



From: Davidson Goldin [redacted]
Subject: Re: Correction needed
Date: June 1, 2023 at 8:47 AM
To: Jan H [redacted]
Cc: Amy Stevens [redacted], Tom Clare [redacted], David McCraw [redacted], Lauren Hirsch [redacted], Hilary Stout [redacted], Dan Connolly [redacted]

Dan, Tom and I are glad to provide whatever you need so this can be completed today. The error is demonstrable and irrefutable, plain as day and without any conceivable rebuttal based on public records. There is no legitimate reason for further delay.

From: hoffman [redacted]
Sent: Ma 30, 2023 9:38 AM
To: [redacted]
Cc: [redacted]
Subject: Re: Correction needed

Reviewing all, thanks.

On Tue, May 30, 2023 at 9:27 AM Davidson Goldin [redacted] wrote:

Glad to help any way we can with research and sourced data. The facts here are incontrovertible. Realize there's a false impression, leading Washington Post to call Purdue a "scapegoat" in conventional wisdom.
<https://www.washingtonpost.com/pr/2020/05/04/read-the-washington-post-stories-that-won-2020-pulitzer-prize/>

From: hoffman [redacted]
Sent: Ma 30, 2023 9:19 AM
To: [redacted]
Cc: [redacted]
Subject: Re: Correction needed

We are reviewing your communiques and other data as well and will reply as soon as we can.

On Tue, May 30, 2023 at 9:05 AM Davidson Goldin [redacted] wrote:

+Tom, David and Lauren here given what happened this weekend, when Lauren spent two days of her holiday weekend searching in vain to validate Jan's false language she inadvertently repeated in a DealBook newsletter.

As the paper of record, The Times has a special obligation to correct mistakes so, as happened this weekend, they don't wind up being repeated when Times reporters understandably trust the accuracy of prior Times coverage -- which, in this case, turns out to have been entirely fabricated in the first instance with no basis in fact.

The actual fact is that OxyContin never dominated the opioid market, and because no credible person intentionally suggests otherwise this correction should be easy to make promptly.

From: amy [redacted]
Sent: Ma 30, 2023 8:01 AM
To: [redacted]
Subject: Correction needed

Jan -- Reaching out so you can correct the false assertions in a March 3, 2022 article (<https://www.nytimes.com/2022/03/03/health/sacklers-purdue-oxycontin-settlement.html>) that say:

*Though cases have been filed against dozens of companies, Purdue became the target of the earliest and greatest number of lawsuits, because its signature opioid painkiller, OxyContin, **initially dominated the market.***

*Though many other opioids soon crowded the market, OxyContin stood out for the no-holds-barred aggressiveness of Purdue's sales force and the **market dominance** of the drug.*

We had not previously seen these errors because they were not in the initial version of the article published that day, which we can provide copies of if helpful.

The reality is, OxyContin was never more than 4% of the prescription opioid market (when measured by the number of prescriptions or pills). Even when measured by Morphine Milligram Equivalent (MME), it was never more than 16%. See attached data:

- Graph of prescription opioid market share measured by # of prescriptions between 1992-2018 (sourced from IQVIA)
- Pie charts measuring market share percentages by # of prescriptions, pills, and MME (sourced from IQVIA and Washington Post ARCOS data)

These facts are undisputed by anyone, so these mistakes in your article are demonstrable and must be corrected. I can assure you we reached out immediately after becoming aware this weekend when your error was repeated in a DealBook newsletter: (<https://www.nytimes.com/2023/05/27/business/dealbook/unused-paid-time-off.html>)

"The Sacklers. The family behind Purdue Pharma, whose opioid painkiller, OxyContin, initially dominated the market..."

This underscores the need to correct mistakes promptly before they become part of the narrative, as occurred here. In order to ensure The Times stops making this repeated error, it is critical you make this correction as quickly as possible.

Thanks,
Amy

—
Amy Stevens
Senior Vice President

