9147410875

00:29:43.820 --> 00:29:45.479 You know, I don't know what the
NOTE Confidence: 0.9147410875

00:29:45.479 --> 00:29:47.245 analogy would be in the kind of
NOTE Confidence: 0.9147410875

00:29:47.245 --> 00:29:48.751 medicine that that you all practice,
NOTE Confidence: 0.9147410875

00:29:48.760 --> 00:29:52.290 but these kinds of deep investigative
NOTE Confidence: 0.9147410875

00:29:52.290 --> 00:29:54.923 projects can often be quite lonely
NOTE Confidence: 0.9147410875

00:29:54.923 --> 00:29:57.190 because you're sort of there just digging
NOTE Confidence: 0.9147410875

00:29:57.190 --> 00:29:59.018 away in the mineshaft by yourself and
NOTE Confidence: 0.9147410875

00:29:59.018 --> 00:30:01.180 a lot of the time you don't even know.
NOTE Confidence: 0.9147410875

00:30:01.180 --> 00:30:04.670 I mean, it's sort of a joke that my wife,
NOTE Confidence: 0.9147410875

00:30:04.670 --> 00:30:06.590 when I come to dinner at the end of the day,
NOTE Confidence: 0.9147410875

00:30:06.590 --> 00:30:08.326 and I want to talk about whatever The
NOTE Confidence: 0.9147410875

00:30:08.326 --> 00:30:10.315 thing is that that has been troubling me.
NOTE Confidence: 0.9147410875

00:30:10.320 --> 00:30:12.399 It's I'm so in the weeds that

NOTE Confidence: 0.9147410875

00:30:12.399 --> 00:30:13.570 it's very hard to.

NOTE Confidence: 0.9147410875

00:30:13.570 --> 00:30:17.103 To convey to another person who's not been

NOTE Confidence: 0.9147410875

00:30:17.103 --> 00:30:18.887 in there doing this bad work with me.

NOTE Confidence: 0.9147410875

00:30:18.890 --> 00:30:20.210 So it was a huge thrill.

NOTE Confidence: 0.9147410875

00:30:20.210 --> 00:30:20.806 I mean,

NOTE Confidence: 0.9147410875

00:30:20.806 --> 00:30:22.594 there were a number of mysteries

NOTE Confidence: 0.9147410875

00:30:22.594 --> 00:30:24.621 that Alex and I were were kind

NOTE Confidence: 0.9147410875

00:30:24.621 --> 00:30:26.298 of confronting and and it was

NOTE Confidence: 0.9147410875

00:30:26.298 --> 00:30:28.013 a great thrill to be able to.

NOTE Confidence: 0.9147410875

00:30:28.020 --> 00:30:29.360 Who you know literally?

NOTE Confidence: 0.9147410875

00:30:29.360 --> 00:30:31.035 In some of these instances,

NOTE Confidence: 0.9147410875

00:30:31.040 --> 00:30:33.026 it's like what happened behind closed

NOTE Confidence: 0.9147410875

00:30:33.026 --> 00:30:35.167 doors at the Justice Department in

NOTE Confidence: 0.9147410875

00:30:35.167 --> 00:30:37.692 one particular week in the year 2006.

NOTE Confidence: 0.9147410875

00:30:37.692 --> 00:30:39.850 Or maybe it was early 2007,

NOTE Confidence: 0.9147410875

00:30:39.850 --> 00:30:42.310 where they decided not to pursue
NOTE Confidence: 0.9147410875

00:30:42.310 --> 00:30:44.132 felony charges against individual
NOTE Confidence: 0.9147410875

00:30:44.132 --> 00:30:46.228 executives at Purdue Pharma.
NOTE Confidence: 0.9147410875

00:30:46.230 --> 00:30:47.371 You know I could talk about that
NOTE Confidence: 0.9147410875

00:30:47.371 --> 00:30:48.595 till the cows come home and there
NOTE Confidence: 0.9147410875

00:30:48.595 --> 00:30:49.916 are not many people who would be
NOTE Confidence: 0.9147410875

00:30:49.916 --> 00:30:51.126 particularly interested in doing that.
NOTE Confidence: 0.9147410875

00:30:51.130 --> 00:30:53.914 But fortunately I I found one in Alex
NOTE Confidence: 0.9147410875

00:30:53.914 --> 00:30:56.747 and so it was a really thrilling.
NOTE Confidence: 0.9147410875

00:30:56.750 --> 00:30:58.390 Collaboration in that respect
NOTE Confidence: 0.9147410875

00:30:58.390 --> 00:31:00.850 and I I feel very fortunate,
NOTE Confidence: 0.9147410875

00:31:00.850 --> 00:31:02.089 I think what we're going to do,
NOTE Confidence: 0.9147410875

00:31:02.090 --> 00:31:03.809 if it makes sense to you all is we'll
NOTE Confidence: 0.9147410875

00:31:03.809 --> 00:31:05.546 just talk a little bit back and forth,
NOTE Confidence: 0.9147410875

00:31:05.550 --> 00:31:07.368 'cause I have a question or two for Alex.
NOTE Confidence: 0.9147410875

00:31:07.370 --> 00:31:09.062 And then maybe we'll open it up to others.

NOTE Confidence: 0.9147410875

00:31:09.070 --> 00:31:11.974 But Alex mentioned victims and this

NOTE Confidence: 0.9147410875

00:31:11.974 --> 00:31:15.000 is something I thought a lot about.

NOTE Confidence: 0.9147410875

00:31:15.000 --> 00:31:16.083 And you know,

NOTE Confidence: 0.9147410875

00:31:16.083 --> 00:31:19.108 I think it's actually a great sign of

NOTE Confidence: 0.9147410875

00:31:19.108 --> 00:31:22.006 progress that we talk about people who

NOTE Confidence: 0.9147410875

00:31:22.006 --> 00:31:24.498 struggle with addiction as victims.

NOTE Confidence: 0.9147410875

00:31:24.500 --> 00:31:25.886 Many of you will probably be

NOTE Confidence: 0.9147410875

00:31:25.886 --> 00:31:26.810 familiar that there's a.

NOTE Confidence: 0.9147410875

00:31:26.810 --> 00:31:28.190 You know there's there's a critique,

NOTE Confidence: 0.9147410875

00:31:28.190 --> 00:31:31.224 and I think a very sound one that talks

NOTE Confidence: 0.9147410875

00:31:31.224 --> 00:31:33.126 about the racial violence here where

NOTE Confidence: 0.9147410875

00:31:33.126 --> 00:31:35.063 there is a more compassionate language

NOTE Confidence: 0.9147410875

00:31:35.063 --> 00:31:38.010 we use when we talk about the opioid crisis,

NOTE Confidence: 0.9147410875

00:31:38.010 --> 00:31:39.970 people wonder where was this

NOTE Confidence: 0.9147410875

00:31:39.970 --> 00:31:41.930 concern for victims during the

NOTE Confidence: 0.9147410875

00:31:41.999 --> 00:31:44.057 crack epidemic back in the 80s?

NOTE Confidence: 0.9147410875

00:31:44.060 --> 00:31:45.455 But I think it's a great sign of progress,

NOTE Confidence: 0.9147410875

00:31:45.460 --> 00:31:48.113 and obviously I think a lot more

NOTE Confidence: 0.9147410875

00:31:48.113 --> 00:31:49.800 destigmatization has to happen.

NOTE Confidence: 0.9147410875

00:31:49.800 --> 00:31:53.418 But both Alex and I separately,

NOTE Confidence: 0.9147410875

00:31:53.420 --> 00:31:54.650 I think, made a decision.

NOTE Confidence: 0.9147410875

00:31:54.650 --> 00:31:57.016 Not that you would ignore the experience

NOTE Confidence: 0.9147410875

00:31:57.016 --> 00:31:58.686 of people struggling with addiction

NOTE Confidence: 0.9147410875

00:31:58.686 --> 00:32:00.758 as one of those clips made clear.

NOTE Confidence: 0.9147410875

00:32:00.760 --> 00:32:03.346 I mean Alex did interview these

NOTE Confidence: 0.9147410875

00:32:03.346 --> 00:32:05.720 people and incorporate their stories.

NOTE Confidence: 0.9147410875

00:32:05.720 --> 00:32:08.842 But that there would be a kind

NOTE Confidence: 0.9147410875

00:32:08.842 --> 00:32:10.180 of prosecutorial focus

NOTE Confidence: 0.917210592142857

00:32:10.265 --> 00:32:12.296 on the bad actors. And, you know,

NOTE Confidence: 0.917210592142857

00:32:12.296 --> 00:32:13.730 I had my own reasons for doing that.

NOTE Confidence: 0.917210592142857

00:32:13.730 --> 00:32:15.116 Alex, but I wondered if maybe

NOTE Confidence: 0.917210592142857
00:32:15.116 --> 00:32:16.807 you could talk a bit about about
NOTE Confidence: 0.917210592142857
00:32:16.807 --> 00:32:18.459 yours and sort of the status of
NOTE Confidence: 0.917210592142857
00:32:18.518 --> 00:32:20.078 victims in a project like this.
NOTE Confidence: 0.932777924
00:32:21.360 --> 00:32:24.160 Well, I mean the status of victims
NOTE Confidence: 0.932777924
00:32:24.160 --> 00:32:27.276 always has to be in the mind because
NOTE Confidence: 0.932777924
00:32:27.280 --> 00:32:29.074 after all they are the casualties
NOTE Confidence: 0.932777924
00:32:29.074 --> 00:32:31.239 of this crisis is, as you said,
NOTE Confidence: 0.932777924
00:32:31.239 --> 00:32:33.564 early on Patrick I mean 500,000 people.
NOTE Confidence: 0.932777924
00:32:33.564 --> 00:32:35.324 More than 500,000 people dead.
NOTE Confidence: 0.868083866666667
00:32:37.990 --> 00:32:40.755 And and there is a poignancy to
NOTE Confidence: 0.868083866666667
00:32:40.755 --> 00:32:44.238 their struggle, but I think that.
NOTE Confidence: 0.868083866666667
00:32:44.240 --> 00:32:46.904 For so long there had been a tendency,
NOTE Confidence: 0.868083866666667
00:32:46.910 --> 00:32:50.627 even on the part of the of the malefactors,
NOTE Confidence: 0.868083866666667
00:32:50.630 --> 00:32:52.590 to blame the victims, that is to say,
NOTE Confidence: 0.868083866666667
00:32:52.590 --> 00:32:54.582 to to to effectively say this
NOTE Confidence: 0.868083866666667

00:32:54.582 --> 00:32:57.309 was a lack of strong character.
NOTE Confidence: 0.868083866666667

00:32:57.310 --> 00:33:00.080 They were just, you know, weak people,
NOTE Confidence: 0.868083866666667

00:33:00.080 --> 00:33:01.420 because they got addicted.
NOTE Confidence: 0.868083866666667

00:33:01.420 --> 00:33:02.592 That's not our problem,
NOTE Confidence: 0.868083866666667

00:33:02.592 --> 00:33:04.791 and and and to turn the lens
NOTE Confidence: 0.868083866666667

00:33:04.791 --> 00:33:06.287 in a different direction,
NOTE Confidence: 0.868083866666667

00:33:06.290 --> 00:33:09.830 was really to show how.
NOTE Confidence: 0.868083866666667

00:33:09.830 --> 00:33:11.302 A different kind of
NOTE Confidence: 0.868083866666667

00:33:11.302 --> 00:33:12.406 psychological process worked,
NOTE Confidence: 0.868083866666667

00:33:12.410 --> 00:33:14.210 which is a psychological process
NOTE Confidence: 0.868083866666667

00:33:14.210 --> 00:33:17.870 that's always interested me, which is.
NOTE Confidence: 0.868083866666667

00:33:17.870 --> 00:33:21.195 With the police call noble cause corruption.
NOTE Confidence: 0.868083866666667

00:33:21.200 --> 00:33:23.104 The idea that when you think you
NOTE Confidence: 0.868083866666667

00:33:23.104 --> 00:33:24.955 have a noble cause and in this
NOTE Confidence: 0.868083866666667

00:33:24.955 --> 00:33:27.052 case it was the IT was the notion
NOTE Confidence: 0.868083866666667

00:33:27.052 --> 00:33:29.082 that you could cure pain and the

NOTE Confidence: 0.86808386666667
00:33:29.082 --> 00:33:31.456 pain had become the 5th vital sign,
NOTE Confidence: 0.86808386666667
00:33:31.460 --> 00:33:35.784 and that that that that end justifies
NOTE Confidence: 0.86808386666667
00:33:35.784 --> 00:33:38.316 any any amount of ignoble means
NOTE Confidence: 0.86808386666667
00:33:38.316 --> 00:33:40.918 in order to get there until you
NOTE Confidence: 0.86808386666667
00:33:40.918 --> 00:33:43.379 get to a place where you know.
NOTE Confidence: 0.86808386666667
00:33:43.380 --> 00:33:45.696 You can't even see the lines
NOTE Confidence: 0.86808386666667
00:33:45.696 --> 00:33:46.854 that you've crossed,
NOTE Confidence: 0.86808386666667
00:33:46.860 --> 00:33:51.708 because they're all wrapped in this kind of.
NOTE Confidence: 0.86808386666667
00:33:51.710 --> 00:33:53.270 Sort of facade of nobility.
NOTE Confidence: 0.86808386666667
00:33:53.270 --> 00:33:56.342 You know the the cops use the term
NOTE Confidence: 0.86808386666667
00:33:56.342 --> 00:33:58.214 because it's it's part of you.
NOTE Confidence: 0.86808386666667
00:33:58.214 --> 00:34:00.205 Know what happens when you know a
NOTE Confidence: 0.86808386666667
00:34:00.205 --> 00:34:01.849 cop in the street is frustrated.
NOTE Confidence: 0.86808386666667
00:34:01.850 --> 00:34:05.546 He's not getting the the drug kingpin.
NOTE Confidence: 0.86808386666667
00:34:05.550 --> 00:34:07.314 And instead of doing it the right
NOTE Confidence: 0.86808386666667

00:34:07.314 --> 00:34:08.704 way ends up, you know,
NOTE Confidence: 0.868083866666667

00:34:08.704 --> 00:34:10.606 planting drugs in in his car,
NOTE Confidence: 0.868083866666667

00:34:10.610 --> 00:34:11.384 something like that,
NOTE Confidence: 0.868083866666667

00:34:11.384 --> 00:34:12.932 and and feeling good about it
NOTE Confidence: 0.868083866666667

00:34:12.932 --> 00:34:13.949 till the next thing.
NOTE Confidence: 0.868083866666667

00:34:13.950 --> 00:34:15.570 You know that that corruption
NOTE Confidence: 0.868083866666667

00:34:15.570 --> 00:34:16.866 is really ramped up.
NOTE Confidence: 0.868083866666667

00:34:16.870 --> 00:34:19.582 So so that focus I thought was very
NOTE Confidence: 0.868083866666667

00:34:19.582 --> 00:34:22.062 important because you had to see the
NOTE Confidence: 0.868083866666667

00:34:22.062 --> 00:34:23.792 crisis from a different perspective
NOTE Confidence: 0.868083866666667

00:34:23.858 --> 00:34:26.010 and and I you know I talked early
NOTE Confidence: 0.868083866666667

00:34:26.010 --> 00:34:27.678 on about crime and commerce and
NOTE Confidence: 0.868083866666667

00:34:27.678 --> 00:34:29.370 and and Patrick came into this.
NOTE Confidence: 0.868083866666667

00:34:29.370 --> 00:34:30.830 From that, you know, Patrick,
NOTE Confidence: 0.868083866666667

00:34:30.830 --> 00:34:32.230 you came into this from that too,
NOTE Confidence: 0.868083866666667

00:34:32.230 --> 00:34:33.740 but I think you've properly

NOTE Confidence: 0.86808386666667
00:34:33.740 --> 00:34:35.250 reframed in the sense that.
NOTE Confidence: 0.86808386666667
00:34:35.250 --> 00:34:39.226 It's how the commerce of medicine ended
NOTE Confidence: 0.86808386666667
00:34:39.226 --> 00:34:42.630 up corrupting the nobility of the.
NOTE Confidence: 0.86808386666667
00:34:42.630 --> 00:34:42.942 Uh,
NOTE Confidence: 0.86808386666667
00:34:42.942 --> 00:34:46.480 of so many and and that really is a problem,
NOTE Confidence: 0.86808386666667
00:34:46.480 --> 00:34:47.914 because who do you trust more
NOTE Confidence: 0.86808386666667
00:34:47.914 --> 00:34:49.260 than anybody is your doctor?
NOTE Confidence: 0.86808386666667
00:34:49.260 --> 00:34:53.005 And if your doctor has become corrupted?
NOTE Confidence: 0.86808386666667
00:34:53.010 --> 00:34:55.035 Through the blandishments by people
NOTE Confidence: 0.86808386666667
00:34:55.035 --> 00:34:57.630 like insists or or or Purdue,
NOTE Confidence: 0.86808386666667
00:34:57.630 --> 00:34:59.058 then you've got a real problem and
NOTE Confidence: 0.86808386666667
00:34:59.058 --> 00:35:00.547 and and then you have a corruption
NOTE Confidence: 0.86808386666667
00:35:00.547 --> 00:35:01.582 at a very deep level.
NOTE Confidence: 0.86808386666667
00:35:01.590 --> 00:35:03.564 And then of course you depend on
NOTE Confidence: 0.86808386666667
00:35:03.564 --> 00:35:05.468 regulators to help solve the problem,
NOTE Confidence: 0.86808386666667

00:35:05.470 --> 00:35:07.878 but the regulators end up being bought

NOTE Confidence: 0.868083866666667

00:35:07.878 --> 00:35:09.269 off through campaign contributions

NOTE Confidence: 0.868083866666667

00:35:09.269 --> 00:35:11.605 and and I I you know I document

NOTE Confidence: 0.868083866666667

00:35:11.605 --> 00:35:13.500 that at some length and Patrick and

NOTE Confidence: 0.868083866666667

00:35:13.500 --> 00:35:15.652 I did spend a tremendous amount of

NOTE Confidence: 0.868083866666667

00:35:15.652 --> 00:35:17.522 time talking about how influence

NOTE Confidence: 0.868083866666667

00:35:17.522 --> 00:35:20.065 at a very high level prevented

NOTE Confidence: 0.868083866666667

00:35:20.065 --> 00:35:22.225 felony charges from being brought

NOTE Confidence: 0.868083866666667

00:35:22.225 --> 00:35:24.078 against executives at Purdue.

NOTE Confidence: 0.868083866666667

00:35:24.080 --> 00:35:26.096 Which might have led if they were

NOTE Confidence: 0.868083866666667

00:35:26.096 --> 00:35:28.262 to have flipped to, you know,

NOTE Confidence: 0.868083866666667

00:35:28.262 --> 00:35:30.386 prosecutions of the Sacklers

NOTE Confidence: 0.868083866666667

00:35:30.386 --> 00:35:32.710 themselves and and that that was,

NOTE Confidence: 0.868083866666667

00:35:32.710 --> 00:35:33.572 you know,

NOTE Confidence: 0.868083866666667

00:35:33.572 --> 00:35:35.296 corrupt because that's something

NOTE Confidence: 0.868083866666667

00:35:35.296 --> 00:35:38.160 as a matter of public policy.

NOTE Confidence: 0.936608004

00:35:38.160 --> 00:35:40.752 You can really begin to address once you

NOTE Confidence: 0.936608004

00:35:40.752 --> 00:35:42.940 understand you know how the crime works,

NOTE Confidence: 0.936608004

00:35:42.940 --> 00:35:44.920 how the corruption works,

NOTE Confidence: 0.936608004

00:35:44.920 --> 00:35:48.070 then you can hopefully try to steer

NOTE Confidence: 0.936608004

00:35:48.070 --> 00:35:51.350 against it and and and it seems like

NOTE Confidence: 0.936608004

00:35:51.350 --> 00:35:54.086 that's the best way of serving.

NOTE Confidence: 0.936608004

00:35:54.090 --> 00:35:55.090 The victims, that's that.

NOTE Confidence: 0.936608004

00:35:55.090 --> 00:35:56.340 That would be my view.

NOTE Confidence: 0.873186998333333

00:35:56.850 --> 00:35:58.686 Yeah, I mean, it's fascinating hearing.

NOTE Confidence: 0.873186998333333

00:35:58.690 --> 00:36:01.183 I should say just just a little program note.

NOTE Confidence: 0.873186998333333

00:36:01.190 --> 00:36:02.150 I think there are various.

NOTE Confidence: 0.873186998333333

00:36:02.150 --> 00:36:03.249 If you look in the chat box,

NOTE Confidence: 0.873186998333333

00:36:03.250 --> 00:36:05.206 there are various ways in which

NOTE Confidence: 0.873186998333333

00:36:05.206 --> 00:36:06.510 people can submit questions,

NOTE Confidence: 0.873186998333333

00:36:06.510 --> 00:36:10.630 so I'd encourage you all to do so.

NOTE Confidence: 0.873186998333333

00:36:10.630 --> 00:36:11.430 There should be instructions,
NOTE Confidence: 0.873186998333333

00:36:11.430 --> 00:36:13.198 I think at the top of the chat box
NOTE Confidence: 0.873186998333333

00:36:13.198 --> 00:36:14.866 about about how to do that, but the.
NOTE Confidence: 0.873186998333333

00:36:14.866 --> 00:36:16.406 It's fascinating hearing you talk
NOTE Confidence: 0.873186998333333

00:36:16.406 --> 00:36:18.559 about the noble cause corruption idea,
NOTE Confidence: 0.873186998333333

00:36:18.560 --> 00:36:21.300 because one thing that I became really
NOTE Confidence: 0.873186998333333

00:36:21.300 --> 00:36:24.420 fixated on and I think for the physicians
NOTE Confidence: 0.873186998333333

00:36:24.420 --> 00:36:27.876 and medical students joining us today.
NOTE Confidence: 0.873186998333333

00:36:27.880 --> 00:36:30.040 This may be an interesting dynamic.
NOTE Confidence: 0.873186998333333

00:36:30.040 --> 00:36:32.890 In one you're probably familiar with, but.
NOTE Confidence: 0.845860541764706

00:36:35.250 --> 00:36:36.738 Arthur Sackler, you know,
NOTE Confidence: 0.845860541764706

00:36:36.738 --> 00:36:38.970 from whose mind I think so
NOTE Confidence: 0.845860541764706

00:36:39.043 --> 00:36:41.185 much of of where we are today,
NOTE Confidence: 0.845860541764706

00:36:41.190 --> 00:36:43.410 sprung how to view, essentially,
NOTE Confidence: 0.845860541764706

00:36:43.410 --> 00:36:46.218 that the physicians cannot be corrupted.
NOTE Confidence: 0.845860541764706

00:36:46.220 --> 00:36:48.502 He had a notion of physicians as

NOTE Confidence: 0.845860541764706
00:36:48.502 --> 00:36:50.778 kind of possessed of a nobility
NOTE Confidence: 0.845860541764706
00:36:50.778 --> 00:36:52.418 where they were incorruptible.
NOTE Confidence: 0.845860541764706
00:36:52.420 --> 00:36:55.320 They were kind of unimpeachable.
NOTE Confidence: 0.845860541764706
00:36:55.320 --> 00:36:58.053 But he would talk about how we
NOTE Confidence: 0.845860541764706
00:36:58.053 --> 00:37:00.253 don't need to worry about medical
NOTE Confidence: 0.845860541764706
00:37:00.253 --> 00:37:01.852 advertising and pharmaceutical
NOTE Confidence: 0.845860541764706
00:37:01.852 --> 00:37:04.517 advertising because nothing could get
NOTE Confidence: 0.845860541764706
00:37:04.517 --> 00:37:06.742 between the physician and the dictates
NOTE Confidence: 0.845860541764706
00:37:06.742 --> 00:37:09.189 of the best care for the patient.
NOTE Confidence: 0.845860541764706
00:37:09.190 --> 00:37:10.786 And this was really striking to me.
NOTE Confidence: 0.845860541764706
00:37:10.790 --> 00:37:12.455 I mean, first of all, it's hypocrisy, right?
NOTE Confidence: 0.845860541764706
00:37:12.455 --> 00:37:14.180 Because because Arthur Sackler for
NOTE Confidence: 0.845860541764706
00:37:14.180 --> 00:37:16.008 decades ran a medical advertising firm
NOTE Confidence: 0.845860541764706
00:37:16.008 --> 00:37:18.254 which made lots and lots of money by
NOTE Confidence: 0.845860541764706
00:37:18.254 --> 00:37:19.679 advertising for doctors and changing
NOTE Confidence: 0.845860541764706

00:37:19.679 --> 00:37:22.028 the ways in which they prescribed.
NOTE Confidence: 0.845860541764706

00:37:22.028 --> 00:37:24.508 That was the whole point.
NOTE Confidence: 0.845860541764706

00:37:24.510 --> 00:37:26.967 But also because I think there's a kind of,
NOTE Confidence: 0.845860541764706

00:37:26.970 --> 00:37:29.034 I actually think that in that
NOTE Confidence: 0.845860541764706

00:37:29.034 --> 00:37:30.910 very notion of Unimpeached ability
NOTE Confidence: 0.845860541764706

00:37:30.910 --> 00:37:33.270 lies the danger of corruption.
NOTE Confidence: 0.845860541764706

00:37:33.270 --> 00:37:33.978 I mean,
NOTE Confidence: 0.845860541764706

00:37:33.978 --> 00:37:35.394 I've interviewed and talked
NOTE Confidence: 0.845860541764706

00:37:35.394 --> 00:37:37.584 to just socially any number of
NOTE Confidence: 0.845860541764706

00:37:37.584 --> 00:37:39.344 physicians who've said to me.
NOTE Confidence: 0.845860541764706

00:37:39.350 --> 00:37:40.198 Of course,
NOTE Confidence: 0.845860541764706

00:37:40.198 --> 00:37:42.742 we realize that the pharma companies
NOTE Confidence: 0.845860541764706

00:37:42.742 --> 00:37:44.955 are always pursuing this kind of full
NOTE Confidence: 0.845860541764706

00:37:44.955 --> 00:37:46.510 court press trying to influence us,
NOTE Confidence: 0.845860541764706

00:37:46.510 --> 00:37:48.112 but I personally would never be
NOTE Confidence: 0.845860541764706

00:37:48.112 --> 00:37:49.670 influenced by that sort of thing.

NOTE Confidence: 0.845860541764706
00:37:49.670 --> 00:37:51.308 You know, there's this sense of,
NOTE Confidence: 0.845860541764706
00:37:51.310 --> 00:37:51.609 yes,
NOTE Confidence: 0.845860541764706
00:37:51.609 --> 00:37:54.001 I I kind of register the clamor of
NOTE Confidence: 0.845860541764706
00:37:54.001 --> 00:37:56.679 them trying to change the way I behave.
NOTE Confidence: 0.845860541764706
00:37:56.680 --> 00:37:58.395 But I'm immune to that clamor and
NOTE Confidence: 0.845860541764706
00:37:58.395 --> 00:37:59.920 it's funny because when you when
NOTE Confidence: 0.845860541764706
00:37:59.920 --> 00:38:01.390 you really get into the statistics
NOTE Confidence: 0.845860541764706
00:38:01.390 --> 00:38:03.047 and you look at the history at
NOTE Confidence: 0.845860541764706
00:38:03.047 --> 00:38:04.361 a company like Purdue Pharma,
NOTE Confidence: 0.845860541764706
00:38:04.361 --> 00:38:06.767 you know there's a statistic I
NOTE Confidence: 0.845860541764706
00:38:06.767 --> 00:38:09.590 cite in the book where some years
NOTE Confidence: 0.845860541764706
00:38:09.590 --> 00:38:11.415 Purdue would spend \$9 million
NOTE Confidence: 0.845860541764706
00:38:11.420 --> 00:38:13.800 just buying food for doctors,
NOTE Confidence: 0.845860541764706
00:38:13.800 --> 00:38:16.896 and I can't tell you how many doctors
NOTE Confidence: 0.845860541764706
00:38:16.896 --> 00:38:19.026 I've talked to who say, come on,
NOTE Confidence: 0.845860541764706

00:38:19.026 --> 00:38:20.650 you think you buy me a steak dinner
NOTE Confidence: 0.845860541764706

00:38:20.705 --> 00:38:22.420 and it'll change the way I prescribe.
NOTE Confidence: 0.845860541764706

00:38:22.420 --> 00:38:24.160 You know, they're kind of insulted
NOTE Confidence: 0.845860541764706

00:38:24.160 --> 00:38:25.320 by the very suggestion,
NOTE Confidence: 0.845860541764706

00:38:25.320 --> 00:38:27.170 but the thing about Purdue?
NOTE Confidence: 0.845860541764706

00:38:27.170 --> 00:38:29.006 Then the Sacklers and Richard Sackler,
NOTE Confidence: 0.845860541764706

00:38:29.010 --> 00:38:30.193 who you know was running the company
NOTE Confidence: 0.845860541764706

00:38:30.193 --> 00:38:31.647 for some of these years in particular,
NOTE Confidence: 0.845860541764706

00:38:31.650 --> 00:38:33.360 is the real sticklers for
NOTE Confidence: 0.845860541764706

00:38:33.360 --> 00:38:35.070 detail and and for spending,
NOTE Confidence: 0.845860541764706

00:38:35.070 --> 00:38:36.694 and they knew exactly,
NOTE Confidence: 0.845860541764706

00:38:36.694 --> 00:38:37.506 you know,
NOTE Confidence: 0.845860541764706

00:38:37.510 --> 00:38:40.214 down to the dollar what the return on
NOTE Confidence: 0.845860541764706

00:38:40.214 --> 00:38:42.389 investment was on that kind of spend.
NOTE Confidence: 0.845860541764706

00:38:42.390 --> 00:38:44.420 And I actually strangely think
NOTE Confidence: 0.845860541764706

00:38:44.420 --> 00:38:47.466 that this kind of the in our

NOTE Confidence: 0.845860541764706
00:38:47.466 --> 00:38:49.806 cultural iconography of the doctor,
NOTE Confidence: 0.845860541764706
00:38:49.810 --> 00:38:51.650 our notion of the physician,
NOTE Confidence: 0.845860541764706
00:38:51.650 --> 00:38:53.540 as this priest like figure.
NOTE Confidence: 0.845860541764706
00:38:53.540 --> 00:38:55.010 I actually think some of the seeds
NOTE Confidence: 0.845860541764706
00:38:55.010 --> 00:38:56.450 of the corruption are right in there.
NOTE Confidence: 0.845860541764706
00:38:56.450 --> 00:38:57.090 What I think about it,
NOTE Confidence: 0.845860541764706
00:38:57.090 --> 00:38:58.240 I grew up in Boston.
NOTE Confidence: 0.845860541764706
00:38:58.240 --> 00:39:01.212 And I grew up in a extended
NOTE Confidence: 0.845860541764706
00:39:01.212 --> 00:39:03.740 Catholic family in Boston,
NOTE Confidence: 0.845860541764706
00:39:03.740 --> 00:39:06.748 and I think if you look at what
NOTE Confidence: 0.845860541764706
00:39:06.748 --> 00:39:08.759 happened with the sex abuse.
NOTE Confidence: 0.845860541764706
00:39:08.760 --> 00:39:11.160 Crisis in the Catholic archdiocese.
NOTE Confidence: 0.845860541764706
00:39:11.160 --> 00:39:13.967 There part of the problem was that
NOTE Confidence: 0.845860541764706
00:39:13.967 --> 00:39:16.332 periodically when word would sort of
NOTE Confidence: 0.845860541764706
00:39:16.332 --> 00:39:18.415 dribble out that there were something
NOTE Confidence: 0.845860541764706

00:39:18.415 --> 00:39:20.340 bad was happening and some of these

NOTE Confidence: 0.845860541764706

00:39:20.340 --> 00:39:21.978 priests were doing terrible things.

NOTE Confidence: 0.845860541764706

00:39:21.980 --> 00:39:23.220 There were people you know,

NOTE Confidence: 0.845860541764706

00:39:23.220 --> 00:39:23.485 frankly,

NOTE Confidence: 0.845860541764706

00:39:23.485 --> 00:39:25.340 like relatives of mine who would say,

NOTE Confidence: 0.798795948

00:39:25.340 --> 00:39:26.348 well, not priests.

NOTE Confidence: 0.798795948

00:39:26.348 --> 00:39:27.968 You know, like I could,

NOTE Confidence: 0.798795948

00:39:27.968 --> 00:39:29.548 I couldn't believe that priests

NOTE Confidence: 0.798795948

00:39:29.548 --> 00:39:31.863 would do such a thing and so borne

NOTE Confidence: 0.798795948

00:39:31.863 --> 00:39:34.941 along by that misperception that that

NOTE Confidence: 0.798795948

00:39:34.941 --> 00:39:37.656 you know some professional tribes

NOTE Confidence: 0.798795948

00:39:37.656 --> 00:39:41.408 among us are immune to to corruption

NOTE Confidence: 0.798795948

00:39:41.408 --> 00:39:45.076 or or to that kind of wrongdoing.

NOTE Confidence: 0.798795948

00:39:45.080 --> 00:39:47.712 I actually think that you end up

NOTE Confidence: 0.798795948

00:39:47.712 --> 00:39:49.779 insulating and perpetuating that behavior,

NOTE Confidence: 0.798795948

00:39:49.780 --> 00:39:51.026 and I think it was a very

NOTE Confidence: 0.798795948

00:39:51.026 --> 00:39:52.080 similar thing that happened with

NOTE Confidence: 0.798795948

00:39:52.080 --> 00:39:53.265 the opioid crisis in which.

NOTE Confidence: 0.798795948

00:39:53.270 --> 00:39:55.748 Our kind of faith in the unimpeached

NOTE Confidence: 0.798795948

00:39:55.748 --> 00:39:57.394 ability of doctors are sense

NOTE Confidence: 0.798795948

00:39:57.394 --> 00:39:59.146 that they they might not suffer

NOTE Confidence: 0.798795948

00:39:59.146 --> 00:40:00.751 from the same human temptations

NOTE Confidence: 0.798795948

00:40:00.751 --> 00:40:02.998 of people in other lines of work

NOTE Confidence: 0.798795948

00:40:03.058 --> 00:40:05.158 actually contributed to the problem.

NOTE Confidence: 0.9196662275

00:40:06.130 --> 00:40:07.706 Yeah, you know, just picking up on that.

NOTE Confidence: 0.9196662275

00:40:07.710 --> 00:40:09.486 I mean, there's this this whole

NOTE Confidence: 0.9196662275

00:40:09.486 --> 00:40:11.022 notion of noble cause corruption

NOTE Confidence: 0.9196662275

00:40:11.022 --> 00:40:12.750 has so many facets to it.

NOTE Confidence: 0.9196662275

00:40:12.750 --> 00:40:13.995 There's another aspect in the

NOTE Confidence: 0.9196662275

00:40:13.995 --> 00:40:15.616 opioid crisis that I think is

NOTE Confidence: 0.9196662275

00:40:15.616 --> 00:40:17.416 really interesting, which is that.

NOTE Confidence: 0.9196662275

00:40:17.416 --> 00:40:20.967 The nobility was very much used as a tool

NOTE Confidence: 0.9196662275

00:40:20.967 --> 00:40:23.753 of corruption and very often it wasn't.

NOTE Confidence: 0.9196662275

00:40:23.760 --> 00:40:27.920 You know, for for some doctors it wasn't.

NOTE Confidence: 0.9196662275

00:40:27.920 --> 00:40:30.380 You know, just give me a lot of money and

NOTE Confidence: 0.9196662275

00:40:30.440 --> 00:40:34.200 I'll prescribe a lot of your drugs for some.

NOTE Confidence: 0.9196662275

00:40:34.200 --> 00:40:35.840 And I I checked with the number you

NOTE Confidence: 0.9196662275

00:40:35.840 --> 00:40:37.308 know with the with the tennis palmen

NOTE Confidence: 0.9196662275

00:40:37.308 --> 00:40:39.320 who said it was a doctor in New Jersey,

NOTE Confidence: 0.9196662275

00:40:39.320 --> 00:40:41.852 you know he recalls being besieged

NOTE Confidence: 0.9196662275

00:40:41.852 --> 00:40:43.540 by Purdue sales people,

NOTE Confidence: 0.9196662275

00:40:43.540 --> 00:40:46.321 all of whom really laid on him a very

NOTE Confidence: 0.9196662275

00:40:46.321 --> 00:40:48.858 heavy guilt trip about his patience.

NOTE Confidence: 0.9196662275

00:40:48.860 --> 00:40:50.532 I IE the victims the the people who

NOTE Confidence: 0.9196662275

00:40:50.532 --> 00:40:52.335 had back pain and so forth and so on.

NOTE Confidence: 0.9196662275

00:40:52.340 --> 00:40:54.706 It's like what's the matter, don't you care?

NOTE Confidence: 0.9196662275

00:40:54.706 --> 00:40:56.998 Don't you care about their pain

NOTE Confidence: 0.9196662275

00:40:56.998 --> 00:40:58.590 and to internalize?

NOTE Confidence: 0.9196662275

00:40:58.590 --> 00:41:02.657 That that that that forced empathy was

NOTE Confidence: 0.9196662275

00:41:02.657 --> 00:41:05.486 something that really made many doctors,

NOTE Confidence: 0.9196662275

00:41:05.486 --> 00:41:06.210 I think,

NOTE Confidence: 0.9196662275

00:41:06.210 --> 00:41:08.594 vulnerable to prescribing something

NOTE Confidence: 0.9196662275

00:41:08.594 --> 00:41:12.170 that they might not otherwise do.

NOTE Confidence: 0.9196662275

00:41:12.170 --> 00:41:14.750 And and and frankly,

NOTE Confidence: 0.9196662275

00:41:14.750 --> 00:41:17.975 corruption usually doesn't work when.

NOTE Confidence: 0.9196662275

00:41:17.980 --> 00:41:20.934 It's when someone comes along and says,

NOTE Confidence: 0.9196662275

00:41:20.940 --> 00:41:22.650 I'll give you a lot of money to do

NOTE Confidence: 0.9196662275

00:41:22.650 --> 00:41:24.008 something that you don't want to do.

NOTE Confidence: 0.827970855

00:41:26.300 --> 00:41:27.788 It's usually much more

NOTE Confidence: 0.827970855

00:41:27.788 --> 00:41:29.276 effective as Jack Abramoff,

NOTE Confidence: 0.827970855

00:41:29.280 --> 00:41:31.596 the disgraced lobbyist, once told me.

NOTE Confidence: 0.827970855

00:41:31.600 --> 00:41:33.882 He said he could buy a congressman

NOTE Confidence: 0.827970855

00:41:33.882 --> 00:41:36.276 for a stereo and proved he was right,
NOTE Confidence: 0.827970855

00:41:36.276 --> 00:41:38.363 that it's much easier to get a
NOTE Confidence: 0.827970855

00:41:38.363 --> 00:41:40.596 Congress person to go along if there's
NOTE Confidence: 0.827970855

00:41:40.596 --> 00:41:42.396 something they sort of want to do.
NOTE Confidence: 0.827970855

00:41:42.400 --> 00:41:44.110 You know, and all it requires
NOTE Confidence: 0.827970855

00:41:44.110 --> 00:41:46.640 is a is a slight adjustment.
NOTE Confidence: 0.827970855

00:41:46.640 --> 00:41:48.566 That's really where the corruption happens.
NOTE Confidence: 0.827970855

00:41:48.570 --> 00:41:50.810 It's not, you know which is what
NOTE Confidence: 0.827970855

00:41:50.810 --> 00:41:53.120 I found so interesting about
NOTE Confidence: 0.827970855

00:41:53.120 --> 00:41:54.560 that that that's why they would.
NOTE Confidence: 0.827970855

00:41:54.560 --> 00:41:55.412 You know, Purdue.
NOTE Confidence: 0.827970855

00:41:55.412 --> 00:41:57.116 Could use people like Gary Blend
NOTE Confidence: 0.827970855

00:41:57.116 --> 00:41:58.796 and others to to convince doctors
NOTE Confidence: 0.827970855

00:41:58.796 --> 00:42:00.771 that it was that that that they
NOTE Confidence: 0.827970855

00:42:00.771 --> 00:42:02.505 were really doing the right thing.
NOTE Confidence: 0.8773038815

00:42:04.520 --> 00:42:05.476 At that point, Alex.

NOTE Confidence: 0.8773038815

00:42:05.476 --> 00:42:07.488 I was wondering if you could speak or

NOTE Confidence: 0.8773038815

00:42:07.488 --> 00:42:09.592 Patrick speak a little bit about a character.

NOTE Confidence: 0.8773038815

00:42:09.600 --> 00:42:12.799 J. David haddox. In the way that.

NOTE Confidence: 0.8773038815

00:42:12.800 --> 00:42:16.556 He has an authoritative physician messenger.

NOTE Confidence: 0.8773038815

00:42:16.560 --> 00:42:19.692 Prior to joining Purdue created this

NOTE Confidence: 0.8773038815

00:42:19.692 --> 00:42:23.068 whole new pseudo diagnosis based on

NOTE Confidence: 0.8773038815

00:42:23.068 --> 00:42:25.396 pseudoscience of pseudo addiction

NOTE Confidence: 0.8773038815

00:42:25.400 --> 00:42:29.384 that was used to justify many of

NOTE Confidence: 0.8773038815

00:42:29.384 --> 00:42:30.694 the things that you're describing.

NOTE Confidence: 0.8773038815

00:42:30.700 --> 00:42:31.824 Alex, which is we.

NOTE Confidence: 0.8773038815

00:42:31.824 --> 00:42:33.229 We should feel better about

NOTE Confidence: 0.8773038815

00:42:33.229 --> 00:42:34.867 helping people with chronic pain.

NOTE Confidence: 0.86349237

00:42:37.690 --> 00:42:38.776 You wanna take that Alex?

NOTE Confidence: 0.86349237

00:42:38.776 --> 00:42:40.519 Should you take that you take that Patrick?

NOTE Confidence: 0.86349237

00:42:40.520 --> 00:42:41.899 I mean I, I could follow up

NOTE Confidence: 0.86349237

00:42:41.899 --> 00:42:43.059 with Lynn Webster if you like,
NOTE Confidence: 0.86349237

00:42:43.060 --> 00:42:44.859 but but why don't you take haddock?
NOTE Confidence: 0.86349237

00:42:44.860 --> 00:42:46.800 Yeah, I mean in Curtis.
NOTE Confidence: 0.074394494

00:42:48.390 --> 00:42:48.600 Wait?
NOTE Confidence: 0.9743414

00:42:51.100 --> 00:42:52.740 I do think that this was a.
NOTE Confidence: 0.9743414

00:42:52.740 --> 00:42:55.530 This was a little bit of a perfect storm
NOTE Confidence: 0.9743414

00:42:55.530 --> 00:42:58.504 in the sense that there was a movement.
NOTE Confidence: 0.839816943333333

00:43:00.950 --> 00:43:03.146 Really, in the 1980s and 1990s,
NOTE Confidence: 0.839816943333333

00:43:03.150 --> 00:43:06.510 to re examine the way pain was
NOTE Confidence: 0.839816943333333

00:43:06.510 --> 00:43:09.180 treated and pain was taught.
NOTE Confidence: 0.839816943333333

00:43:09.180 --> 00:43:11.084 In the the medical establishment here in
NOTE Confidence: 0.839816943333333

00:43:11.084 --> 00:43:13.398 the US and in other countries as well,
NOTE Confidence: 0.839816943333333

00:43:13.400 --> 00:43:15.236 and a sense that people had
NOTE Confidence: 0.839816943333333

00:43:15.236 --> 00:43:16.154 been suffering needlessly,
NOTE Confidence: 0.839816943333333

00:43:16.160 --> 00:43:18.330 particularly from chronic pain that
NOTE Confidence: 0.839816943333333

00:43:18.330 --> 00:43:20.920 was under treated and then many,

NOTE Confidence: 0.839816943333333

00:43:20.920 --> 00:43:24.408 many physicians sort of went from that too.

NOTE Confidence: 0.839816943333333

00:43:24.410 --> 00:43:26.730 The reason for this was a was a kind of

NOTE Confidence: 0.839816943333333

00:43:26.797 --> 00:43:28.909 hysterical stigma that had been attached

NOTE Confidence: 0.839816943333333

00:43:28.909 --> 00:43:31.510 to opioids and the dangers of opioids,

NOTE Confidence: 0.839816943333333

00:43:31.510 --> 00:43:33.785 and there were a bunch of doctors,

NOTE Confidence: 0.839816943333333

00:43:33.790 --> 00:43:38.046 very influential doctors who who I think,

NOTE Confidence: 0.839816943333333

00:43:38.050 --> 00:43:40.450 believed that very earnestly some of

NOTE Confidence: 0.839816943333333

00:43:40.450 --> 00:43:42.779 them have since recanted and said

NOTE Confidence: 0.839816943333333

00:43:42.779 --> 00:43:44.747 that they were they were wrong,

NOTE Confidence: 0.839816943333333

00:43:44.750 --> 00:43:49.390 others have not. But the.

NOTE Confidence: 0.839816943333333

00:43:49.390 --> 00:43:51.268 I think Alex is exactly right.

NOTE Confidence: 0.839816943333333

00:43:51.270 --> 00:43:52.890 It's it's strangely not a situation

NOTE Confidence: 0.839816943333333

00:43:52.890 --> 00:43:54.500 of a conflict of interest.

NOTE Confidence: 0.839816943333333

00:43:54.500 --> 00:43:56.474 It's more sort of confluence of interest

NOTE Confidence: 0.839816943333333

00:43:56.474 --> 00:43:58.927 in which you had some real true believers,

NOTE Confidence: 0.839816943333333

00:43:58.930 --> 00:44:02.045 and then you had the industry which
NOTE Confidence: 0.8398169433333333

00:44:02.045 --> 00:44:05.330 was happy to kind of come in and.
NOTE Confidence: 0.8398169433333333

00:44:05.330 --> 00:44:08.200 Turbo charge that message and
NOTE Confidence: 0.8398169433333333

00:44:08.200 --> 00:44:09.348 underwrite research,
NOTE Confidence: 0.8398169433333333

00:44:09.350 --> 00:44:11.246 and do conferences and set up.
NOTE Confidence: 0.8398169433333333

00:44:11.250 --> 00:44:12.171 I mean Purdue.
NOTE Confidence: 0.8398169433333333

00:44:12.171 --> 00:44:14.320 Set up a speakers Bureau with thousands
NOTE Confidence: 0.8398169433333333

00:44:14.380 --> 00:44:16.410 of doctors getting paid to go out
NOTE Confidence: 0.8398169433333333

00:44:16.410 --> 00:44:18.248 and give speeches to other doctors
NOTE Confidence: 0.8398169433333333

00:44:18.250 --> 00:44:20.924 and so you can have this incredible
NOTE Confidence: 0.8398169433333333

00:44:20.930 --> 00:44:24.050 amplification of a particular message.
NOTE Confidence: 0.8398169433333333

00:44:24.050 --> 00:44:26.381 Now I should say I think the
NOTE Confidence: 0.8398169433333333

00:44:26.381 --> 00:44:28.569 critique was not entirely wrong.
NOTE Confidence: 0.8398169433333333

00:44:28.570 --> 00:44:32.189 I think pain probably was under treated.
NOTE Confidence: 0.8398169433333333

00:44:32.190 --> 00:44:33.786 It was also very much the case,
NOTE Confidence: 0.8398169433333333

00:44:33.790 --> 00:44:34.822 for instance, that.

NOTE Confidence: 0.839816943333333
00:44:34.822 --> 00:44:37.230 Pain had not been a mainstay of
NOTE Confidence: 0.839816943333333
00:44:37.299 --> 00:44:39.657 medical education up to that point,
NOTE Confidence: 0.839816943333333
00:44:39.660 --> 00:44:41.406 and that pain was often treated
NOTE Confidence: 0.839816943333333
00:44:41.406 --> 00:44:43.638 just as a symptom and not too kind.
NOTE Confidence: 0.839816943333333
00:44:43.640 --> 00:44:46.658 Not something to explore more deeply.
NOTE Confidence: 0.839816943333333
00:44:46.660 --> 00:44:49.412 The challenge is that you had a whole
NOTE Confidence: 0.839816943333333
00:44:49.412 --> 00:44:51.928 generation of physicians, many of them.
NOTE Confidence: 0.839816943333333
00:44:51.928 --> 00:44:52.600 I would.
NOTE Confidence: 0.839816943333333
00:44:52.600 --> 00:44:53.700 I would agree with Alex.
NOTE Confidence: 0.839816943333333
00:44:53.700 --> 00:44:55.416 I think people who really all
NOTE Confidence: 0.839816943333333
00:44:55.416 --> 00:44:57.720 they wanted to do was treat their
NOTE Confidence: 0.839816943333333
00:44:57.720 --> 00:44:59.545 patients and relieve their pain.
NOTE Confidence: 0.839816943333333
00:44:59.550 --> 00:45:02.763 Who who got their their first dose
NOTE Confidence: 0.839816943333333
00:45:02.763 --> 00:45:05.336 of education on pain management
NOTE Confidence: 0.839816943333333
00:45:05.336 --> 00:45:07.790 and on opioids essentially from
NOTE Confidence: 0.839816943333333

00:45:07.790 --> 00:45:08.990 the Pharmaceutical industry.
NOTE Confidence: 0.8398169433333333

00:45:08.990 --> 00:45:11.186 So the critique was was a correct one that
NOTE Confidence: 0.8398169433333333

00:45:11.186 --> 00:45:13.209 there was a there was a bit of a vacuum,
NOTE Confidence: 0.8398169433333333

00:45:13.210 --> 00:45:15.565 but into the vacuum rushed
NOTE Confidence: 0.8398169433333333

00:45:15.565 --> 00:45:17.422 the industry and you know,
NOTE Confidence: 0.8398169433333333

00:45:17.422 --> 00:45:18.638 the interesting thing is,
NOTE Confidence: 0.8398169433333333

00:45:18.640 --> 00:45:19.774 as Alex said,
NOTE Confidence: 0.8398169433333333

00:45:19.774 --> 00:45:20.530 you know,
NOTE Confidence: 0.8398169433333333

00:45:20.530 --> 00:45:21.974 produce initial marketing tagline
NOTE Confidence: 0.8398169433333333

00:45:21.974 --> 00:45:24.443 for Oxycontin was it's the one to
NOTE Confidence: 0.8398169433333333

00:45:24.443 --> 00:45:26.395 start with and the one to stay with.
NOTE Confidence: 0.8398169433333333

00:45:26.400 --> 00:45:30.274 So implicit in that is this is not some.
NOTE Confidence: 0.8398169433333333

00:45:30.274 --> 00:45:32.410 Serious remedy that you keep on
NOTE Confidence: 0.8398169433333333

00:45:32.490 --> 00:45:34.818 the top shelf and you do use it,
NOTE Confidence: 0.8398169433333333

00:45:34.820 --> 00:45:36.892 but you use it when you've kind
NOTE Confidence: 0.8398169433333333

00:45:36.892 --> 00:45:38.550 of graduated from other remedies

NOTE Confidence: 0.839816943333333

00:45:38.550 --> 00:45:40.320 that may not be effective.

NOTE Confidence: 0.839816943333333

00:45:40.320 --> 00:45:42.749 It's the first thing you reach for.

NOTE Confidence: 0.839816943333333

00:45:42.750 --> 00:45:45.006 And then you know there's no ceiling dose,

NOTE Confidence: 0.839816943333333

00:45:45.010 --> 00:45:46.770 as Gary Blenkin tell us,

NOTE Confidence: 0.839816943333333

00:45:46.770 --> 00:45:49.056 you can just use more and more and more.

NOTE Confidence: 0.839816943333333

00:45:49.060 --> 00:45:51.514 Both the company itself and its

NOTE Confidence: 0.839816943333333

00:45:51.514 --> 00:45:52.332 pharmaceutical representatives

NOTE Confidence: 0.839816943333333

00:45:52.332 --> 00:45:53.940 were incentivized in the sense

NOTE Confidence: 0.839816943333333

00:45:53.940 --> 00:45:55.404 that you know you're going to.

NOTE Confidence: 0.839816943333333

00:45:55.410 --> 00:45:56.826 Everybody is going to make more

NOTE Confidence: 0.839816943333333

00:45:56.826 --> 00:45:58.029 money on 160 milligram pill

NOTE Confidence: 0.839816943333333

00:45:58.029 --> 00:45:59.265 and on an 80 milligram pill.

NOTE Confidence: 0.839816943333333

00:45:59.270 --> 00:46:00.790 And if you can do

NOTE Confidence: 0.743889763571429

00:46:00.790 --> 00:46:02.785 25 or I don't know how many

NOTE Confidence: 0.743889763571429

00:46:02.785 --> 00:46:04.670 100 and 60s it was a day,

NOTE Confidence: 0.743889763571429

00:46:04.670 --> 00:46:06.260 this is very good for business
NOTE Confidence: 0.743889763571429

00:46:06.260 --> 00:46:08.699 and so you have this kind of thing
NOTE Confidence: 0.743889763571429

00:46:08.699 --> 00:46:10.344 where the therapeutic advice that
NOTE Confidence: 0.743889763571429

00:46:10.344 --> 00:46:12.220 they have happens to dovetail
NOTE Confidence: 0.743889763571429

00:46:12.220 --> 00:46:14.080 precisely with the profit motive.
NOTE Confidence: 0.743889763571429

00:46:14.080 --> 00:46:17.776 And I think even today we are seeing
NOTE Confidence: 0.743889763571429

00:46:17.776 --> 00:46:20.480 you know the the the after effects
NOTE Confidence: 0.743889763571429

00:46:20.480 --> 00:46:23.553 of this in the sense that for many
NOTE Confidence: 0.743889763571429

00:46:23.553 --> 00:46:25.359 many doctors the education in
NOTE Confidence: 0.743889763571429

00:46:25.359 --> 00:46:28.040 opioids came in terms of how do you?
NOTE Confidence: 0.743889763571429

00:46:28.040 --> 00:46:30.240 How do you onramp somebody onto these drugs?
NOTE Confidence: 0.743889763571429

00:46:30.240 --> 00:46:32.406 And there was no consideration whatsoever
NOTE Confidence: 0.743889763571429

00:46:32.406 --> 00:46:35.039 for how long should somebody take them?
NOTE Confidence: 0.743889763571429

00:46:35.040 --> 00:46:36.280 When should somebody come off?
NOTE Confidence: 0.743889763571429

00:46:36.280 --> 00:46:37.440 What does that look like?
NOTE Confidence: 0.743889763571429

00:46:37.440 --> 00:46:38.624 How do you taper?

NOTE Confidence: 0.743889763571429
00:46:38.624 --> 00:46:39.216 Somebody could.
NOTE Confidence: 0.743889763571429
00:46:39.220 --> 00:46:40.774 Could you be tapering somebody too fast?
NOTE Confidence: 0.743889763571429
00:46:40.780 --> 00:46:42.485 What happens if you're cutting
NOTE Confidence: 0.743889763571429
00:46:42.485 --> 00:46:44.190 off the supply and so?
NOTE Confidence: 0.743889763571429
00:46:44.190 --> 00:46:45.834 You end up now in this
NOTE Confidence: 0.743889763571429
00:46:45.834 --> 00:46:46.930 kind of crazy situation,
NOTE Confidence: 0.743889763571429
00:46:46.930 --> 00:46:49.443 in which I would argue that the
NOTE Confidence: 0.743889763571429
00:46:49.443 --> 00:46:50.981 interests of legitimate pain
NOTE Confidence: 0.743889763571429
00:46:50.981 --> 00:46:52.911 patients were kind of cynically
NOTE Confidence: 0.743889763571429
00:46:52.911 --> 00:46:55.110 exploited in the first instance.
NOTE Confidence: 0.743889763571429
00:46:55.110 --> 00:46:58.288 Back in the 90s by the industry,
NOTE Confidence: 0.743889763571429
00:46:58.290 --> 00:47:00.474 many of those same patients today feel
NOTE Confidence: 0.743889763571429
00:47:00.474 --> 00:47:03.104 kind of left out in the cold because
NOTE Confidence: 0.743889763571429
00:47:03.104 --> 00:47:05.649 the pendulum is swinging back the other way.
NOTE Confidence: 0.743889763571429
00:47:05.650 --> 00:47:06.610 A lot of doctors,
NOTE Confidence: 0.743889763571429

00:47:06.610 --> 00:47:07.570 I think you know,
NOTE Confidence: 0.743889763571429

00:47:07.570 --> 00:47:09.593 having having sort of gotten the education
NOTE Confidence: 0.743889763571429

00:47:09.593 --> 00:47:11.869 on how to get people on these drugs
NOTE Confidence: 0.743889763571429

00:47:11.869 --> 00:47:14.400 and then not really how to responsibly.
NOTE Confidence: 0.743889763571429

00:47:14.400 --> 00:47:15.939 Get them off or sort of figure out when
NOTE Confidence: 0.743889763571429

00:47:15.939 --> 00:47:17.540 or how long people should be on them.
NOTE Confidence: 0.743889763571429

00:47:17.540 --> 00:47:18.144 Essentially say,
NOTE Confidence: 0.743889763571429

00:47:18.144 --> 00:47:18.748 alright, well,
NOTE Confidence: 0.743889763571429

00:47:18.748 --> 00:47:21.049 I don't wanna I don't wanna prescribe them
NOTE Confidence: 0.743889763571429

00:47:21.049 --> 00:47:23.390 at all now or I want to cut people off.
NOTE Confidence: 0.743889763571429

00:47:23.390 --> 00:47:24.512 Which, paradoxically,
NOTE Confidence: 0.743889763571429

00:47:24.512 --> 00:47:28.439 is actually going to fuel the crisis.
NOTE Confidence: 0.743889763571429

00:47:28.440 --> 00:47:29.304 You know itself,
NOTE Confidence: 0.743889763571429

00:47:29.304 --> 00:47:31.320 and so I think it's a very
NOTE Confidence: 0.743889763571429

00:47:31.397 --> 00:47:33.947 complicated thing in which you've got.
NOTE Confidence: 0.892495477857143

00:47:36.500 --> 00:47:38.467 Some people who were quite sincere in

NOTE Confidence: 0.892495477857143
00:47:38.467 --> 00:47:40.210 their critique in their belief that
NOTE Confidence: 0.892495477857143
00:47:40.210 --> 00:47:42.177 there should be a reevaluation of the
NOTE Confidence: 0.892495477857143
00:47:42.234 --> 00:47:44.178 way we treated pain and then this just
NOTE Confidence: 0.892495477857143
00:47:44.180 --> 00:47:47.216 flood of industry money and influence,
NOTE Confidence: 0.892495477857143
00:47:47.220 --> 00:47:51.600 which I think kind of corrupted
NOTE Confidence: 0.892495477857143
00:47:51.600 --> 00:47:54.370 the whole situation and created
NOTE Confidence: 0.892495477857143
00:47:54.476 --> 00:47:56.908 a scenario that's that's.
NOTE Confidence: 0.892495477857143
00:47:56.910 --> 00:47:59.718 That's very hard to unwind at this point.
NOTE Confidence: 0.799975286666667
00:48:00.860 --> 00:48:03.779 And that's why I sense we should
NOTE Confidence: 0.799975286666667
00:48:03.779 --> 00:48:06.400 probably get the questions soon,
NOTE Confidence: 0.799975286666667
00:48:06.400 --> 00:48:07.919 but I just wanted to follow up
NOTE Confidence: 0.799975286666667
00:48:07.919 --> 00:48:09.406 on what Patrick was saying with
NOTE Confidence: 0.799975286666667
00:48:09.406 --> 00:48:10.706 one other notion I remember.
NOTE Confidence: 0.842816735
00:48:12.300 --> 00:48:13.748 It's this subtle effects
NOTE Confidence: 0.936665025
00:48:14.060 --> 00:48:16.832 of economic incentives that I think happened
NOTE Confidence: 0.936665025

00:48:16.832 --> 00:48:18.990 without people really realizing them.
NOTE Confidence: 0.936665025

00:48:18.990 --> 00:48:20.873 A former head of Medicare once told
NOTE Confidence: 0.936665025

00:48:20.873 --> 00:48:23.259 me that he called it the MRI problem.
NOTE Confidence: 0.936665025

00:48:23.260 --> 00:48:26.788 Like if you're a practice of doctors and
NOTE Confidence: 0.936665025

00:48:26.788 --> 00:48:29.677 together you buy a few MRI machines,
NOTE Confidence: 0.936665025

00:48:29.680 --> 00:48:30.800 you may not notice it.
NOTE Confidence: 0.936665025

00:48:30.800 --> 00:48:32.798 But in all likelihood your prescriptions
NOTE Confidence: 0.936665025

00:48:32.798 --> 00:48:35.252 for MRI exams are probably going to go
NOTE Confidence: 0.936665025

00:48:35.252 --> 00:48:37.320 up and you don't think it's a bad thing.
NOTE Confidence: 0.936665025

00:48:37.320 --> 00:48:38.656 I mean, after all,
NOTE Confidence: 0.936665025

00:48:38.656 --> 00:48:41.100 an MRI is a good diagnostic tool,
NOTE Confidence: 0.936665025

00:48:41.100 --> 00:48:42.276 but in in a.
NOTE Confidence: 0.936665025

00:48:42.276 --> 00:48:44.482 In a world where the cost of
NOTE Confidence: 0.936665025

00:48:44.482 --> 00:48:46.287 health care is a problem,
NOTE Confidence: 0.936665025

00:48:46.290 --> 00:48:48.348 you know the the greater and greater
NOTE Confidence: 0.936665025

00:48:48.348 --> 00:48:50.429 use of MRI machines is is is,

NOTE Confidence: 0.936665025

00:48:50.430 --> 00:48:52.754 is is is contributing to a larger

NOTE Confidence: 0.936665025

00:48:52.754 --> 00:48:54.944 problem and so this economic incentive

NOTE Confidence: 0.936665025

00:48:54.944 --> 00:48:58.646 is kind of built in and it's mixed with

NOTE Confidence: 0.936665025

00:48:58.646 --> 00:49:02.050 a sense of nobility which gets you to

NOTE Confidence: 0.936665025

00:49:02.050 --> 00:49:04.150 to back to this noble cause corruption.

NOTE Confidence: 0.936665025

00:49:04.150 --> 00:49:06.724 I you know I got lucky along the way.

NOTE Confidence: 0.936665025

00:49:06.730 --> 00:49:09.466 My producers Svetlana Zill was able to get

NOTE Confidence: 0.936665025

00:49:09.466 --> 00:49:12.599 one of these key influencers not addicts.

NOTE Confidence: 0.936665025

00:49:12.600 --> 00:49:14.481 I was able to get a guy named Lynn

NOTE Confidence: 0.936665025

00:49:14.481 --> 00:49:16.112 Webster to sit down for a long

NOTE Confidence: 0.936665025

00:49:16.112 --> 00:49:18.476 interview and one of the things that

NOTE Confidence: 0.936665025

00:49:18.476 --> 00:49:20.890 was staggering to me was despite.

NOTE Confidence: 0.936665025

00:49:20.890 --> 00:49:22.786 You know the huge number of

NOTE Confidence: 0.936665025

00:49:22.786 --> 00:49:24.050 deaths at his clinic,

NOTE Confidence: 0.936665025

00:49:24.050 --> 00:49:26.829 how much of a true believer he

NOTE Confidence: 0.936665025

00:49:26.829 --> 00:49:28.530 maintained and continued to be,
NOTE Confidence: 0.936665025

00:49:28.530 --> 00:49:29.002 you know.
NOTE Confidence: 0.936665025

00:49:29.002 --> 00:49:31.248 And and and and denied that that the the
NOTE Confidence: 0.936665025

00:49:31.248 --> 00:49:33.090 enormous amount of economic incentives he
NOTE Confidence: 0.936665025

00:49:33.090 --> 00:49:35.024 is getting for all these pharmaceutical
NOTE Confidence: 0.936665025

00:49:35.024 --> 00:49:37.250 companies had anything to do with it.
NOTE Confidence: 0.936665025

00:49:37.250 --> 00:49:39.666 And then I remember asking him a question,
NOTE Confidence: 0.936665025

00:49:39.670 --> 00:49:41.050 thinking that he would deny it.
NOTE Confidence: 0.936665025

00:49:41.050 --> 00:49:43.558 And you know, there's an old
NOTE Confidence: 0.936665025

00:49:43.558 --> 00:49:45.231 journalist trick where you you,
NOTE Confidence: 0.936665025

00:49:45.231 --> 00:49:45.508 you,
NOTE Confidence: 0.936665025

00:49:45.508 --> 00:49:47.529 you ask about a higher number and
NOTE Confidence: 0.936665025

00:49:47.529 --> 00:49:49.293 then the person corrects you with
NOTE Confidence: 0.936665025

00:49:49.293 --> 00:49:51.260 a lower number which is actually.
NOTE Confidence: 0.936665025

00:49:51.260 --> 00:49:53.312 Quite a high number and and so I said,
NOTE Confidence: 0.936665025

00:49:53.320 --> 00:49:53.766 well,

NOTE Confidence: 0.936665025

00:49:53.766 --> 00:49:57.366 you know I I heard it as as many

NOTE Confidence: 0.936665025

00:49:57.366 --> 00:49:59.032 as 100 people died in your clinic

NOTE Confidence: 0.936665025

00:49:59.032 --> 00:50:00.918 and and I was expecting to say no.

NOTE Confidence: 0.936665025

00:50:00.920 --> 00:50:01.195 No,

NOTE Confidence: 0.936665025

00:50:01.195 --> 00:50:02.845 it's not nearly that it was

NOTE Confidence: 0.936665025

00:50:02.845 --> 00:50:04.438 only 70 but he said no.

NOTE Confidence: 0.936665025

00:50:04.440 --> 00:50:06.140 Is 100 a high number?

NOTE Confidence: 0.936665025

00:50:06.140 --> 00:50:07.765 I thought really 100 people

NOTE Confidence: 0.936665025

00:50:07.765 --> 00:50:09.835 dead in your clinic and you're

NOTE Confidence: 0.936665025

00:50:09.835 --> 00:50:12.079 wondering if that's a high number.

NOTE Confidence: 0.936665025

00:50:12.080 --> 00:50:14.504 I mean that is really staggering

NOTE Confidence: 0.936665025

00:50:14.504 --> 00:50:17.732 evidence of a kind of a deep

NOTE Confidence: 0.936665025

00:50:17.732 --> 00:50:19.262 seated psychological noble

NOTE Confidence: 0.936665025

00:50:19.262 --> 00:50:21.088 cause corruption that that.

NOTE Confidence: 0.936665025

00:50:21.088 --> 00:50:23.680 Is is the thing that I think we have

NOTE Confidence: 0.936665025

00:50:23.755 --> 00:50:26.171 to look out for and then examine the
NOTE Confidence: 0.936665025

00:50:26.171 --> 00:50:28.270 kind of economic incentives that
NOTE Confidence: 0.936665025

00:50:28.270 --> 00:50:30.640 plays into human psychology that
NOTE Confidence: 0.936665025

00:50:30.640 --> 00:50:33.618 allows that kind of thing to take place.
NOTE Confidence: 0.803021866666667

00:50:37.040 --> 00:50:39.488 They cut a couple of the questions I think
NOTE Confidence: 0.803021866666667

00:50:39.488 --> 00:50:41.428 you've addressed them and thank you.
NOTE Confidence: 0.803021866666667

00:50:41.430 --> 00:50:44.489 There was a comment and a question
NOTE Confidence: 0.803021866666667

00:50:44.489 --> 00:50:46.810 about some recent information and
NOTE Confidence: 0.803021866666667

00:50:46.810 --> 00:50:49.626 data from the CDC indicating that
NOTE Confidence: 0.803021866666667

00:50:49.626 --> 00:50:52.041 the number of prescription opioid
NOTE Confidence: 0.803021866666667

00:50:52.041 --> 00:50:55.524 overdose deaths is that as if we could
NOTE Confidence: 0.803021866666667

00:50:55.524 --> 00:50:57.898 measure those accurately in 2016,
NOTE Confidence: 0.803021866666667

00:50:57.898 --> 00:51:00.893 was erroneous and resulting from
NOTE Confidence: 0.803021866666667

00:51:00.893 --> 00:51:03.689 miscoding deaths involving illicitly
NOTE Confidence: 0.803021866666667

00:51:03.689 --> 00:51:06.926 manufactured fentanyl and those were
NOTE Confidence: 0.803021866666667

00:51:06.926 --> 00:51:08.814 ascribed to prescription opioids.

NOTE Confidence: 0.803021866666667
00:51:08.820 --> 00:51:10.100 And the the question is,
NOTE Confidence: 0.803021866666667
00:51:10.100 --> 00:51:12.485 what do you make of this new data and
NOTE Confidence: 0.803021866666667
00:51:12.485 --> 00:51:14.785 how a myopic focus on prescription
NOTE Confidence: 0.803021866666667
00:51:14.785 --> 00:51:17.470 opioids may be contributing to more harm,
NOTE Confidence: 0.803021866666667
00:51:17.470 --> 00:51:19.138 particularly among individuals
NOTE Confidence: 0.803021866666667
00:51:19.138 --> 00:51:20.806 with intractable pain?
NOTE Confidence: 0.893460813125
00:51:21.900 --> 00:51:23.385 I'm going to take part one of that and
NOTE Confidence: 0.893460813125
00:51:23.385 --> 00:51:24.735 then I'm gonna throw it to Patrick,
NOTE Confidence: 0.893460813125
00:51:24.740 --> 00:51:27.723 but I I think this is 1 area and and this is
NOTE Confidence: 0.893460813125
00:51:27.723 --> 00:51:30.320 a question that's come up for both of us.
NOTE Confidence: 0.893460813125
00:51:30.320 --> 00:51:31.882 I think quite a bit. You know,
NOTE Confidence: 0.893460813125
00:51:31.882 --> 00:51:33.890 it's like you guys are saying that that
NOTE Confidence: 0.893460813125
00:51:33.944 --> 00:51:36.200 prescription opioids are really the problem.
NOTE Confidence: 0.893460813125
00:51:36.200 --> 00:51:38.680 When actually it's illicit fentanyl,
NOTE Confidence: 0.893460813125
00:51:38.680 --> 00:51:39.830 it's really the problem today.
NOTE Confidence: 0.893460813125

00:51:39.830 --> 00:51:42.713 But if you look at at the crisis
NOTE Confidence: 0.893460813125

00:51:42.713 --> 00:51:43.957 from a different perspective,
NOTE Confidence: 0.893460813125

00:51:43.960 --> 00:51:45.432 that is to say, if you look at
NOTE Confidence: 0.893460813125

00:51:45.432 --> 00:51:47.138 it in the context of economics,
NOTE Confidence: 0.893460813125

00:51:47.140 --> 00:51:48.808 you look at in the context
NOTE Confidence: 0.893460813125

00:51:48.808 --> 00:51:49.920 of supply and demand,
NOTE Confidence: 0.893460813125

00:51:49.920 --> 00:51:52.360 and an overabundance of supply
NOTE Confidence: 0.893460813125

00:51:52.360 --> 00:51:53.824 of prescription opioids.
NOTE Confidence: 0.893460813125

00:51:53.830 --> 00:51:55.780 Early on, created an enormous
NOTE Confidence: 0.893460813125

00:51:55.780 --> 00:51:58.250 demand and at a certain point,
NOTE Confidence: 0.893460813125

00:51:58.250 --> 00:52:02.102 that demand had to be sated by illicit means.
NOTE Confidence: 0.893460813125

00:52:02.110 --> 00:52:02.998 And you know,
NOTE Confidence: 0.893460813125

00:52:02.998 --> 00:52:05.330 we profiled one person in our in in,
NOTE Confidence: 0.893460813125

00:52:05.330 --> 00:52:07.080 in in part two of our documentary,
NOTE Confidence: 0.893460813125

00:52:07.080 --> 00:52:08.680 A guy named Caleb Lanier,
NOTE Confidence: 0.893460813125

00:52:08.680 --> 00:52:11.170 who is a guy who you know had a very

NOTE Confidence: 0.893460813125

00:52:11.244 --> 00:52:13.526 you know he had an auto accident.

NOTE Confidence: 0.893460813125

00:52:13.530 --> 00:52:14.990 Terrible back entry started

NOTE Confidence: 0.893460813125

00:52:14.990 --> 00:52:16.450 taking Oxycontin for it.

NOTE Confidence: 0.893460813125

00:52:16.450 --> 00:52:18.270 At some point one of his doctors

NOTE Confidence: 0.893460813125

00:52:18.270 --> 00:52:19.870 became a little nervous about

NOTE Confidence: 0.893460813125

00:52:19.870 --> 00:52:21.770 prescribing more and more Oxycontin

NOTE Confidence: 0.893460813125

00:52:21.770 --> 00:52:23.625 and it was getting to be expensive.

NOTE Confidence: 0.893460813125

00:52:23.630 --> 00:52:26.160 So he turned to heroin.

NOTE Confidence: 0.893460813125

00:52:26.160 --> 00:52:27.315 And then when that proved

NOTE Confidence: 0.893460813125

00:52:27.315 --> 00:52:28.239 to be too expensive,

NOTE Confidence: 0.893460813125

00:52:28.240 --> 00:52:31.088 he turned to fentanyl and became a fentanyl

NOTE Confidence: 0.893460813125

00:52:31.088 --> 00:52:33.320 dealer and and ultimately was prosecuted.

NOTE Confidence: 0.893460813125

00:52:33.320 --> 00:52:34.580 Now you could say, well,

NOTE Confidence: 0.893460813125

00:52:34.580 --> 00:52:36.407 what is the fentanyl have to do

NOTE Confidence: 0.893460813125

00:52:36.407 --> 00:52:37.760 with the prescribed Oxycontin?

NOTE Confidence: 0.893460813125

00:52:37.760 --> 00:52:41.444 Well, you can see the the the
NOTE Confidence: 0.893460813125

00:52:41.444 --> 00:52:42.916 supply and demand issues.
NOTE Confidence: 0.893460813125

00:52:42.920 --> 00:52:45.027 You know where we're a victim in
NOTE Confidence: 0.893460813125

00:52:45.027 --> 00:52:46.878 this case actually went to become,
NOTE Confidence: 0.893460813125

00:52:46.880 --> 00:52:48.068 you know, a dealer,
NOTE Confidence: 0.893460813125

00:52:48.068 --> 00:52:51.011 but but I think that that that really is
NOTE Confidence: 0.893460813125

00:52:51.011 --> 00:52:53.552 the the broader answer to that question,
NOTE Confidence: 0.893460813125

00:52:53.560 --> 00:52:55.620 you know?
NOTE Confidence: 0.893460813125

00:52:55.620 --> 00:52:57.360 It's it's it's not so simple.
NOTE Confidence: 0.893460813125

00:52:57.360 --> 00:52:58.130 Also,
NOTE Confidence: 0.893460813125

00:52:58.130 --> 00:53:02.750 once you have economic incentives beyond.
NOTE Confidence: 0.893460813125

00:53:02.750 --> 00:53:04.130 Prescription opioids that are
NOTE Confidence: 0.893460813125

00:53:04.130 --> 00:53:05.510 being misused by doctors.
NOTE Confidence: 0.893460813125

00:53:05.510 --> 00:53:07.420 You create situations where the
NOTE Confidence: 0.893460813125

00:53:07.420 --> 00:53:08.948 big pharmaceutical companies not
NOTE Confidence: 0.893460813125

00:53:08.948 --> 00:53:11.048 only the manufacturers like Purdue,

NOTE Confidence: 0.893460813125

00:53:11.050 --> 00:53:13.550 but distributors like Cardinal Health

NOTE Confidence: 0.893460813125

00:53:13.550 --> 00:53:15.874 and AmerisourceBergen and McKesson

NOTE Confidence: 0.893460813125

00:53:15.874 --> 00:53:19.174 you know are shipping to pharmacies

NOTE Confidence: 0.893460813125

00:53:19.174 --> 00:53:22.300 who are knowingly making money by.

NOTE Confidence: 0.893460813125

00:53:22.300 --> 00:53:24.370 Giving phony prescriptions to people

NOTE Confidence: 0.893460813125

00:53:24.370 --> 00:53:27.323 who are just using these drugs for

NOTE Confidence: 0.893460813125

00:53:27.323 --> 00:53:28.951 recreational purposes and they

NOTE Confidence: 0.893460813125

00:53:28.951 --> 00:53:31.600 know very well what they're doing.

NOTE Confidence: 0.893460813125

00:53:31.600 --> 00:53:32.830 They're prescription opioids,

NOTE Confidence: 0.893460813125

00:53:32.830 --> 00:53:34.880 but they're not properly prescribed.

NOTE Confidence: 0.893460813125

00:53:34.880 --> 00:53:35.723 They're pill mills,

NOTE Confidence: 0.893460813125

00:53:35.723 --> 00:53:38.004 so there's a whole host of things that

NOTE Confidence: 0.893460813125

00:53:38.004 --> 00:53:40.299 I think you have to take into account here,

NOTE Confidence: 0.893460813125

00:53:40.300 --> 00:53:42.046 but one of the big ones I think has

NOTE Confidence: 0.893460813125

00:53:42.046 --> 00:53:43.716 to do with this economic issue.

NOTE Confidence: 0.893460813125

00:53:43.720 --> 00:53:45.880 I don't know if I covered that sufficiently,
NOTE Confidence: 0.893460813125

00:53:45.880 --> 00:53:46.218 but Patrick,
NOTE Confidence: 0.893460813125

00:53:46.218 --> 00:53:47.570 maybe you want to pick up on that.
NOTE Confidence: 0.934381238333333

00:53:48.830 --> 00:53:49.688 Yeah, I would agree with that.
NOTE Confidence: 0.934381238333333

00:53:49.690 --> 00:53:51.600 I mean I, I think that the look this is a.
NOTE Confidence: 0.934381238333333

00:53:51.600 --> 00:53:55.407 This is a hugely complex issue and I think
NOTE Confidence: 0.934381238333333

00:53:55.407 --> 00:53:58.139 particularly when you when you're talking.
NOTE Confidence: 0.934381238333333

00:53:58.140 --> 00:54:01.967 Uh. I think you have kind of different.
NOTE Confidence: 0.934381238333333

00:54:01.970 --> 00:54:03.972 You have different equities here and you
NOTE Confidence: 0.934381238333333

00:54:03.972 --> 00:54:05.767 have different interest groups and and I you
NOTE Confidence: 0.934381238333333

00:54:05.767 --> 00:54:07.650 know I hate to call them interest groups.
NOTE Confidence: 0.934381238333333

00:54:07.650 --> 00:54:10.242 It sounds cynical, but like I get emails
NOTE Confidence: 0.934381238333333

00:54:10.242 --> 00:54:14.950 every week from pain patients who say.
NOTE Confidence: 0.934381238333333

00:54:14.950 --> 00:54:16.218 You know you shouldn't
NOTE Confidence: 0.934381238333333

00:54:16.218 --> 00:54:17.486 write about the Sacklers.
NOTE Confidence: 0.934381238333333

00:54:17.490 --> 00:54:19.850 You shouldn't write about Purdue,

NOTE Confidence: 0.934381238333333

00:54:19.850 --> 00:54:22.797 you're you know the very notion that

NOTE Confidence: 0.934381238333333

00:54:22.797 --> 00:54:25.799 you're like telling this story might help.

NOTE Confidence: 0.934381238333333

00:54:25.800 --> 00:54:29.409 Hurt my access to opioids and that I'm very,

NOTE Confidence: 0.934381238333333

00:54:29.410 --> 00:54:31.657 very sympathetic with people who you know

NOTE Confidence: 0.934381238333333

00:54:31.657 --> 00:54:34.057 are chronic pain patients who who rely on

NOTE Confidence: 0.934381238333333

00:54:34.057 --> 00:54:36.220 these drugs and who worry about access.

NOTE Confidence: 0.934381238333333

00:54:36.220 --> 00:54:37.524 I am not a,

NOTE Confidence: 0.934381238333333

00:54:37.524 --> 00:54:39.480 you know there are some people,

NOTE Confidence: 0.934381238333333

00:54:39.480 --> 00:54:42.189 maybe some people on this zoom today

NOTE Confidence: 0.934381238333333

00:54:42.189 --> 00:54:45.001 who really question the sort of the

NOTE Confidence: 0.934381238333333

00:54:45.001 --> 00:54:46.971 fundamental long term efficacy of

NOTE Confidence: 0.934381238333333

00:54:46.971 --> 00:54:49.099 opioids as a treatment for pain.

NOTE Confidence: 0.934381238333333

00:54:49.100 --> 00:54:50.038 I don't need to get to that,

NOTE Confidence: 0.934381238333333

00:54:50.040 --> 00:54:52.021 that's like that's that's a hard therapeutic

NOTE Confidence: 0.934381238333333

00:54:52.021 --> 00:54:53.956 question that I don't need to get too.

NOTE Confidence: 0.934381238333333

00:54:53.960 --> 00:54:55.570 I'm looking at one company
NOTE Confidence: 0.9343812383333333

00:54:55.570 --> 00:54:57.420 which has twice pled guilty to.
NOTE Confidence: 0.9343812383333333

00:54:57.420 --> 00:54:59.800 Criminal charges.
NOTE Confidence: 0.9343812383333333

00:54:59.800 --> 00:55:01.780 And so I you know,
NOTE Confidence: 0.9343812383333333

00:55:01.780 --> 00:55:04.420 I'm very sympathetic to people who
NOTE Confidence: 0.9343812383333333

00:55:04.420 --> 00:55:06.694 feel kind of left behind in that way,
NOTE Confidence: 0.9343812383333333

00:55:06.700 --> 00:55:08.868 and as though the the kind of the
NOTE Confidence: 0.9343812383333333

00:55:08.868 --> 00:55:11.489 way in which society has corrected
NOTE Confidence: 0.9343812383333333

00:55:11.489 --> 00:55:12.998 for overreacting before,
NOTE Confidence: 0.9343812383333333

00:55:13.000 --> 00:55:15.800 and getting too liberal with pain medicine,
NOTE Confidence: 0.9343812383333333

00:55:15.800 --> 00:55:18.026 is to overreact in the other direction
NOTE Confidence: 0.9343812383333333

00:55:18.026 --> 00:55:20.379 and get too conservative with it.
NOTE Confidence: 0.9343812383333333

00:55:20.380 --> 00:55:22.284 I'm sympathetic with that.
NOTE Confidence: 0.9343812383333333

00:55:22.284 --> 00:55:25.622 Where I begin to become a little skeptical.
NOTE Confidence: 0.9343812383333333

00:55:25.622 --> 00:55:29.388 Is that a lot of these people will then say,
NOTE Confidence: 0.9343812383333333

00:55:29.390 --> 00:55:30.092 you know,

NOTE Confidence: 0.934381238333333
00:55:30.092 --> 00:55:32.198 really the problem is these black
NOTE Confidence: 0.934381238333333
00:55:32.198 --> 00:55:34.574 market like addicts and junkies and
NOTE Confidence: 0.934381238333333
00:55:34.574 --> 00:55:36.584 people who can't control themselves
NOTE Confidence: 0.934381238333333
00:55:36.584 --> 00:55:39.230 and I can control myself and you know,
NOTE Confidence: 0.934381238333333
00:55:39.230 --> 00:55:41.030 there's there's this kind of dichotomy
NOTE Confidence: 0.934381238333333
00:55:41.030 --> 00:55:43.066 right between the like the legitimate
NOTE Confidence: 0.934381238333333
00:55:43.066 --> 00:55:44.746 pain patient who responsibly uses
NOTE Confidence: 0.934381238333333
00:55:44.805 --> 00:55:46.449 the medicines and never has a
NOTE Confidence: 0.934381238333333
00:55:46.449 --> 00:55:47.824 problem and should have access.
NOTE Confidence: 0.934381238333333
00:55:47.824 --> 00:55:49.468 And then, on the other hand,
NOTE Confidence: 0.934381238333333
00:55:49.470 --> 00:55:51.225 reckless junkies who can't control
NOTE Confidence: 0.934381238333333
00:55:51.225 --> 00:55:53.552 themselves. And there I get.
NOTE Confidence: 0.934381238333333
00:55:53.552 --> 00:55:57.460 I get pretty skeptical in part because.
NOTE Confidence: 0.934381238333333
00:55:57.460 --> 00:55:58.452 You know, for me,
NOTE Confidence: 0.934381238333333
00:55:58.452 --> 00:55:59.692 I'm not trying to stigmatize
NOTE Confidence: 0.934381238333333

00:55:59.692 --> 00:56:00.768 anybody in this equation,
NOTE Confidence: 0.9343812383333333

00:56:00.770 --> 00:56:02.772 and I think the notion that you
NOTE Confidence: 0.9343812383333333

00:56:02.772 --> 00:56:04.831 would try and diminish the stigma
NOTE Confidence: 0.9343812383333333

00:56:04.831 --> 00:56:07.087 of one group by re stigmatizing
NOTE Confidence: 0.9343812383333333

00:56:07.087 --> 00:56:09.248 another is not necessarily helpful.
NOTE Confidence: 0.9343812383333333

00:56:09.250 --> 00:56:10.994 This also happens to be a talking point
NOTE Confidence: 0.9343812383333333

00:56:10.994 --> 00:56:13.030 that the Sacklers and Purdue put out there,
NOTE Confidence: 0.9343812383333333

00:56:13.030 --> 00:56:14.308 as did others in the industry
NOTE Confidence: 0.9343812383333333

00:56:14.308 --> 00:56:15.480 from very early on right.
NOTE Confidence: 0.9343812383333333

00:56:15.480 --> 00:56:16.530 It's essentially guns.
NOTE Confidence: 0.9343812383333333

00:56:16.530 --> 00:56:19.503 Don't kill people, people kill people.
NOTE Confidence: 0.9343812383333333

00:56:19.503 --> 00:56:21.426 You have these.
NOTE Confidence: 0.9343812383333333

00:56:21.430 --> 00:56:23.614 Reckless pill poppers who are ruining
NOTE Confidence: 0.9343812383333333

00:56:23.614 --> 00:56:25.999 it for the legitimate pain patients.
NOTE Confidence: 0.9343812383333333

00:56:26.000 --> 00:56:28.552 And you know this is a false dichotomy
NOTE Confidence: 0.9343812383333333

00:56:28.552 --> 00:56:31.529 so it is certainly true that when you

NOTE Confidence: 0.934381238333333
00:56:31.529 --> 00:56:34.130 look at the overdose problem today,
NOTE Confidence: 0.934381238333333
00:56:34.130 --> 00:56:35.962 it's not a problem.
NOTE Confidence: 0.934381238333333
00:56:35.962 --> 00:56:38.710 By and large of prescription overdoses.
NOTE Confidence: 0.934381238333333
00:56:38.710 --> 00:56:40.598 But as Alex said,
NOTE Confidence: 0.934381238333333
00:56:40.598 --> 00:56:43.430 you have this enormous market that
NOTE Confidence: 0.934381238333333
00:56:43.521 --> 00:56:45.792 was created by the over promotion
NOTE Confidence: 0.934381238333333
00:56:45.792 --> 00:56:47.382 of opioids in the 1990s.
NOTE Confidence: 0.905317840526316
00:56:47.390 --> 00:56:49.016 In the early aughts which eventually
NOTE Confidence: 0.905317840526316
00:56:49.016 --> 00:56:50.579 graduated to other things I could
NOTE Confidence: 0.905317840526316
00:56:50.579 --> 00:56:52.105 give you a whole bunch of statistics,
NOTE Confidence: 0.905317840526316
00:56:52.110 --> 00:56:53.966 but let me just give you 2 quickly.
NOTE Confidence: 0.905317840526316
00:56:53.970 --> 00:56:58.134 So. Part of the problem here is
NOTE Confidence: 0.905317840526316
00:56:58.134 --> 00:57:01.640 that you know even when you get what
NOTE Confidence: 0.905317840526316
00:57:01.640 --> 00:57:04.040 looked like common sense solutions.
NOTE Confidence: 0.905317840526316
00:57:04.040 --> 00:57:06.690 They can have perverse outcomes.
NOTE Confidence: 0.905317840526316

00:57:06.690 --> 00:57:10.440 So in 2010, Purdue Pharma Reformulates

NOTE Confidence: 0.905317840526316

00:57:10.440 --> 00:57:12.876 Oxycontin to make it harder to crush,

NOTE Confidence: 0.905317840526316

00:57:12.880 --> 00:57:14.068 so harder to crush,

NOTE Confidence: 0.905317840526316

00:57:14.068 --> 00:57:17.369 harder to snort, harder to shoot.

NOTE Confidence: 0.905317840526316

00:57:17.370 --> 00:57:18.959 And there's a whole story I tell

NOTE Confidence: 0.905317840526316

00:57:18.959 --> 00:57:20.676 in my book about the interesting

NOTE Confidence: 0.905317840526316

00:57:20.676 --> 00:57:22.311 coincidental timing of the fact

NOTE Confidence: 0.905317840526316

00:57:22.311 --> 00:57:24.474 that the the patents on the original

NOTE Confidence: 0.905317840526316

00:57:24.474 --> 00:57:26.326 Oxycontin were about to run out,

NOTE Confidence: 0.905317840526316

00:57:26.326 --> 00:57:29.098 and so this was a really excellent.

NOTE Confidence: 0.905317840526316

00:57:29.100 --> 00:57:31.420 Strategy for evergreening the patent.

NOTE Confidence: 0.905317840526316

00:57:31.420 --> 00:57:32.996 But in any case they roll out this

NOTE Confidence: 0.905317840526316

00:57:32.996 --> 00:57:34.640 new version of the drug and I think

NOTE Confidence: 0.905317840526316

00:57:34.640 --> 00:57:35.760 this would generally be something

NOTE Confidence: 0.905317840526316

00:57:35.760 --> 00:57:37.374 that most people from the outside

NOTE Confidence: 0.905317840526316

00:57:37.374 --> 00:57:38.619 would celebrate and you would look

NOTE Confidence: 0.905317840526316

00:57:38.619 --> 00:57:39.980 at it and say this is this is great.

NOTE Confidence: 0.905317840526316

00:57:39.980 --> 00:57:42.056 You're making it harder to abuse,

NOTE Confidence: 0.905317840526316

00:57:42.060 --> 00:57:42.966 and that is a good thing,

NOTE Confidence: 0.905317840526316

00:57:42.970 --> 00:57:45.987 and they invested money to do that.

NOTE Confidence: 0.905317840526316

00:57:45.990 --> 00:57:49.170 So in 2010.

NOTE Confidence: 0.905317840526316

00:57:49.170 --> 00:57:51.098 After the reformulation sales

NOTE Confidence: 0.905317840526316

00:57:51.098 --> 00:57:53.508 nationwide of at the time,

NOTE Confidence: 0.905317840526316

00:57:53.510 --> 00:57:56.024 the biggest dose of Oxycontin 80

NOTE Confidence: 0.905317840526316

00:57:56.024 --> 00:57:59.600 milligram Oxycontin pills plummeted by 25%.

NOTE Confidence: 0.905317840526316

00:57:59.600 --> 00:58:00.272 And it's interesting, right?

NOTE Confidence: 0.905317840526316

00:58:00.272 --> 00:58:01.280 'cause you can look at that.

NOTE Confidence: 0.905317840526316

00:58:01.280 --> 00:58:01.992 On the one hand,

NOTE Confidence: 0.905317840526316

00:58:01.992 --> 00:58:03.583 you can say isn't it great that they

NOTE Confidence: 0.905317840526316

00:58:03.583 --> 00:58:05.023 reformulated on the other hand you

NOTE Confidence: 0.905317840526316

00:58:05.023 --> 00:58:06.603 realized that you know 25% of their

NOTE Confidence: 0.905317840526316

00:58:06.603 --> 00:58:08.290 market up to that point was people
NOTE Confidence: 0.905317840526316

00:58:08.342 --> 00:58:10.238 who presumably were abusing the pill,
NOTE Confidence: 0.905317840526316

00:58:10.240 --> 00:58:11.661 who then are going to leave and
NOTE Confidence: 0.905317840526316

00:58:11.661 --> 00:58:13.020 potentially go to the black market?
NOTE Confidence: 0.905317840526316

00:58:13.020 --> 00:58:15.582 It might have been safer for them
NOTE Confidence: 0.905317840526316

00:58:15.582 --> 00:58:17.440 to continue abusing Oxycontin,
NOTE Confidence: 0.905317840526316

00:58:17.440 --> 00:58:17.968 so you get,
NOTE Confidence: 0.905317840526316

00:58:17.968 --> 00:58:18.320 I think,
NOTE Confidence: 0.905317840526316

00:58:18.320 --> 00:58:19.930 when you get into the incentives and
NOTE Confidence: 0.905317840526316

00:58:19.930 --> 00:58:21.439 what the right policy fixes are,
NOTE Confidence: 0.905317840526316

00:58:21.440 --> 00:58:24.240 you get into into very kind of
NOTE Confidence: 0.905317840526316

00:58:24.240 --> 00:58:25.040 treacherous terrain.
NOTE Confidence: 0.905317840526316

00:58:25.040 --> 00:58:27.818 And I'm pretty skeptical of anybody
NOTE Confidence: 0.905317840526316

00:58:27.818 --> 00:58:29.670 who looks at this.
NOTE Confidence: 0.905317840526316

00:58:29.670 --> 00:58:31.470 In terms that are too black and white,
NOTE Confidence: 0.905317840526316

00:58:31.470 --> 00:58:33.014 the last thing I'll say is on the

NOTE Confidence: 0.905317840526316
00:58:33.014 --> 00:58:33.990 black and white thing.
NOTE Confidence: 0.905317840526316
00:58:33.990 --> 00:58:35.270 You know this dichotomy.
NOTE Confidence: 0.905317840526316
00:58:35.270 --> 00:58:36.550 You have pain patients,
NOTE Confidence: 0.905317840526316
00:58:36.550 --> 00:58:39.310 and then you have abusers.
NOTE Confidence: 0.905317840526316
00:58:39.310 --> 00:58:41.249 You know the Sackler less so Purdue,
NOTE Confidence: 0.905317840526316
00:58:41.250 --> 00:58:42.747 but the Sackler,
NOTE Confidence: 0.905317840526316
00:58:42.747 --> 00:58:44.743 certainly through their representatives
NOTE Confidence: 0.905317840526316
00:58:44.743 --> 00:58:47.018 in interactions with me and and.
NOTE Confidence: 0.905317840526316
00:58:47.020 --> 00:58:48.130 And you know,
NOTE Confidence: 0.905317840526316
00:58:48.130 --> 00:58:50.722 and my lawyer fairly recently we're
NOTE Confidence: 0.905317840526316
00:58:50.722 --> 00:58:53.192 arguing that instances of biotronic
NOTE Confidence: 0.905317840526316
00:58:53.192 --> 00:58:56.447 addiction to Oxycontin are vanishingly rare.
NOTE Confidence: 0.905317840526316
00:58:56.450 --> 00:58:58.256 That it almost never happens that
NOTE Confidence: 0.905317840526316
00:58:58.256 --> 00:59:00.449 if you take the pill as prescribed
NOTE Confidence: 0.905317840526316
00:59:00.449 --> 00:59:01.984 by a doctor for pain,
NOTE Confidence: 0.905317840526316

00:59:01.990 --> 00:59:05.440 and you take it as directed.
NOTE Confidence: 0.905317840526316

00:59:05.440 --> 00:59:06.748 You'll get addicted.
NOTE Confidence: 0.905317840526316

00:59:06.748 --> 00:59:08.928 They essentially say doesn't happen.
NOTE Confidence: 0.905317840526316

00:59:08.930 --> 00:59:10.746 You know, maybe once in a blue moon,
NOTE Confidence: 0.905317840526316

00:59:10.750 --> 00:59:13.708 but generally speaking doesn't happen so.
NOTE Confidence: 0.905317840526316

00:59:13.710 --> 00:59:15.558 I found this amazing filing in
NOTE Confidence: 0.905317840526316

00:59:15.558 --> 00:59:17.129 the Purdue bankruptcy from United
NOTE Confidence: 0.905317840526316

00:59:17.129 --> 00:59:18.797 Health one insurer a big one,
NOTE Confidence: 0.905317840526316

00:59:18.800 --> 00:59:22.528 but one insurer which had run a study.
NOTE Confidence: 0.905317840526316

00:59:22.530 --> 00:59:23.766 It wasn't even for 10 years.
NOTE Confidence: 0.905317840526316

00:59:23.770 --> 00:59:26.008 It was something like 8 years
NOTE Confidence: 0.905317840526316

00:59:26.010 --> 00:59:28.150 looking at United Health people
NOTE Confidence: 0.905317840526316

00:59:28.150 --> 00:59:30.323 who have United Health policies
NOTE Confidence: 0.905317840526316

00:59:30.323 --> 00:59:33.041 and what they were looking for
NOTE Confidence: 0.905317840526316

00:59:33.041 --> 00:59:35.829 was people who were prescribed.
NOTE Confidence: 0.905317840526316

00:59:35.830 --> 00:59:37.980 An opioid and then subsequently

NOTE Confidence: 0.905317840526316
00:59:37.980 --> 00:59:40.850 diagnosed with an opioid use disorder.
NOTE Confidence: 0.936911938571429
00:59:40.850 --> 00:59:42.506 So I should say this is going to
NOTE Confidence: 0.936911938571429
00:59:42.506 --> 00:59:44.287 be under inclusive number for sure,
NOTE Confidence: 0.936911938571429
00:59:44.290 --> 00:59:47.293 but it's people who were prescribed an
NOTE Confidence: 0.936911938571429
00:59:47.293 --> 00:59:49.029 opioid subsequently diagnosed on one
NOTE Confidence: 0.936911938571429
00:59:49.030 --> 00:59:51.616 health insurance company in a single
NOTE Confidence: 0.936911938571429
00:59:51.616 --> 00:59:54.583 digit number of years and their estimate
NOTE Confidence: 0.936911938571429
00:59:54.583 --> 00:59:57.804 was that what they came back with was
NOTE Confidence: 0.936911938571429
00:59:57.804 --> 01:00:00.420 numbers in the hundreds of thousands.
NOTE Confidence: 0.936911938571429
01:00:00.420 --> 01:00:01.884 So you know the idea that
NOTE Confidence: 0.936911938571429
01:00:01.884 --> 01:00:03.479 I think on the one hand,
NOTE Confidence: 0.936911938571429
01:00:03.480 --> 01:00:05.052 we can say absolutely the overdose
NOTE Confidence: 0.936911938571429
01:00:05.052 --> 01:00:06.786 crisis today is more of a heroin
NOTE Confidence: 0.936911938571429
01:00:06.786 --> 01:00:08.046 and fentanyl crisis than it is
NOTE Confidence: 0.936911938571429
01:00:08.046 --> 01:00:09.500 a prescription pill crisis.
NOTE Confidence: 0.936911938571429

01:00:09.500 --> 01:00:10.720 But at the same time,
NOTE Confidence: 0.936911938571429

01:00:10.720 --> 01:00:14.150 just suggest that we don't have even
NOTE Confidence: 0.936911938571429

01:00:14.150 --> 01:00:16.916 today a prescription painkiller problem
NOTE Confidence: 0.936911938571429

01:00:16.916 --> 01:00:18.978 of dependence, addiction, abuse.
NOTE Confidence: 0.936911938571429

01:00:18.978 --> 01:00:21.894 I think is reductive and doesn't
NOTE Confidence: 0.936911938571429

01:00:21.894 --> 01:00:23.928 sit well with the facts.
NOTE Confidence: 0.40775985

01:00:27.680 --> 01:00:30.034 Very helpful, I want to move the
NOTE Confidence: 0.40775985

01:00:30.034 --> 01:00:31.430 conversation briefly to another
NOTE Confidence: 0.830743639090909

01:00:31.492 --> 01:00:33.334 area and you've sort of highlighted
NOTE Confidence: 0.830743639090909

01:00:33.334 --> 01:00:35.340 the way in which profit mode.
NOTE Confidence: 0.830743639090909

01:00:35.340 --> 01:00:36.966 If pharmaceutical distributors
NOTE Confidence: 0.830743639090909

01:00:36.966 --> 01:00:40.218 and the like their incentives may
NOTE Confidence: 0.830743639090909

01:00:40.218 --> 01:00:43.198 be misaligned with public health
NOTE Confidence: 0.830743639090909

01:00:43.200 --> 01:00:45.160 over the last five to 10 years.
NOTE Confidence: 0.830743639090909

01:00:45.160 --> 01:00:49.532 What I've seen is an attempt
NOTE Confidence: 0.830743639090909

01:00:49.532 --> 01:00:51.635 through philanthropic means

NOTE Confidence: 0.830743639090909
01:00:51.635 --> 01:00:55.890 for pharmaceutical companies.
NOTE Confidence: 0.830743639090909
01:00:55.890 --> 01:00:58.218 Distributors to sort of get ahead
NOTE Confidence: 0.830743639090909
01:00:58.218 --> 01:01:01.245 of the story and start to fund
NOTE Confidence: 0.830743639090909
01:01:01.245 --> 01:01:04.035 programs that are designed to address
NOTE Confidence: 0.830743639090909
01:01:04.035 --> 01:01:06.449 problems associated with opioids,
NOTE Confidence: 0.830743639090909
01:01:06.450 --> 01:01:11.697 and so that that is one set of issues.
NOTE Confidence: 0.830743639090909
01:01:11.700 --> 01:01:14.070 And then there's the issues that
NOTE Confidence: 0.830743639090909
01:01:14.070 --> 01:01:16.110 the medications that we use
NOTE Confidence: 0.830743639090909
01:01:16.110 --> 01:01:18.050 to treat opioid use disorder,
NOTE Confidence: 0.830743639090909
01:01:18.050 --> 01:01:20.165 so buprenorphine, naltrexone,
NOTE Confidence: 0.830743639090909
01:01:20.165 --> 01:01:25.100 and the companies that are behind those.
NOTE Confidence: 0.830743639090909
01:01:25.100 --> 01:01:28.552 Medications have engaged in practices
NOTE Confidence: 0.830743639090909
01:01:28.552 --> 01:01:30.424 that we wouldn't necessarily
NOTE Confidence: 0.830743639090909
01:01:30.424 --> 01:01:33.019 want to align ourselves with,
NOTE Confidence: 0.830743639090909
01:01:33.020 --> 01:01:35.020 and so now as clinicians,
NOTE Confidence: 0.830743639090909

01:01:35.020 --> 01:01:37.470 we're in this this ethical dilemma
NOTE Confidence: 0.830743639090909

01:01:37.470 --> 01:01:39.360 where you know we want to provide
NOTE Confidence: 0.830743639090909

01:01:39.360 --> 01:01:41.099 the best care to our patients.
NOTE Confidence: 0.830743639090909

01:01:41.100 --> 01:01:42.954 We want to do it based on the evidence,
NOTE Confidence: 0.830743639090909

01:01:42.960 --> 01:01:46.160 and so we we support the provision of
NOTE Confidence: 0.830743639090909

01:01:46.160 --> 01:01:48.548 medications for opioid use disorder.
NOTE Confidence: 0.830743639090909

01:01:48.550 --> 01:01:51.847 But we may need to develop programs
NOTE Confidence: 0.830743639090909

01:01:51.847 --> 01:01:54.604 and fund programs where we have the
NOTE Confidence: 0.830743639090909

01:01:54.604 --> 01:01:56.792 opportunity to do that from sources
NOTE Confidence: 0.830743639090909

01:01:56.792 --> 01:01:59.318 that we don't feel comfortable with,
NOTE Confidence: 0.830743639090909

01:01:59.320 --> 01:02:00.640 and we don't want to be aligned with.
NOTE Confidence: 0.830743639090909

01:02:00.640 --> 01:02:01.442 So how?
NOTE Confidence: 0.830743639090909

01:02:01.442 --> 01:02:03.848 What are you thoughts about that
NOTE Confidence: 0.830743639090909

01:02:03.848 --> 01:02:06.046 and how does this play into?
NOTE Confidence: 0.830743639090909

01:02:06.046 --> 01:02:07.992 How do we spend the the money
NOTE Confidence: 0.830743639090909

01:02:07.992 --> 01:02:09.700 from the opioid settlement?

NOTE Confidence: 0.935457813636363
01:02:14.320 --> 01:02:17.274 I'd have to say that that those
NOTE Confidence: 0.935457813636363
01:02:17.274 --> 01:02:19.440 are hugely important questions.
NOTE Confidence: 0.935457813636363
01:02:19.440 --> 01:02:22.856 And no, I'm not sure they're I'm
NOTE Confidence: 0.935457813636363
01:02:22.856 --> 01:02:26.060 qualified to to provide answers.
NOTE Confidence: 0.935457813636363
01:02:26.060 --> 01:02:27.680 I mean, I, I just I,
NOTE Confidence: 0.935457813636363
01:02:27.680 --> 01:02:29.724 I think I think they're great questions,
NOTE Confidence: 0.935457813636363
01:02:29.730 --> 01:02:32.520 and particularly in terms of.
NOTE Confidence: 0.935457813636363
01:02:32.520 --> 01:02:34.278 Of how treatment is is rendered
NOTE Confidence: 0.935457813636363
01:02:34.278 --> 01:02:36.629 I think is is hugely important.
NOTE Confidence: 0.935457813636363
01:02:36.630 --> 01:02:38.494 I the the only broad thing I would
NOTE Confidence: 0.935457813636363
01:02:38.494 --> 01:02:40.627 say and I'll toss it over to Patrick.
NOTE Confidence: 0.935457813636363
01:02:40.630 --> 01:02:43.483 I'm sure this is something more
NOTE Confidence: 0.935457813636363
01:02:43.483 --> 01:02:45.448 interesting to say is that.
NOTE Confidence: 0.935457813636363
01:02:45.450 --> 01:02:47.862 You know, I think one of the things that
NOTE Confidence: 0.935457813636363
01:02:47.870 --> 01:02:50.720 that I didn't really fully appreciate.
NOTE Confidence: 0.935457813636363

01:02:50.720 --> 01:02:52.980 Uhm?
NOTE Confidence: 0.935457813636363

01:02:52.980 --> 01:02:56.204 When I started this story is that I
NOTE Confidence: 0.935457813636363

01:02:56.204 --> 01:02:57.940 started a story about you know the
NOTE Confidence: 0.935457813636363

01:02:58.001 --> 01:02:59.915 opioid crisis or the opioid crime,
NOTE Confidence: 0.935457813636363

01:02:59.920 --> 01:03:01.976 depending on how you want to define it,
NOTE Confidence: 0.935457813636363

01:03:01.980 --> 01:03:04.548 but then realized you know by the time
NOTE Confidence: 0.935457813636363

01:03:04.548 --> 01:03:08.012 I got to the end that what I was really
NOTE Confidence: 0.935457813636363

01:03:08.012 --> 01:03:10.308 talking about was the problem with.
NOTE Confidence: 0.935457813636363

01:03:10.310 --> 01:03:11.922 For profit healthcare in
NOTE Confidence: 0.935457813636363

01:03:11.922 --> 01:03:13.972 this country and and and,
NOTE Confidence: 0.935457813636363

01:03:13.972 --> 01:03:16.456 and it's very difficult to separate
NOTE Confidence: 0.935457813636363

01:03:16.456 --> 01:03:19.438 the two or or to figure out how you
NOTE Confidence: 0.935457813636363

01:03:19.438 --> 01:03:22.825 can fix the opioid problem without
NOTE Confidence: 0.935457813636363

01:03:22.825 --> 01:03:25.900 also addressing that larger issue
NOTE Confidence: 0.935457813636363

01:03:25.900 --> 01:03:28.427 which gets into this notion of you
NOTE Confidence: 0.935457813636363

01:03:28.427 --> 01:03:30.364 know what happens when pharmaceutical

NOTE Confidence: 0.935457813636363
01:03:30.364 --> 01:03:32.884 firms are funding research and
NOTE Confidence: 0.935457813636363
01:03:32.884 --> 01:03:34.620 then funneling that research.
NOTE Confidence: 0.935457813636363
01:03:34.620 --> 01:03:36.260 You know in in,
NOTE Confidence: 0.935457813636363
01:03:36.260 --> 01:03:37.604 into into treatment modalities,
NOTE Confidence: 0.935457813636363
01:03:37.604 --> 01:03:39.620 and so forth and so on.
NOTE Confidence: 0.870556642222222
01:03:41.870 --> 01:03:43.838 Yeah, I mean a couple of
NOTE Confidence: 0.870556642222222
01:03:43.838 --> 01:03:45.530 quick quick thoughts, the.
NOTE Confidence: 0.82679881625
01:03:49.190 --> 01:03:50.694 You know on the on in a way,
NOTE Confidence: 0.82679881625
01:03:50.700 --> 01:03:52.916 on the on the second thing you mentioned
NOTE Confidence: 0.82679881625
01:03:52.916 --> 01:03:54.862 the idea that these same companies
NOTE Confidence: 0.82679881625
01:03:54.862 --> 01:03:58.350 produce the drugs that that may.
NOTE Confidence: 0.82679881625
01:03:58.350 --> 01:04:00.720 Hopefully help us start to find
NOTE Confidence: 0.82679881625
01:04:00.720 --> 01:04:03.419 our way out of this crisis.
NOTE Confidence: 0.82679881625
01:04:03.420 --> 01:04:05.792 I just got back from a 10 day trip in Europe
NOTE Confidence: 0.82679881625
01:04:05.792 --> 01:04:08.168 because my book was coming out over there.
NOTE Confidence: 0.82679881625

01:04:08.170 --> 01:04:09.928 And I would get these questions

NOTE Confidence: 0.82679881625

01:04:09.928 --> 01:04:12.916 everywhere I went about Big Pharma

NOTE Confidence: 0.82679881625

01:04:12.916 --> 01:04:17.128 and American Big Pharma and and.

NOTE Confidence: 0.82679881625

01:04:17.130 --> 01:04:19.185 Poor and LAX regulation of

NOTE Confidence: 0.82679881625

01:04:19.185 --> 01:04:22.954 Big Pharma as it applies to.

NOTE Confidence: 0.82679881625

01:04:22.954 --> 01:04:25.640 COVID vaccines and it put me in

NOTE Confidence: 0.82679881625

01:04:25.640 --> 01:04:26.608 this quite awkward situation.

NOTE Confidence: 0.82679881625

01:04:26.610 --> 01:04:29.417 You know, I the in the first

NOTE Confidence: 0.82679881625

01:04:29.417 --> 01:04:32.440 section of my book I talk about.

NOTE Confidence: 0.82679881625

01:04:32.440 --> 01:04:34.816 Now an instance back in the

NOTE Confidence: 0.82679881625

01:04:34.816 --> 01:04:36.862 1950s when Pfizer bribed the

NOTE Confidence: 0.82679881625

01:04:36.862 --> 01:04:39.148 head of antibiotics at the FDA.

NOTE Confidence: 0.82679881625

01:04:39.150 --> 01:04:41.238 It was a big scandal at the time,

NOTE Confidence: 0.82679881625

01:04:41.240 --> 01:04:43.748 and I published the book after

NOTE Confidence: 0.82679881625

01:04:43.748 --> 01:04:46.861 getting my first jab of Pfizer and

NOTE Confidence: 0.82679881625

01:04:46.861 --> 01:04:49.116 before getting the second one.

NOTE Confidence: 0.82679881625

01:04:49.120 --> 01:04:52.024 I think that you know we we kind

NOTE Confidence: 0.82679881625

01:04:52.024 --> 01:04:55.017 of have to live with the reality

NOTE Confidence: 0.82679881625

01:04:55.020 --> 01:04:57.115 of this industry and understand

NOTE Confidence: 0.82679881625

01:04:57.115 --> 01:04:59.540 the the that that it it.

NOTE Confidence: 0.82679881625

01:04:59.540 --> 01:05:01.140 It's it's complicated, right?

NOTE Confidence: 0.82679881625

01:05:01.140 --> 01:05:03.473 I mean these companies are

NOTE Confidence: 0.82679881625

01:05:03.473 --> 01:05:05.006 capable of amazing.

NOTE Confidence: 0.82679881625

01:05:05.010 --> 01:05:09.007 Our innovations and and and life saving

NOTE Confidence: 0.82679881625

01:05:09.010 --> 01:05:11.684 work and we should celebrate that and

NOTE Confidence: 0.82679881625

01:05:11.684 --> 01:05:13.708 and take advantage of it wherever we can.

NOTE Confidence: 0.82679881625

01:05:13.710 --> 01:05:16.200 At the same time I think.

NOTE Confidence: 0.82679881625

01:05:16.200 --> 01:05:18.390 We should be mindful of the

NOTE Confidence: 0.82679881625

01:05:18.390 --> 01:05:19.850 fact that they are.

NOTE Confidence: 0.82679881625

01:05:19.850 --> 01:05:22.365 Driven by an overwhelming profit

NOTE Confidence: 0.82679881625

01:05:22.365 --> 01:05:25.354 motive that they've become very,

NOTE Confidence: 0.82679881625

01:05:25.354 --> 01:05:26.596 very sophisticated.
NOTE Confidence: 0.82679881625

01:05:26.600 --> 01:05:29.696 You know, in in how to leverage influence
NOTE Confidence: 0.82679881625

01:05:29.696 --> 01:05:34.466 and that they have essentially. You know?
NOTE Confidence: 0.82679881625

01:05:34.466 --> 01:05:38.252 Bottomless resources with which.
NOTE Confidence: 0.82679881625

01:05:38.252 --> 01:05:41.536 To do that so.
NOTE Confidence: 0.82679881625

01:05:41.540 --> 01:05:43.619 The more proximate issue in my mind,
NOTE Confidence: 0.82679881625

01:05:43.620 --> 01:05:45.690 for a place like Yale.
NOTE Confidence: 0.82679881625

01:05:45.690 --> 01:05:48.666 Would be the ways in which.
NOTE Confidence: 0.82679881625

01:05:48.670 --> 01:05:49.890 Yeah.
NOTE Confidence: 0.82679881625

01:05:49.890 --> 01:05:53.434 Educational institutions can be
NOTE Confidence: 0.82679881625

01:05:53.434 --> 01:05:56.755 enlisted and Co opted in these types
NOTE Confidence: 0.82679881625

01:05:56.755 --> 01:05:59.012 of efforts and that seems to me in
NOTE Confidence: 0.82679881625

01:05:59.012 --> 01:06:01.297 some ways to be a kind of an easier
NOTE Confidence: 0.82679881625

01:06:01.297 --> 01:06:03.426 and more immediate thing that you
NOTE Confidence: 0.82679881625

01:06:03.426 --> 01:06:06.210 all and your colleagues could be mindful of.
NOTE Confidence: 0.82679881625

01:06:06.210 --> 01:06:09.948 And just on the lookout for,

NOTE Confidence: 0.82679881625

01:06:09.950 --> 01:06:12.323 I don't have any tally of all

NOTE Confidence: 0.82679881625

01:06:12.323 --> 01:06:14.727 the money that the Sacklers have

NOTE Confidence: 0.82679881625

01:06:14.727 --> 01:06:16.989 given to Yale in recent years,

NOTE Confidence: 0.82679881625

01:06:16.990 --> 01:06:19.775 but it's a lot and it's

NOTE Confidence: 0.82679881625

01:06:19.775 --> 01:06:21.200 the bad Sacklers you know,

NOTE Confidence: 0.82679881625

01:06:21.200 --> 01:06:22.937 like if you think of a kind of a.

NOTE Confidence: 0.82679881625

01:06:22.940 --> 01:06:26.028 If you think of a like a target

NOTE Confidence: 0.82679881625

01:06:26.028 --> 01:06:29.480 in which you get rings concentric

NOTE Confidence: 0.82679881625

01:06:29.480 --> 01:06:31.850 circles of culpability.

NOTE Confidence: 0.82679881625

01:06:31.850 --> 01:06:33.170 Richard Sackler has given

NOTE Confidence: 0.82679881625

01:06:33.170 --> 01:06:35.150 a lot of money to Yale,

NOTE Confidence: 0.82679881625

01:06:35.150 --> 01:06:38.419 and he's right there at the bullseye.

NOTE Confidence: 0.82679881625

01:06:38.420 --> 01:06:39.939 I think it would be worth probably

NOTE Confidence: 0.82679881625

01:06:39.939 --> 01:06:41.677 looking at that money and where it went,

NOTE Confidence: 0.82679881625

01:06:41.680 --> 01:06:44.576 and you know how it's being spent today.

NOTE Confidence: 0.82679881625

01:06:44.580 --> 01:06:47.912 If it's being spent and I, you know I I,
NOTE Confidence: 0.82679881625

01:06:47.912 --> 01:06:49.999 I haven't done any kind of an audit myself,
NOTE Confidence: 0.82679881625

01:06:50.000 --> 01:06:51.504 but I think it would be an interesting
NOTE Confidence: 0.82679881625

01:06:51.504 --> 01:06:52.859 project for people at Yale to wonder.
NOTE Confidence: 0.82679881625

01:06:52.860 --> 01:06:53.740 Kind of.
NOTE Confidence: 0.82679881625

01:06:53.740 --> 01:06:56.820 What are the tentacles of that influence?
NOTE Confidence: 0.82679881625

01:06:56.820 --> 01:07:00.950 Are there people at Yale who have
NOTE Confidence: 0.82679881625

01:07:00.950 --> 01:07:02.632 been kind of standard bearers?
NOTE Confidence: 0.82679881625

01:07:02.632 --> 01:07:03.178 You know,
NOTE Confidence: 0.82679881625

01:07:03.180 --> 01:07:05.980 for the family and for the company
NOTE Confidence: 0.82679881625

01:07:05.980 --> 01:07:10.560 and for its interests and so.
NOTE Confidence: 0.857663588333333

01:07:10.560 --> 01:07:11.538 You know, on the one hand,
NOTE Confidence: 0.857663588333333

01:07:11.540 --> 01:07:14.984 I think a lot of these come.
NOTE Confidence: 0.857663588333333

01:07:14.990 --> 01:07:16.540 These companies probably now that
NOTE Confidence: 0.857663588333333

01:07:16.540 --> 01:07:18.090 they're in huge legal trouble,
NOTE Confidence: 0.857663588333333

01:07:18.090 --> 01:07:19.445 are going to claim that

NOTE Confidence: 0.857663588333333
01:07:19.445 --> 01:07:20.529 they've they've sort of.
NOTE Confidence: 0.857663588333333
01:07:20.530 --> 01:07:21.910 They've found God and they wanna,
NOTE Confidence: 0.857663588333333
01:07:21.910 --> 01:07:24.198 they wanna make amends?
NOTE Confidence: 0.857663588333333
01:07:24.200 --> 01:07:27.518 But I do think a healthy skepticism.
NOTE Confidence: 0.857663588333333
01:07:27.520 --> 01:07:30.500 About the the the altar.
NOTE Confidence: 0.857663588333333
01:07:30.500 --> 01:07:32.460 Real dangers of getting him
NOTE Confidence: 0.857663588333333
01:07:32.460 --> 01:07:34.420 listed in a reputation laundering
NOTE Confidence: 0.857663588333333
01:07:34.486 --> 01:07:38.065 campaign is probably a good thing
NOTE Confidence: 0.857663588333333
01:07:38.065 --> 01:07:39.992 for you and your colleagues,
NOTE Confidence: 0.857663588333333
01:07:39.992 --> 01:07:42.552 and anyone at any kind of elite
NOTE Confidence: 0.857663588333333
01:07:42.552 --> 01:07:44.920 medical or educational institution
NOTE Confidence: 0.857663588333333
01:07:44.920 --> 01:07:48.340 that might lend its name too.
NOTE Confidence: 0.857663588333333
01:07:48.340 --> 01:07:50.680 You know people with nefarious purposes.
NOTE Confidence: 0.86086748
01:07:52.130 --> 01:07:54.619 And I think I just wanna elevate that
NOTE Confidence: 0.86086748
01:07:54.620 --> 01:07:58.030 you know the the point that you know.
NOTE Confidence: 0.86086748

01:07:58.030 --> 01:08:00.430 Especially for for the trainees
NOTE Confidence: 0.86086748

01:08:00.430 --> 01:08:02.734 on this call and and folks who
NOTE Confidence: 0.86086748

01:08:02.734 --> 01:08:04.438 are here learning the the healthy
NOTE Confidence: 0.86086748

01:08:04.438 --> 01:08:06.040 skepticism across the board, right?
NOTE Confidence: 0.86086748

01:08:06.040 --> 01:08:08.412 And and I think you mentioned
NOTE Confidence: 0.86086748

01:08:08.412 --> 01:08:11.376 earlier a real lack of medical
NOTE Confidence: 0.86086748

01:08:11.376 --> 01:08:14.579 education with regard to.
NOTE Confidence: 0.86086748

01:08:14.580 --> 01:08:19.770 You know? Opioid medications
NOTE Confidence: 0.8623327733333333

01:08:18.170 --> 01:08:19.760 and things like that, but how? How
NOTE Confidence: 0.978629334

01:08:19.770 --> 01:08:20.910 do we treat chronic pain?
NOTE Confidence: 0.978629334

01:08:20.910 --> 01:08:23.430 How do we identify and treat addiction?
NOTE Confidence: 0.978629334

01:08:23.430 --> 01:08:25.350 How do we talk to patients
NOTE Confidence: 0.978629334

01:08:25.350 --> 01:08:26.445 about these things?
NOTE Confidence: 0.978629334

01:08:26.445 --> 01:08:28.100 And I think these are really
NOTE Confidence: 0.978629334

01:08:28.100 --> 01:08:29.390 important points that can be
NOTE Confidence: 0.978629334

01:08:29.446 --> 01:08:30.958 gleaned from this conversation.

NOTE Confidence: 0.920761966666667
01:08:34.820 --> 01:08:37.400 There was another question in the chat.
NOTE Confidence: 0.920761966666667
01:08:37.400 --> 01:08:41.070 I just was sort of along those lines.
NOTE Confidence: 0.920761966666667
01:08:41.070 --> 01:08:45.375 Specifically, around balancing access to
NOTE Confidence: 0.920761966666667
01:08:45.375 --> 01:08:48.510 medication with being critical of companies,
NOTE Confidence: 0.920761966666667
01:08:48.510 --> 01:08:50.398 and so you know, I think we touched
NOTE Confidence: 0.920761966666667
01:08:50.398 --> 01:08:52.089 on this a little bit earlier,
NOTE Confidence: 0.920761966666667
01:08:52.090 --> 01:08:55.042 but I'd be interested to hear you know the
NOTE Confidence: 0.920761966666667
01:08:55.042 --> 01:08:58.206 the person who asked the question said,
NOTE Confidence: 0.920761966666667
01:08:58.210 --> 01:09:00.443 have you found that big Pharma executives
NOTE Confidence: 0.920761966666667
01:09:00.443 --> 01:09:02.830 have Co opted the language of health
NOTE Confidence: 0.920761966666667
01:09:02.830 --> 01:09:05.398 care access trying to push Oxycontin or
NOTE Confidence: 0.920761966666667
01:09:05.398 --> 01:09:07.210 oxycodone through everyone deserves?
NOTE Confidence: 0.920761966666667
01:09:07.210 --> 01:09:10.352 To easily obtain medication messaging and how
NOTE Confidence: 0.920761966666667
01:09:10.352 --> 01:09:12.370 can we balance that with ensuring access?
NOTE Confidence: 0.920761966666667
01:09:12.370 --> 01:09:13.992 And I just think that's an interesting point.
NOTE Confidence: 0.920761966666667

01:09:13.992 --> 01:09:15.350 I'd love to hear your comments on.
NOTE Confidence: 0.9065006528

01:09:16.400 --> 01:09:18.560 I mean, I, I do think that the balance is
NOTE Confidence: 0.9065006528

01:09:18.622 --> 01:09:20.774 hugely important and going back to you know
NOTE Confidence: 0.9065006528

01:09:20.774 --> 01:09:22.958 what we talked about at the beginning.
NOTE Confidence: 0.9065006528

01:09:22.960 --> 01:09:26.430 I mean, pain is not a joke and and and
NOTE Confidence: 0.9065006528

01:09:26.525 --> 01:09:30.089 people deserve good treatment for pain.
NOTE Confidence: 0.9065006528

01:09:30.090 --> 01:09:31.506 And properly prescribed,
NOTE Confidence: 0.9065006528

01:09:31.506 --> 01:09:33.394 even something like Oxycontin
NOTE Confidence: 0.9065006528

01:09:33.394 --> 01:09:36.619 can be a terribly valuable drug.
NOTE Confidence: 0.9065006528

01:09:36.620 --> 01:09:39.826 So so, so I think the balance
NOTE Confidence: 0.9065006528

01:09:39.826 --> 01:09:41.304 has to be maintained, but but,
NOTE Confidence: 0.9065006528

01:09:41.304 --> 01:09:43.313 but that's why you have to constantly
NOTE Confidence: 0.9065006528

01:09:43.313 --> 01:09:45.070 re examine what's going on,
NOTE Confidence: 0.9065006528

01:09:45.070 --> 01:09:47.230 what the trends are and and and whether
NOTE Confidence: 0.9065006528

01:09:47.230 --> 01:09:49.299 or not the incentives are wrong.
NOTE Confidence: 0.9065006528

01:09:49.300 --> 01:09:53.780 Whether or not you know drugs are being.

NOTE Confidence: 0.899235886153846
01:09:55.930 --> 01:09:58.177 Use for purposes for which they were
NOTE Confidence: 0.899235886153846
01:09:58.177 --> 01:10:00.289 not really properly designed or tested,
NOTE Confidence: 0.899235886153846
01:10:00.290 --> 01:10:03.045 and indeed that the testing
NOTE Confidence: 0.899235886153846
01:10:03.045 --> 01:10:05.230 and the and the termination,
NOTE Confidence: 0.899235886153846
01:10:05.230 --> 01:10:07.390 even by regulators like the FDA,
NOTE Confidence: 0.899235886153846
01:10:07.390 --> 01:10:09.094 was corrupted to give people a
NOTE Confidence: 0.899235886153846
01:10:09.094 --> 01:10:10.974 false view of what their dangers
NOTE Confidence: 0.899235886153846
01:10:10.974 --> 01:10:12.840 were along with their values.
NOTE Confidence: 0.929716893333333
01:10:15.610 --> 01:10:16.408 Yeah, I mean I I would.
NOTE Confidence: 0.929716893333333
01:10:16.410 --> 01:10:19.818 I would say that that language of access
NOTE Confidence: 0.929716893333333
01:10:19.818 --> 01:10:23.370 absolutely was Co opted and that there was a.
NOTE Confidence: 0.929716893333333
01:10:23.370 --> 01:10:25.477 You know it's ironic because now you
NOTE Confidence: 0.929716893333333
01:10:25.477 --> 01:10:28.898 have a lot of doctors who are fearful of
NOTE Confidence: 0.929716893333333
01:10:28.898 --> 01:10:31.994 the consequences if they are perceived
NOTE Confidence: 0.929716893333333
01:10:31.994 --> 01:10:34.954 to be to freely dispensing opioids,
NOTE Confidence: 0.929716893333333

01:10:34.954 --> 01:10:38.064 but I've certainly interviewed many,
NOTE Confidence: 0.9297168933333333

01:10:38.070 --> 01:10:42.277 many physicians who in the late 1990s
NOTE Confidence: 0.9297168933333333

01:10:42.277 --> 01:10:45.539 and particularly the early aughts.
NOTE Confidence: 0.9297168933333333

01:10:45.540 --> 01:10:47.100 Concern was the opposite, right?
NOTE Confidence: 0.9297168933333333

01:10:47.100 --> 01:10:49.284 That there that there were fears of what
NOTE Confidence: 0.9297168933333333

01:10:49.284 --> 01:10:51.009 the consequences for you would be if
NOTE Confidence: 0.9297168933333333

01:10:51.009 --> 01:10:52.620 there was a perception that you were.
NOTE Confidence: 0.9297168933333333

01:10:52.620 --> 01:10:54.120 You were under treating pain
NOTE Confidence: 0.9297168933333333

01:10:54.120 --> 01:10:55.620 or not taking it seriously,
NOTE Confidence: 0.9297168933333333

01:10:55.620 --> 01:10:58.870 or not prescribing pain medication.
NOTE Confidence: 0.9297168933333333

01:10:58.870 --> 01:11:02.094 So again, I think it's it's difficult to
NOTE Confidence: 0.9297168933333333

01:11:02.094 --> 01:11:03.816 calibrate what the right approach is.
NOTE Confidence: 0.9297168933333333

01:11:03.820 --> 01:11:06.700 I don't envy those of you who have to
NOTE Confidence: 0.9297168933333333

01:11:06.700 --> 01:11:08.824 figure it out on a day to day basis,
NOTE Confidence: 0.9297168933333333

01:11:08.830 --> 01:11:10.909 but one thing I know for sure is that.
NOTE Confidence: 0.877004025

01:11:13.480 --> 01:11:17.148 As clinicians. You should.

NOTE Confidence: 0.877004025

01:11:17.148 --> 01:11:19.418 You should not be taking

NOTE Confidence: 0.877004025

01:11:19.418 --> 01:11:21.680 your cues from industry.

NOTE Confidence: 0.877004025

01:11:21.680 --> 01:11:24.510 You know, I think again.

NOTE Confidence: 0.877004025

01:11:24.510 --> 01:11:26.174 Hard questions, difficult answers,

NOTE Confidence: 0.877004025

01:11:26.174 --> 01:11:28.670 but I think that to take

NOTE Confidence: 0.877004025

01:11:28.747 --> 01:11:30.299 the low hanging fruit.

NOTE Confidence: 0.877004025

01:11:30.300 --> 01:11:32.008 The drug makers should

NOTE Confidence: 0.877004025

01:11:32.008 --> 01:11:34.344 not be the ones you know.

NOTE Confidence: 0.877004025

01:11:34.344 --> 01:11:35.904 Writing the guidebook on this.

NOTE Confidence: 0.694654175

01:11:38.190 --> 01:11:42.790 One last question, before we finish up. This

NOTE Confidence: 0.849115491

01:11:42.790 --> 01:11:45.471 is from Liz Trelow who talks about

NOTE Confidence: 0.849115491

01:11:45.471 --> 01:11:48.289 focusing on the supply side and the

NOTE Confidence: 0.849115491

01:11:48.289 --> 01:11:50.677 Sackler role in the supply side.

NOTE Confidence: 0.849115491

01:11:50.680 --> 01:11:52.843 Arguing that it's it's more of a

NOTE Confidence: 0.849115491

01:11:52.843 --> 01:11:55.199 demand side issue that a lot of the

NOTE Confidence: 0.849115491

01:11:55.199 --> 01:11:57.480 issues of chronic pain and maybe even

NOTE Confidence: 0.849115491

01:11:57.480 --> 01:11:59.615 addiction or associated with social

NOTE Confidence: 0.849115491

01:11:59.615 --> 01:12:04.300 determinants of health and so does.

NOTE Confidence: 0.849115491

01:12:04.300 --> 01:12:06.172 Focusing on single villain

NOTE Confidence: 0.849115491

01:12:06.172 --> 01:12:07.576 detract from demand,

NOTE Confidence: 0.849115491

01:12:07.580 --> 01:12:09.870 side perspectives and does doing

NOTE Confidence: 0.849115491

01:12:09.870 --> 01:12:12.160 so limit our understandings of

NOTE Confidence: 0.849115491

01:12:12.237 --> 01:12:14.415 the root causes of the crisis?

NOTE Confidence: 0.849115491

01:12:14.420 --> 01:12:16.499 And how should this impact our solutions?

NOTE Confidence: 0.877170431666667

01:12:17.780 --> 01:12:19.075 I mean, I, I'd be interested to

NOTE Confidence: 0.877170431666667

01:12:19.075 --> 01:12:19.960 hear Alex's thoughts on this.

NOTE Confidence: 0.877170431666667

01:12:19.960 --> 01:12:21.568 Let me let me just quickly

NOTE Confidence: 0.877170431666667

01:12:21.568 --> 01:12:23.085 take it from my perspective.

NOTE Confidence: 0.877170431666667

01:12:23.085 --> 01:12:25.260 The you know, it's often the case.

NOTE Confidence: 0.877170431666667

01:12:25.260 --> 01:12:27.539 I'll spend a few years writing a book.

NOTE Confidence: 0.877170431666667

01:12:27.540 --> 01:12:29.590 Or a big article and.

NOTE Confidence: 0.920637911666667
01:12:31.900 --> 01:12:33.778 And the reaction will be OK.
NOTE Confidence: 0.920637911666667
01:12:33.780 --> 01:12:34.878 Well, all of that is true,
NOTE Confidence: 0.920637911666667
01:12:34.880 --> 01:12:36.819 but there's also all this other stuff.
NOTE Confidence: 0.920637911666667
01:12:36.820 --> 01:12:37.592 It's complicated.
NOTE Confidence: 0.920637911666667
01:12:37.592 --> 01:12:40.294 Why did you make those particular choices?
NOTE Confidence: 0.920637911666667
01:12:40.300 --> 01:12:41.620 And I have to say,
NOTE Confidence: 0.920637911666667
01:12:41.620 --> 01:12:43.676 I mean as a writer and a journalist,
NOTE Confidence: 0.920637911666667
01:12:43.680 --> 01:12:46.360 I don't feel particularly
NOTE Confidence: 0.920637911666667
01:12:46.360 --> 01:12:49.065 constrained to this is not a textbook
NOTE Confidence: 0.920637911666667
01:12:49.065 --> 01:12:50.555 on the opioid crisis, right?
NOTE Confidence: 0.920637911666667
01:12:50.555 --> 01:12:53.320 It's a third of the book takes
NOTE Confidence: 0.920637911666667
01:12:53.320 --> 01:12:57.100 place in the 1950s and 60s.
NOTE Confidence: 0.920637911666667
01:12:57.100 --> 01:13:00.286 B and I was looking at this family so
NOTE Confidence: 0.920637911666667
01:13:00.286 --> 01:13:04.500 so I feel as though in this instance I
NOTE Confidence: 0.920637911666667
01:13:04.500 --> 01:13:06.236 picked a particular subject to look at.
NOTE Confidence: 0.920637911666667

01:13:06.240 --> 01:13:08.935 I do think that the Sacklers and
NOTE Confidence: 0.920637911666667

01:13:08.935 --> 01:13:11.784 Purdue play a really significant
NOTE Confidence: 0.920637911666667

01:13:11.784 --> 01:13:16.029 role in shaping this story.
NOTE Confidence: 0.920637911666667

01:13:16.030 --> 01:13:18.366 And I would also argue that you know,
NOTE Confidence: 0.920637911666667

01:13:18.370 --> 01:13:20.460 I'm very.
NOTE Confidence: 0.920637911666667

01:13:20.460 --> 01:13:21.690 I'm very attuned to questions
NOTE Confidence: 0.920637911666667

01:13:21.690 --> 01:13:22.674 of supply and demand.
NOTE Confidence: 0.920637911666667

01:13:22.680 --> 01:13:23.640 I thought about them a lot,
NOTE Confidence: 0.920637911666667

01:13:23.640 --> 01:13:24.636 also in terms of how we,
NOTE Confidence: 0.920637911666667

01:13:24.640 --> 01:13:26.884 you know how we cover Mexican
NOTE Confidence: 0.920637911666667

01:13:26.884 --> 01:13:28.870 drug cartels and illicit drugs.
NOTE Confidence: 0.920637911666667

01:13:28.870 --> 01:13:30.798 But I think in the in the specific
NOTE Confidence: 0.920637911666667

01:13:30.798 --> 01:13:32.379 case of the opioid crisis.
NOTE Confidence: 0.818743092857143

01:13:34.760 --> 01:13:38.484 You know opioids had been around previously.
NOTE Confidence: 0.818743092857143

01:13:38.490 --> 01:13:40.697 I do think that something happened
NOTE Confidence: 0.818743092857143

01:13:40.697 --> 01:13:43.056 in terms of the kind of manufacturer

NOTE Confidence: 0.818743092857143

01:13:43.060 --> 01:13:45.658 of demand that you actually had.

NOTE Confidence: 0.818743092857143

01:13:45.660 --> 01:13:48.698 This supply side kind of creating demand,

NOTE Confidence: 0.818743092857143

01:13:48.700 --> 01:13:50.030 and that's a story I try and

NOTE Confidence: 0.818743092857143

01:13:50.030 --> 01:13:51.180 tell at length in the book.

NOTE Confidence: 0.818743092857143

01:13:51.180 --> 01:13:52.173 Having said that,

NOTE Confidence: 0.818743092857143

01:13:52.173 --> 01:13:54.159 as I make very very clear,

NOTE Confidence: 0.818743092857143

01:13:54.160 --> 01:13:55.150 if you read the book.

NOTE Confidence: 0.895953796666667

01:13:57.960 --> 01:13:59.115 The Sacklers are not the

NOTE Confidence: 0.895953796666667

01:13:59.115 --> 01:14:00.039 only bad actors here.

NOTE Confidence: 0.895953796666667

01:14:00.040 --> 01:14:02.290 Purdue is not the only bad

NOTE Confidence: 0.895953796666667

01:14:02.290 --> 01:14:03.522 pharma company you know.

NOTE Confidence: 0.895953796666667

01:14:03.522 --> 01:14:05.209 If you look around at the the

NOTE Confidence: 0.895953796666667

01:14:05.209 --> 01:14:06.558 litigation environment right now,

NOTE Confidence: 0.895953796666667

01:14:06.560 --> 01:14:08.300 you obviously have pharmacy chains.

NOTE Confidence: 0.895953796666667

01:14:08.300 --> 01:14:11.936 You have distributors that are in

NOTE Confidence: 0.895953796666667

01:14:11.940 --> 01:14:14.778 hot water legally and should be.

NOTE Confidence: 0.895953796666667

01:14:14.780 --> 01:14:16.418 I would argue, the FDA deserves

NOTE Confidence: 0.895953796666667

01:14:16.418 --> 01:14:18.100 a great deal of scrutiny.

NOTE Confidence: 0.895953796666667

01:14:18.100 --> 01:14:21.619 The DEA DOJ you can go on and on.

NOTE Confidence: 0.895953796666667

01:14:21.620 --> 01:14:23.588 I mean you don't get to a crisis

NOTE Confidence: 0.895953796666667

01:14:23.588 --> 01:14:25.338 that kills half a million people

NOTE Confidence: 0.895953796666667

01:14:25.340 --> 01:14:27.373 with one set of bad actors, so.

NOTE Confidence: 0.895953796666667

01:14:27.373 --> 01:14:29.564 I hope that we can understand that

NOTE Confidence: 0.895953796666667

01:14:29.564 --> 01:14:31.847 there's you know there is a rich

NOTE Confidence: 0.895953796666667

01:14:31.847 --> 01:14:33.442 and ongoing literature on this

NOTE Confidence: 0.895953796666667

01:14:33.507 --> 01:14:35.509 subject and and and my choice to

NOTE Confidence: 0.895953796666667

01:14:35.510 --> 01:14:38.990 devote a book to one family and one

NOTE Confidence: 0.895953796666667

01:14:38.990 --> 01:14:42.241 company is by no means an assertion

NOTE Confidence: 0.895953796666667

01:14:42.241 --> 01:14:44.424 that these other elements are

NOTE Confidence: 0.895953796666667

01:14:44.424 --> 01:14:46.496 not important or worth studying.

NOTE Confidence: 0.895953796666667

01:14:46.496 --> 01:14:48.644 It's just I leave it to others to do so.

NOTE Confidence: 0.90015596

01:14:50.170 --> 01:14:51.970 Just picking up on that ever so slightly.

NOTE Confidence: 0.90015596

01:14:51.970 --> 01:14:53.986 I mean, one of the reasons that I

NOTE Confidence: 0.90015596

01:14:53.986 --> 01:14:56.138 did what I did by focusing on the

NOTE Confidence: 0.90015596

01:14:56.138 --> 01:14:58.039 crime was the focus on the crime.

NOTE Confidence: 0.90015596

01:14:58.040 --> 01:15:00.024 And there are many other aspects to this,

NOTE Confidence: 0.90015596

01:15:00.030 --> 01:15:02.071 particularly the medicine of addiction, that

NOTE Confidence: 0.90015596

01:15:02.071 --> 01:15:05.455 that I didn't really go into in the film.

NOTE Confidence: 0.90015596

01:15:05.455 --> 01:15:08.498 I did try to show that you know there

NOTE Confidence: 0.90015596

01:15:08.498 --> 01:15:10.450 wasn't one malefactor, you know,

NOTE Confidence: 0.90015596

01:15:10.450 --> 01:15:13.030 we we, the in in crime of the century.

NOTE Confidence: 0.90015596

01:15:13.030 --> 01:15:15.877 We start with. Purdue,

NOTE Confidence: 0.90015596

01:15:15.877 --> 01:15:19.450 but you know by the time we get to Part 2,

NOTE Confidence: 0.90015596

01:15:19.450 --> 01:15:21.976 we're dealing with a huge consortium

NOTE Confidence: 0.90015596

01:15:21.976 --> 01:15:23.660 of pharmaceutical companies and

NOTE Confidence: 0.90015596

01:15:23.726 --> 01:15:25.446 distributors who knew very well

NOTE Confidence: 0.90015596

01:15:25.446 --> 01:15:27.270 where all of these pills were going.
NOTE Confidence: 0.90015596

01:15:27.270 --> 01:15:28.538 It didn't just happen,
NOTE Confidence: 0.90015596

01:15:28.538 --> 01:15:30.123 they they had very conscious
NOTE Confidence: 0.90015596

01:15:30.123 --> 01:15:31.587 knowledge of what was going on.
NOTE Confidence: 0.90015596

01:15:31.590 --> 01:15:33.525 So in that sense I was focusing on the
NOTE Confidence: 0.90015596

01:15:33.525 --> 01:15:34.990 criminal aspect on the supply side.
NOTE Confidence: 0.90015596

01:15:34.990 --> 01:15:35.798 It's true.
NOTE Confidence: 0.90015596

01:15:35.798 --> 01:15:39.030 One of the purposes of having you know,
NOTE Confidence: 0.90015596

01:15:39.030 --> 01:15:42.600 in part one I did do.
NOTE Confidence: 0.90015596

01:15:42.600 --> 01:15:44.838 A kind of brief, intentionally brief,
NOTE Confidence: 0.90015596

01:15:44.840 --> 01:15:46.728 but also intentionally expansive
NOTE Confidence: 0.90015596

01:15:46.728 --> 01:15:49.560 summary of the history of opium
NOTE Confidence: 0.90015596

01:15:49.636 --> 01:15:51.476 and the history of opium,
NOTE Confidence: 0.90015596

01:15:51.480 --> 01:15:53.480 both consumption and production and
NOTE Confidence: 0.90015596

01:15:53.480 --> 01:15:57.110 and and and marketing, I mean.
NOTE Confidence: 0.90015596

01:15:57.110 --> 01:15:59.120 It's always been a very popular,

NOTE Confidence: 0.90015596

01:15:59.120 --> 01:15:59.696 you know,

NOTE Confidence: 0.90015596

01:15:59.696 --> 01:16:01.136 opium or opioids have always

NOTE Confidence: 0.90015596

01:16:01.136 --> 01:16:02.720 been very popular and they eat.

NOTE Confidence: 0.90015596

01:16:02.720 --> 01:16:05.849 In the 1840s opium balanced World Trade.

NOTE Confidence: 0.90015596

01:16:05.850 --> 01:16:08.154 There was no more traded commodity

NOTE Confidence: 0.90015596

01:16:08.154 --> 01:16:10.210 in the world than opium.

NOTE Confidence: 0.90015596

01:16:10.210 --> 01:16:11.490 It bounds East West trade.

NOTE Confidence: 0.90015596

01:16:11.490 --> 01:16:13.176 China had everything in the West

NOTE Confidence: 0.90015596

01:16:13.176 --> 01:16:14.710 had nothing that China wanted.

NOTE Confidence: 0.90015596

01:16:14.710 --> 01:16:16.354 The only way to balance that

NOTE Confidence: 0.90015596

01:16:16.354 --> 01:16:17.450 trade was with opium,

NOTE Confidence: 0.90015596

01:16:17.450 --> 01:16:21.069 which testify to a pretty significant demand.

NOTE Confidence: 0.90015596

01:16:21.070 --> 01:16:21.972 So so.

NOTE Confidence: 0.90015596

01:16:21.972 --> 01:16:24.227 But but the question was,

NOTE Confidence: 0.90015596

01:16:24.230 --> 01:16:26.050 what is the downside of that demand,

NOTE Confidence: 0.90015596

01:16:26.050 --> 01:16:28.180 in other words?
NOTE Confidence: 0.90015596

01:16:28.180 --> 01:16:30.772 Is it addictive and is it going to create
NOTE Confidence: 0.90015596

01:16:30.772 --> 01:16:32.959 problems and and a public health problem?
NOTE Confidence: 0.90015596

01:16:32.960 --> 01:16:35.528 And how do you manage that
NOTE Confidence: 0.90015596

01:16:35.528 --> 01:16:38.610 overtime and are the exigencies of.
NOTE Confidence: 0.90015596

01:16:38.610 --> 01:16:40.458 Of industry prized over a larger
NOTE Confidence: 0.90015596

01:16:40.458 --> 01:16:42.753 question of of a public health and
NOTE Confidence: 0.90015596

01:16:42.753 --> 01:16:45.084 how you balance the efficacy of the
NOTE Confidence: 0.90015596

01:16:45.150 --> 01:16:47.538 drug with its potential for addiction.
NOTE Confidence: 0.90015596

01:16:47.540 --> 01:16:51.479 And obviously the.
NOTE Confidence: 0.90015596

01:16:51.480 --> 01:16:53.685 British East India Company was
NOTE Confidence: 0.90015596

01:16:53.685 --> 01:16:56.236 not much thinking about the the
NOTE Confidence: 0.90015596

01:16:56.236 --> 01:16:57.966 public health problem in China.
NOTE Confidence: 0.90015596

01:16:57.970 --> 01:16:59.482 They just wanted to be able to
NOTE Confidence: 0.90015596

01:16:59.482 --> 01:17:01.138 have the right to sell as much
NOTE Confidence: 0.90015596

01:17:01.138 --> 01:17:03.008 of it as they possibly could as

NOTE Confidence: 0.90015596

01:17:03.008 --> 01:17:04.488 fast as they possibly could,

NOTE Confidence: 0.90015596

01:17:04.490 --> 01:17:06.247 and and when trying to resist it,

NOTE Confidence: 0.90015596

01:17:06.250 --> 01:17:06.820 they invaded.

NOTE Confidence: 0.52059746

01:17:09.990 --> 01:17:12.248 So I was incorrect. There is one

NOTE Confidence: 0.52059746

01:17:12.248 --> 01:17:14.370 last question from Doctor Art Vanzee.

NOTE Confidence: 0.853083072

01:17:14.370 --> 01:17:17.648 I think you may know. And it's a fairly

NOTE Confidence: 0.777509496153846

01:17:18.140 --> 01:17:19.178 crime of the century. For those

NOTE Confidence: 0.777509496153846

01:17:19.178 --> 01:17:20.319 of you who haven't seen it yet.

NOTE Confidence: 0.914374657777778

01:17:23.470 --> 01:17:24.690 It's a firewall question.

NOTE Confidence: 0.914374657777778

01:17:24.690 --> 01:17:26.885 Can we move to make major policy

NOTE Confidence: 0.914374657777778

01:17:26.885 --> 01:17:29.020 changes so that pharma is simply not

NOTE Confidence: 0.914374657777778

01:17:29.020 --> 01:17:31.100 able to market controlled medications

NOTE Confidence: 0.914374657777778

01:17:31.100 --> 01:17:33.303 to the medical profession and

NOTE Confidence: 0.914374657777778

01:17:33.303 --> 01:17:35.564 that a federal agency can then be

NOTE Confidence: 0.914374657777778

01:17:35.564 --> 01:17:37.149 responsible for continuing education

NOTE Confidence: 0.914374657777778

01:17:37.149 --> 01:17:39.329 free of any pharma influence?
NOTE Confidence: 0.4856278

01:17:44.110 --> 01:17:47.125 Alice. I mean, I think we have
NOTE Confidence: 0.4856278

01:17:47.125 --> 01:17:48.220 to move in that direction.
NOTE Confidence: 0.932134949411765

01:17:48.220 --> 01:17:51.748 I mean, the problem now is we've created
NOTE Confidence: 0.932134949411765

01:17:51.748 --> 01:17:55.246 a medical system that's so infused with
NOTE Confidence: 0.932134949411765

01:17:55.246 --> 01:17:58.726 money that regulators become corrupted.
NOTE Confidence: 0.932134949411765

01:17:58.726 --> 01:18:02.014 Medical education becomes corrupted
NOTE Confidence: 0.932134949411765

01:18:02.020 --> 01:18:05.398 and and and we're not looking.
NOTE Confidence: 0.932134949411765

01:18:05.400 --> 01:18:07.730 Enough at the pure scientific
NOTE Confidence: 0.932134949411765

01:18:07.730 --> 01:18:11.069 evidence as we are at the blank.
NOTE Confidence: 0.932134949411765

01:18:11.070 --> 01:18:12.360 And so as a result,
NOTE Confidence: 0.932134949411765

01:18:12.360 --> 01:18:16.818 we we're all susceptible to economic
NOTE Confidence: 0.932134949411765

01:18:16.818 --> 01:18:20.548 influences that provide very bad
NOTE Confidence: 0.932134949411765

01:18:20.548 --> 01:18:22.920 incentives sometimes for for,
NOTE Confidence: 0.932134949411765

01:18:22.920 --> 01:18:24.460 for treatment.
NOTE Confidence: 0.932134949411765

01:18:24.460 --> 01:18:26.590 And so you know,

NOTE Confidence: 0.932134949411765
01:18:26.590 --> 01:18:28.655 at every step along the way there,
NOTE Confidence: 0.932134949411765
01:18:28.660 --> 01:18:30.304 there's a larger systemic,
NOTE Confidence: 0.932134949411765
01:18:30.304 --> 01:18:32.359 I think solution to this,
NOTE Confidence: 0.932134949411765
01:18:32.360 --> 01:18:39.500 but I think that that that getting you know.
NOTE Confidence: 0.932134949411765
01:18:39.500 --> 01:18:42.800 Creating a web of regulations that
NOTE Confidence: 0.932134949411765
01:18:42.800 --> 01:18:45.698 prevent big Pharma from becoming
NOTE Confidence: 0.932134949411765
01:18:45.698 --> 01:18:48.448 the engine of education about.
NOTE Confidence: 0.84880545
01:18:51.030 --> 01:18:52.365 Drugs that they sell would
NOTE Confidence: 0.84880545
01:18:52.365 --> 01:18:53.700 be a good first step.
NOTE Confidence: 0.84567252125
01:18:55.500 --> 01:18:57.388 Yeah I I couldn't really add anything to
NOTE Confidence: 0.84567252125
01:18:57.388 --> 01:18:59.485 that apart from just just my total agreement,
NOTE Confidence: 0.84567252125
01:18:59.490 --> 01:19:03.394 and I think that some scenario in which.
NOTE Confidence: 0.84567252125
01:19:03.400 --> 01:19:05.731 You know I spent a couple of years digging
NOTE Confidence: 0.84567252125
01:19:05.731 --> 01:19:08.096 into this stuff and what's amazing is the
NOTE Confidence: 0.84567252125
01:19:08.096 --> 01:19:10.955 hand of industry is often hidden, but if you,
NOTE Confidence: 0.84567252125

01:19:10.955 --> 01:19:14.629 if you look enough, you'll find it.
NOTE Confidence: 0.84567252125

01:19:14.630 --> 01:19:16.778 So creating some sort of scenario
NOTE Confidence: 0.84567252125

01:19:16.778 --> 01:19:19.002 in which you had an opportunity
NOTE Confidence: 0.84567252125

01:19:19.002 --> 01:19:20.586 for continuing medical education,
NOTE Confidence: 0.84567252125

01:19:20.590 --> 01:19:23.593 particularly on these types of questions that
NOTE Confidence: 0.84567252125

01:19:23.593 --> 01:19:27.137 was truly free of that sort of influence,
NOTE Confidence: 0.84567252125

01:19:27.140 --> 01:19:28.729 I think, would be a huge contribution.
NOTE Confidence: 0.84567252125

01:19:28.730 --> 01:19:29.730 And of course there would be the question.
NOTE Confidence: 0.84567252125

01:19:29.730 --> 01:19:30.948 Well, how do we pay for it?
NOTE Confidence: 0.84567252125

01:19:30.950 --> 01:19:32.324 But if you look at the
NOTE Confidence: 0.84567252125

01:19:32.324 --> 01:19:33.690 cost of the opioid crisis,
NOTE Confidence: 0.84567252125

01:19:33.690 --> 01:19:35.586 which is now in the trillions of dollars,
NOTE Confidence: 0.84567252125

01:19:35.590 --> 01:19:39.046 I do think that from a preventative POV,
NOTE Confidence: 0.84567252125

01:19:39.050 --> 01:19:41.165 making that kind of public
NOTE Confidence: 0.84567252125

01:19:41.165 --> 01:19:43.280 expenditure not relying on private
NOTE Confidence: 0.84567252125

01:19:43.357 --> 01:19:45.577 sector funding would ultimately.

NOTE Confidence: 0.84567252125

01:19:45.580 --> 01:19:48.300 Save a great deal of money and and

NOTE Confidence: 0.84567252125

01:19:48.300 --> 01:19:50.500 pain and suffering in the long term.

NOTE Confidence: 0.883087747142857

01:19:52.690 --> 01:19:54.664 Yeah, I think the danger of thinking

NOTE Confidence: 0.883087747142857

01:19:54.670 --> 01:19:57.350 about patients as consumers is

NOTE Confidence: 0.883087747142857

01:19:57.350 --> 01:20:00.023 a terribly dangerous path and

NOTE Confidence: 0.883087747142857

01:20:00.023 --> 01:20:02.115 and and that philosophically

NOTE Confidence: 0.883087747142857

01:20:02.115 --> 01:20:04.730 would be something we'd be.

NOTE Confidence: 0.883087747142857

01:20:04.730 --> 01:20:07.098 We do well to to to to change.

NOTE Confidence: 0.793018003333333

01:20:09.680 --> 01:20:13.289 I wanna thank you Alex and thank you Patrick.

NOTE Confidence: 0.793018003333333

01:20:13.290 --> 01:20:15.770 Thank you to Kyle and the Sandgaard

NOTE Confidence: 0.793018003333333

01:20:15.770 --> 01:20:18.109 Foundation for making this talk possible.

NOTE Confidence: 0.793018003333333

01:20:18.110 --> 01:20:21.386 We really appreciate the efforts and time

NOTE Confidence: 0.793018003333333

01:20:21.386 --> 01:20:24.589 that you've put in sort of explicating

NOTE Confidence: 0.793018003333333

01:20:24.589 --> 01:20:27.180 and shining a spotlight on these areas

NOTE Confidence: 0.793018003333333

01:20:27.180 --> 01:20:29.760 that we really need to discuss more.

NOTE Confidence: 0.793018003333333

01:20:29.760 --> 01:20:31.839 So thank you everybody and we look

NOTE Confidence: 0.793018003333333

01:20:31.839 --> 01:20:33.990 forward to seeing you at our next talk.

NOTE Confidence: 0.74879201

01:20:35.220 --> 01:20:38.760 Thank you, thank you so much delighted. Here.