

Healthcare Audit and Enforcement Risk Analysis

Corporate Integrity Agreement (CIA) Summary - Life Science Reports

December 1, 2022 - December 31, 2024



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To our Healthcare Management and Compliance Colleagues and Partners:

SunHawk Consulting produces this complimentary Report in an effort to promote the value of shared learnings, as well as to provide focused insights into healthcare related Corporate Integrity Agreements (CIA) settled over the last two years.

The United States Government may impose a Corporate Integrity Agreement (CIA) upon an entity when settling cases related to false claims submitted for services paid for by federally funded health care programs, The CIA establishes terms companies must meet including, in most cases, the engagement of an Independent Review Organization (IRO).

The Summary Reports included here provide focused insights into recently settled healthcare-related CIAs. The Summary Reports extract key data from published CIAs and US Department of Justice press releases to guide providers, payers, and life sciences companies in designing and refining their compliance programs. For your convenience and ease of use, the electronic version of this report includes hyperlinks to the original sources. The Report is updated regularly and new settlement matters are highlighted in orange to facilitate your review.

We appreciate feedback you believe would make this report more helpful to you or others. Should you wish to proactively audit or review your organizational activities as a result of these learnings, SunHawk's team of experts are happy to offer our assistance. Visit us at SunHawkConsulting.com and [connect with us on LinkedIn](#) for updates to this and other Healthcare Audit and Enforcement Risk Analyses.

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[NEW] Justice Department Announces Resolution of Criminal and Civil Investigations into McKinsey & Company's Work with Purdue Pharma L.P.; Former McKinsey Senior Partner Charged with Obstruction of Justice

Company Name: [McKinsey & Company, Inc. United States](#)

Settlement: \$650,000,000

Issue(s): False Claims Act, Anti-Kickback, Obstruction of Justice, Opioid Consulting

CIA Term: Five Years

The US DOJ announced that McKinsey & Company Inc. (McKinsey), a global management consulting firm based in New York, has agreed to pay \$650 million to resolve a criminal and civil investigation into the firm's consulting work with opioids manufacturer Purdue Pharma L.P. (Purdue). The resolution pertains to McKinsey's advice to Purdue concerning the sales and marketing of Purdue's extended-release opioid drug, OxyContin, including a 2013 engagement in which McKinsey advised on steps to "turbocharge" sales of OxyContin.

Today's resolution marks the first time a management consulting firm has been held criminally responsible for advice resulting in the commission of a crime by a client and reflects the Justice Department's ongoing efforts to hold actors accountable for their roles in the opioid crisis. The resolution is also the largest civil recovery for such conduct.

Additionally, a former McKinsey senior partner who worked on Purdue matters has been charged with obstruction of justice in federal court in Abingdon, Virginia. Martin E. Elling, 60, a U.S. citizen currently residing in Bangkok, Thailand, has been charged with one count of knowingly destroying records, documents and tangible objects with the intent to impede, obstruct and influence the investigation and proper administration of a matter within the jurisdiction of the Justice Department. Elling has agreed to plead guilty and is expected to appear in federal court in Abingdon to enter his plea and for sentencing at later dates.

As part of the government's resolution with McKinsey, the company has entered into a five-year deferred prosecution agreement (DPA) (part one and part two) in connection with a criminal Information filed in U.S. District Court for the Western District of Virginia against McKinsey's U.S. subsidiary (McKinsey & Company Inc. United States, "McKinsey U.S."). The information charges McKinsey U.S. with one felony count of knowingly destroying records, documents and tangible objects with the intent to impede, obstruct, and influence the investigation and proper administration of a matter within the jurisdiction of the Justice Department; and one misdemeanor count of knowingly and intentionally conspiring with Purdue and others to aid and abet the misbranding of prescription drugs, held for sale after shipment in interstate commerce, without valid prescriptions.

McKinsey has agreed to pay a penalty of over \$231 million, a forfeiture amount of over \$93 million (reflecting all money it was paid by Purdue from 2004 to 2019) and a payment of \$2 million to the Virginia Medicaid Fraud Control Unit to resolve the criminal allegations. McKinsey also has entered into a civil settlement agreement in which it will pay over \$323 million to resolve its liability under the False Claims Act for allegedly providing advice to Purdue Pharma L.P. that caused the submission of false and fraudulent claims to federal healthcare programs for medically unnecessary prescriptions of OxyContin, as well as allegedly failing to disclose to the U.S. Food and Drug Administration (FDA) conflicts of interest arising from McKinsey US's concurrent work for Purdue and the FDA. This brings the total payments under the global resolution to \$650 million.



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Today's filing includes a 71-page Agreed Statement of Facts, which provides a detailed account of McKinsey's work with Purdue relating to OxyContin. As part of the resolution, McKinsey has agreed to implement a significant compliance program, including a system of policies and procedures designed to identify and assess high-risk client engagements. As part of this compliance program, McKinsey will implement new document retention procedures and training for all partners, officers and employees who provide or implement advice to clients. This compliance program is in addition to the provisions negotiated between McKinsey and the Department in a concurrent resolution with McKinsey & Company Africa that was announced on Thursday, Dec. 5.

McKinsey has also agreed that it will not do any work related to the marketing, sale, promotion or distribution of controlled substances during the five-year term of the DPA. The resolution requires McKinsey's Managing Partner to certify, on an annual basis, the firm's compliance with its obligations under the DPA and federal law.

As described in the DPA, McKinsey received credit for its cooperation with the United States in connection with the criminal investigation, including providing updates regarding information obtained through its internal investigation; highlighting documents of interest in voluminous productions; and facilitating interviews. McKinsey also engaged in extensive remedial measures, including voluntarily stopping all work in 2019 on any opioid-specific business issues; terminating two senior partners, including Elling, who communicated about deleting opioid-related documents concerning Purdue; hiring a new chief legal officer and chief ethics and compliance officer; significantly enhancing its new client selection framework; and deploying a formalized diligence review and intake process for all clients. McKinsey has agreed to continue to cooperate with the United States.

McKinsey's Criminal Liability for Misbranding

The criminal misbranding charge was based on McKinsey's advice to Purdue Pharma L.P. as set forth in the Agreed Statement of Facts filed today. Between 2004 and 2019, McKinsey contracted with Purdue on 75 different engagements in the United States. In 2007, a Purdue affiliate pleaded guilty to misbranding OxyContin, from 1996 through 2001, by falsely marketing it as less addictive, less subject to abuse and diversion, and less likely to cause dependence and withdrawal than other pain medications, and Purdue entered into a five-year corporate integrity agreement (CIA) with HHS-OIG. After the 2007 guilty plea, McKinsey partners maintained close contact with Purdue, and in 2009, worked with Purdue to enhance "brand loyalty" for OxyContin and protect market share. In 2010 McKinsey worked with Purdue to obtain FDA approval for a version of OxyContin that was reformulated with abuse-deterrent properties. Following the introduction of reformulated OxyContin in August 2010, OxyContin sales immediately began to decline. Purdue studied the drivers for this decline and attributed it, in large part, to a drop in prescriptions for individuals abusing OxyContin and increases in regulatory safeguards intended to hinder medically unnecessary prescribing of OxyContin.

In May 2013, Purdue retained McKinsey to conduct a rapid assessment of the underlying drivers of OxyContin performance, identify key opportunities to increase near-term OxyContin revenue and develop plans to capture priority opportunities. This 2013 effort was called Evolve to Excellence, or "E2E," and included McKinsey advising Purdue on how to "turbocharge" the sales pipeline for OxyContin by, among other strategies, intensifying marketing to High Value Prescribers, included prescribers who were writing opioid prescriptions for uses that were unsafe, ineffective, and medically unnecessary. McKinsey consultants spoke with Purdue about the concerns and increasing reluctance of pharmacists and pharmacy chains to fill prescriptions for OxyContin as abuse of the drug rose. McKinsey consultants also went on several "ride-alongs" with Purdue sales representatives in the field, as these sales representatives called on prescribers and pharmacists. In notes about one of these ride-alongs, a McKinsey consultant wrote, in part, "Pharmacist; [had] a gun and was shaking; abuse is definitely a huge issue[.]"



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In August 2013, McKinsey partners met with certain members of the Purdue Board of Directors (members of the family that controlled Purdue) to present McKinsey's findings and proposal; as one McKinsey partner reported afterwards, "[b]y the end of the meeting the findings were crystal clear to everyone and they gave a ringing endorsement of 'moving forward fast.'" McKinsey also described for Purdue the financial value at stake: "hundreds of millions, not tens of millions."

For Purdue and McKinsey, E2E was a financial success. Their targeting of High Value Prescribers slowed OxyContin's declining sales and kept Purdue's profits flowing at the expense of public health. After the conclusion of McKinsey's work for Purdue on E2E, McKinsey performed additional work with Purdue that also sought to maximize OxyContin sales by further targeting sales efforts to High Value Prescribers.

Obstruction of Justice by Former McKinsey Senior Partner

According to the charging documents filed today, Elling served as the Director of the client services team for approximately 30 of McKinsey's engagements with Purdue. He had a senior, relationship-focused role with respect to the E2E engagement and was involved in securing the engagement for McKinsey. On July 4, 2018, Elling allegedly emailed another senior partner: "Just saw in the FT that [Purdue board member] is being sued by states attorneys general for her role on the [Purdue] Board. It probably makes sense to have a quick conversation with the risk committee to see if we should be doing anything other [than] eliminating all our documents and emails. Suspect not but as things get tougher there someone might turn to us." According to court documents, forensic analysis of Elling's McKinsey-issued laptop found that Elling in fact removed materials related to McKinsey's work for Purdue from the laptop, as well as a Purdue-related folder from his Outlook email account.

Elling faces a maximum penalty of 20 years in prison, three years of supervised release and a fine up to \$250,000 for the obstruction of justice charge. A federal district court judge will determine any sentence after considering the U.S. Sentencing Guidelines and other statutory factors.

False Claims to Federal Healthcare Programs

The department's civil False Claims Act settlement resolves allegations that, from 2013 to 2014, McKinsey US, by advising Purdue to turbocharge OxyContin marketing to High Value Prescribers, some of whom were already prescribing very large quantities of OxyContin, as a means to increase OxyContin sales, and despite its awareness of the opioid crises, thereby knowingly caused false and fraudulent claims for OxyContin to be submitted to Medicare, Medicaid, TRICARE, the Federal Employees Health Benefit Program and the Veterans Health Administration.

Along with the civil settlement, McKinsey US entered into a five-year Corporate Integrity Agreement with HHS-OIG. The CIA, HHS-OIG's first with a management consulting firm, contains novel obligations regarding risk assessment and quality control. First, the CIA requires McKinsey's Compliance Committee to establish a robust risk evaluation process, evaluating engagement risks and providing quality oversight for certain client deliverables. Second, it requires McKinsey to establish a Quality Review Program to assess the quality of McKinsey's advice to certain life sciences and health care clients with the dual goals of ensuring that McKinsey complies with applicable laws and does not provide or assist clients with plans, advice, or strategies that violate the law. HHS-OIG will select an independent Compliance Expert to review McKinsey's systems and processes under the Quality Review Program and to review a sample of McKinsey client engagements, including the advice provided to those clients.

False Claims to FDA



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The department's civil False Claims Act settlement also resolves allegations that, from 2014 to 2017, McKinsey US knowingly misled the FDA by assigning consultants to concurrently work on both FDA projects and competitively sensitive Purdue projects, contrary to McKinsey US' conflict of interest policy. While soliciting a contract from the FDA, McKinsey US represented to the FDA that it had a conflict-of-interest policy in which its consultants serving the FDA would not be assigned to a competitively sensitive project for a significant period of time following an assignment for FDA. The FDA then awarded McKinsey US the first in a series of contracts on a project relating to the monitoring of the safety of FDA-regulated products. McKinsey US admitted that it did not inform the FDA that its consultants worked on the Purdue projects around the same time those consultants also worked on the FDA project.

The claims resolved by the settlement are allegations only, and there has been no determination of liability.

Date: 12/11/2024

Entity Location: Texas

Government Program(s): Medicare, Medicaid, TRICARE, Federal Employees Health Benefit Program, Veterans Health Administration, FDA

[NEW] Pharmaceutical Company QOL Medical and CEO Agree to Pay \$47M for Allegedly Paying Kickbacks to Induce Claims for QOL's Drug Sucraid

Company Name: QOL Medical, LLC, and Others
Settlement: \$47,000,000

Issue(s): False Claims Act, Anti-Kickback, Pharmaceutical
CIA Term: Five Years

The US DOJ announced that pharmaceutical company QOL Medical LLC (QOL) and its co-owner and CEO, Frederick E. Cooper, have agreed to pay \$47 million to resolve allegations that they caused the submission of false claims to federal health care programs, in violation of the False Claims Act and similar state statutes, by offering kickbacks in the form of free Carbon-13 breath testing services to induce claims for QOL's drug Sucraid.

Sucraid is an FDA-approved therapy for the rare genetic condition Congenital Sucrase-Isomaltase Deficiency (CSID). CSID patients have difficulty digesting sucrose (table sugar) and suffer from gastrointestinal symptoms such as diarrhea, abdominal pain, bloating and gas.

Beginning in 2018, QOL, with Cooper's approval, distributed free Carbon-13 breath test kits to health care providers and asked providers to give the kits to patients with common gastrointestinal symptoms. QOL claimed that the test could "rule in or rule out" CSID. In fact, the test does not specifically diagnose CSID. Conditions other than CSID can cause a patient to test "positive" for low sucrase activity on a Carbon-13 breath test. Approximately 30% of the Carbon-13 breath tests from QOL were positive for low sucrase activity.

QOL paid a laboratory to analyze the breath tests, report the results to health care providers and also provide the results to QOL. The results provided to QOL did not contain patient names, but did contain the name of the health care provider who ordered the test, along with the patient's age, gender, symptoms and test result. Between 2018 and 2022, QOL disseminated this information to its sales force with instructions to make sales calls for Sucraid to health care providers whose patients had positive Carbon-13 breath test results. QOL tracked whether sales representatives converted "positive" Carbon-13 breath tests into Sucraid prescriptions. As QOL's CEO, Cooper was aware of and approved the implementation and continuation of this marketing program.



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Some QOL sales representatives also made claims to health care providers regarding the Carbon-13 test's ability to definitively diagnose CSID that were not supported by published scientific literature. For example, in slides at a 2019 national sales training, which Cooper reviewed, QOL suggested that sales representatives tell health care providers, "If you have a positive breath test, the patient will not improve unless you treat with Sucraid."

As part of the settlement, QOL and Cooper admitted and accepted responsibility for certain facts providing the basis of the settlement.

The claims resolved by the settlement are allegations only, and there has been no determination of liability.

Date: 11/01/2024

Entity Location: Florida

Government Program(s): federal health care programs

[Two Jacksonville Compounding Pharmacies and Their Owner Agree to Pay at Least \\$7.4 Million to Resolve False Claims Act Allegations](#)

Company Name: [Balotin, Gregory H.](#)
Settlement: \$7,400,000

Issue(s): False Claims Act, Compounded Pain Creams
CIA Term: Three Years

The US DOJ announced that Smart Pharmacy, Inc., SP2, LLC, and owner Gregory Balotin have agreed to pay at least \$7.4 million to resolve lawsuits filed in Jacksonville, Florida, alleging they violated the False Claims Act by adding the antipsychotic drug aripiprazole to topical compounded pain creams to boost reimbursement and by routinely waiving patient copayment obligations. The settlement amount is based on the defendants' ability to pay.

Aripiprazole, which is sold under the brand names Abilify, Abilify Maintena, and Aristada, is approved by the U.S. Food and Drug Administration to treat a number of psychological conditions such as schizophrenia and Tourette's disorder. The United States alleged that the defendants crushed aripiprazole pills approved for oral use and included them in compounded creams used topically for pain treatment, while knowing that there was not an adequate clinical basis to do so. The defendants allegedly included the drug in the pain creams to increase their profits on prescriptions paid for by Medicare Part D and TRICARE, the federal health care program for active duty military personnel, retirees, and their families. Both Medicare Part D and TRICARE reimburse pharmacies for the individual ingredients included in compounded drugs, thus defendants increased their reimbursement by adding aripiprazole to the combination of drugs used in their pain creams.

The government also alleged that the defendants improperly waived patient copayments to induce patients to accept the pain cream prescriptions. Although copayments may be waived in certain unique circumstances, such as on the basis of an individualized assessment of a patient's financial hardship, the defendants allegedly routinely waived copayments without regard to patient need.

In connection with the settlement, Gregory Balotin has agreed to enter into a three-year integrity agreement with the Department of Health and Human Services Office of Inspector General (HHS-OIG), which includes an annual claims review by an independent review organization.

The claims resolved by the settlement are allegations only, and there has been no determination of liability.

Date: 06/14/2023

Entity Location: Florida

Government Program(s): Medicare Part D, TRICARE



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Advanced Bionics LLC to Pay Over \$12 Million for Alleged False Claims for Cochlear Implant Processors

Company Name: [Advanced Bionics LLC](#)
Settlement: \$12,600,000

Issue(s): False Claims Act, Cochlear Implants
CIA Term: Five Years

The US DOJ announced that Advanced Bionics LLC, a Valencia, California-based manufacturer of cochlear implant system devices, has agreed to pay more than \$12 million to resolve allegations that it misled federal health care programs regarding the radio-frequency (RF) emissions generated by some of its cochlear implant processors.

The tests at issue measured the extent to which cochlear implant systems generate RF emissions that can potentially interfere with other devices that use the RF spectrum. Such other devices may include telephones, alarm and security systems, televisions and radios.

The settlement resolves allegations that Advanced Bionics, in submitting pre-market approval applications to the Food and Drug Administration (FDA) for Advanced Bionics' Neptune and Naida cochlear implant processors, made false claims regarding the results of its RF emissions tests. Advanced Bionics allegedly represented that its processors satisfied an internationally recognized emissions standard when, in fact, Advanced Bionics did not comply with that standard. More specifically, Advanced Bionics allegedly failed to honor the standard's requirements to test processors using "worst-case" configurations, and improperly shielded certain emissions-generating system components during emissions testing. Advanced Bionics then allegedly sought reimbursement from Medicare, Medicaid, and other federally funded healthcare programs for these devices.

In addition to the civil settlement, Advanced Bionics entered into a five-year Corporate Integrity Agreement (CIA) with HHS-OIG. The CIA requires an independent review of activities and processes relating to the preparation or submission of Premarket Approval Applications (PMAs) to the FDA and performance standards relevant to those PMAs. Advanced Bionics must also implement a robust compliance program that includes, among other things, a risk assessment program and compliance certifications from key managers and from the Board of Directors.

The settlement provides that Advanced Bionics will pay roughly \$11.36 million to the United States, and in addition, will pay approximately \$1.24 million to the participating Medicaid States, pursuant to the terms of separate settlement agreements that Advanced Bionics has, or will enter into, with those states.

The claims resolved by the settlement are allegations only, and there has been no determination of liability.

Date: 12/19/2022

Entity Location: California

Government Program(s): Medicare, Medicaid, other federally funded healthcare programs