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9 Attorney for Plaintiffs/Relators

10 UNITED STATES DISTRICT COURT

11 FOR THE NORTHERN DISTRICT OF CALIFORNIA

12 United States of America, ex rel. Robert
Lalley, Courtney Davis and William
13 Manos, individuals; State of California, ex
rel. Robert Lalley, Courtney Davis, and
14 William Manos; State of Illinois, ex rel.
Robert Lalley, Courtney Davis, and
15 William Manos; State of Florida, ex rel.
Robert Lalley, Courtney Davis, and
16 William Manos; State of Texas, ex rel.
Robert Lalley, Courtney Davis, and
17 William Manos; State of Georgia, ex rel.
Robert Lalley, Courtney Davis, and
18 William Manos; State of Tennessee, ex rel.
Robert Lalley, Courtney Davis, and
19 William Manos; State of Virginia, ex rel.
Robert Lalley, Courtney Davis, and
20 William Manos; State of Massachusetts, ex
rel. Robert Lalley, Courtney Davis, and
21 William Manos; State of Michigan, ex rel.
Robert Lalley, Courtney Davis, and
22 William Manos and State of New York, ex
rel. Robert Lalley, Courtney Davis, and
23 William Manos

Plaintiffs

24 vs.

25 Novartis Vaccines and Diagnostics, Inc.;
26 and Express Scripts, Inc. (fdba Priority
Healthcare Corporation),
27 Defendants.

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Civil Action No: 06-06303 CRB

**AMENDED COMPLAINT FOR
DAMAGES (FALSE CLAIMS ACT, 31
U.S.C. § 3729 et seq.); RELATED STATE
CAUSES OF ACTION AND DEMAND
FOR JURY**

DOCUMENT SUBMITTED

~~AMENDED COMPLAINT~~

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~~STATE OF CALIFORNIA~~

~~STATE OF ILLINOIS~~

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1 Plaintiff United States of America ex rel. Robert M. Lalley, Courtney Davis and William
 2 Manos (hereafter, “Qui Tam Plaintiffs/Relators”); State of California, ex rel. Robert Lalley,
 3 Courtney Davis, and William Manos; State of Illinois, ex rel. Robert Lalley, Courtney Davis, and
 4 William Manos; State of Florida, ex rel. Robert Lalley, Courtney Davis, and William Manos;
 5 State of Texas, ex rel. Robert Lalley, Courtney Davis, and William Manos; State of Georgia, ex
 6 rel. Robert Lalley, Courtney Davis, and William Manos; State of Tennessee, ex rel. Robert
 7 Lalley, Courtney Davis, and William Manos; State of Virginia, ex rel. Robert Lalley, Courtney
 8 Davis, and William Manos; State of Massachusetts, ex rel. Robert Lalley, Courtney Davis, and
 9 William Manos; State of Michigan, ex rel. Robert Lalley, Courtney Davis, and William Manos;
 10 and State of New York, ex rel. Robert Lalley, Courtney Davis, and William Manos (when
 11 referred to collectively, the “States”) for their complaint against the defendants Novartis Vaccines
 12 and Diagnostics, Inc. and Express Scripts, Inc. (when referred to collectively, “Defendants”)
 13
 14
 15 allege:

JURISDICTION AND THE PARTIES

- 17 1. Qui Tam Plaintiff/Relator Robert M. Lalley was Director of National Accounts for
 18 Chiron Corporation, and resides at 1052 Greymoor Road, Birmingham, AL 35242.
- 19 2. Qui Tam Plaintiff/Relator Courtney Davis was a National Account Manager for
 20 Chiron Corporation and resides at 248 Valley Street, Pembroke, MA 02359
- 21 3. Qui Tam Plaintiff/Relator William Manos was Chiron Corporation’s Area
 22 Business Manager – Los Angeles North and resides at 24140 Mentry Drive, Santa Clarita, CA
 23 91321-3947.
- 24 4. Plaintiffs State of California, State of Illinois, State of Florida, State of Texas,
 25 State of Georgia, State of Tennessee, State of Virginia, State of Massachusetts, State of
 26 Michigan, and State of New York (collectively, “the State Plaintiffs”), were, at all times herein
 27 mentioned, states within the United States which were harmed by the conduct of Defendant
 28

1 Novartis Vaccines & Diagnostics, Inc. (Novartis) as herein alleged, in a like manner that harm
 2 was done, and continues to be done, to the United States as herein described. As alleged more
 3 specifically herein, the State Plaintiffs, Novartis wrongfully billed the State Plaintiffs in the same
 4 or substantially similar manner as it did the United States (as herein alleged) for pharmaceutical
 5 drugs provided by Novartis; and Novartis received reimbursement from the State Plaintiffs for
 6 those wrongfully billed drugs. The requests for reimbursement by Novartis were likewise
 7 improper and in violation of law, and harmed the State Plaintiffs and their citizens receiving
 8 services under Medicaid programs and other health benefit programs, funded in whole or in part
 9 by each of the State Plaintiffs.

10 5. Defendant Novartis Vaccines and Diagnostics, Inc. (“Novartis”) is a Delaware
 11 corporation which has its principal place of business in New Jersey. Chiron Corporation
 12 (“Chiron”), which was acquired by Novartis, has its principal place of business in Emeryville,
 13 CA. Both are referred to collectively herein as “Chiron.”

14 6. Defendant Express Scripts, Inc. (“Express Scripts”) is a Delaware corporation
 15 which has its principal place of business in St. Louis, MO. Priority Healthcare Corporation
 16 (“Priority Healthcare”), the entity referred to herein, was acquired by Express Scripts, Inc. Both
 17 are referred to collectively herein as Priority Healthcare.

18 7. Defendant Novartis (and its predecessor, Chiron) is and was in the business,
 19 among other things, of manufacturing and promoting a pharmaceutical drug known as
 20 tobramycin under the trademark TOBI.

21 8. Defendant Express Scripts (and its predecessor Priority Healthcare) is and was in
 22 the business, among other things, of obtaining government reimbursement for Chiron’s off-label
 23 prescriptions of TOBI, as herein described.

24 9. This Court has jurisdiction over this matter pursuant to the False Claims Act,
 25 particularly 31 U.S.C. § 3730(b), in that the claims for relief there under set forth in this action
 26 are brought by private persons in the name of the United States government; this Court further
 27 has federal question jurisdiction over this matter pursuant to 28 U.S.C.A. § 1331. There is
 28 pendent jurisdiction over the state law claims which are pleaded in this action because: (1) the

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1 federal claim is sufficiently substantial to confer federal jurisdiction; and (2) there is common
2 nucleus of operative fact between the state and federal claims, in that Novartis obtained, at the
3 same times, wrongful reimbursement (as described herein) from both the United States and the
4 plaintiff States.

5 10. Venue is proper pursuant to 28 U.S.C. § 1391(a), in that defendant Novartis
6 conducts business in this judicial district, and the other defendants resided in this judicial district
7 at the time of the activities pled in this Complaint.

8 11. As required under the False Claims Act, 31 U.S.C. § 3730(a)(2), the Relators have
9 provided to the United States Attorney for the Northern District of California a statement of
10 material evidence and information related to this Complaint. This is a case where Defendants
11 improperly created a demand for a pharmaceutical product manufactured by Chiron under the
12 trademark TOBI through violations of the Food, Drug, and Cosmetics Act (“FDCA”), then
13 submitted to the government for reimbursement bills from the sale of the product, not otherwise
14 payable, without disclosing to the government that the demand had been generated through
15 violations of the FDCA.

16 12. Under the FDCA, pharmaceutical drug companies cannot distribute a drug in
17 interstate commerce unless the Food and Drug Administration (“FDA”) has approved its use.
18 The FDA approves pharmaceutical drugs for marketing for one or more specific uses, and
19 establishes recommended dosages for those uses. When the FDA approves a drug for marketing
20 and sale, it also approves the labeling for the drug, which explains the manner in which the
21 medication may be marketed as safe and effective. Use of an approved drug for any purpose
22 other than those specifically contained in the label is referred to as an “off-label” use.

23 13. The FDCA does not prohibit physicians from prescribing an FDA approved drug
24 for off-label uses. The FDCA does, however (except in certain situations not relevant here),
25 prohibit drug manufacturers from marketing or promoting a drug for off-label uses, pursuant to
26 statutory authority including 21 U.S.C. §§ 331 and 352.

27 14. While physicians may and do prescribe drugs for uses other than uses contained in
28 the label, a pharmaceutical company, such as Chiron, may not promote a product as safe and

1 effective beyond its indicated use.

2 15. Pursuant to 42 U.S.C. § 1396r-8(k)(3), federal and state health care programs, such
3 as Medicaid and Medicare, have strict limitations on the circumstances under which they will
4 reimburse the cost of drugs prescribed for off-label uses.

5 **BACKGROUND AS TO TOBI**

6 16. This Complaint concerns the promotion and sale of a pharmaceutical known as
7 TOBI, which is approved for the treatment of a particular type of lung infection in certain
8 patients with cystic fibrosis.

9 17. Cystic fibrosis (hereafter "CF") is a genetic disease affecting approximately 30,000
10 children and adults in the United States. CF causes the body to produce abnormally thick, sticky
11 mucus that clogs the lungs and obstructs the pancreas. According to the CF Foundation's
12 National Patient Registry, the median age of survival for a person with CF is 33.4 years.

13 18. In the late 1990s, PathoGenesis Corporation of Seattle, Washington
14 ("PathoGenesis") developed TOBI as tobramycin for inhalation. In particular, on December 22,
15 1997, the U.S. Food and Drug Administration approved TOBI for marketing and sale under new
16 drug application NDA 50-753 as a drug device combination for the management of *P. aeruginosa*
17 in certain CF patients.

18 19. The FDA-approved version of TOBI was a 300 mg solution of tobramycin as 60
19 mg/ml in 5 ml in 0.225 N saline for inhalation administered via a particular nebulizer (the Pari
20 LC Plus jet nebulizer) using a particular power source to create the aerosol (the DeVillbus
21 Pulmoaide compressor).

22 20. In particular, TOBI was approved for marketing and sale following clinical trials
23 of patients chronically infected with the bacteria *P. aeruginosa*, who were otherwise stable upon
24 admission into the trial, having lung functions between 25% and 75% predicted and who were 6
25 years of age and older.

26 21. TOBI immediately became the industry standard for the management of *P.*
27 *aeruginosa* in CF patients when using a tobramycin solution for inhalation.

28 22. The FDA's approval prohibits, without deviation, the marketing of TOBI through

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1 advertising or representations regarding any of the following:

- 2 a. The safety and efficacy of any dose other than 300 mg as 60 mg/ml in 5 ml,
- 3 b. The use of TOBI with any nebulizer delivery system other than the PARI LC
- 4 Plus jet nebulizer and the DeVillbus Pulmoaide compressor,
- 5 c. The use of TOBI by children under the age of 6,
- 6 d. The use of TOBI in patients with lung function greater than 75%,
- 7 e. The use of TOBI in patients not chronically infected with P. aeruginosa, and
- 8 f. The use of TOBI for non-CF patients.

9

10 **BACKGROUND AS TO THE QUI TAM PLAINTIFF/RELATORS**

11 23. Chiron acquired PathoGenesis on or about August 14, 2000 and thereby acquired
12 the rights to TOBI.

13 24. Thereafter, Chiron entered into employment agreements with each of the Relators
14 whereby the Relators, as employees, were to render professional services, including the
15 promotion and sale of TOBI, as well as obtaining payment by the U.S. Government through its
16 federal assistance programs, primarily related to TOBI.

17 25. Reimbursement issues related to TOBI included fact that the price of TOBI is
18 significantly higher than the price of generic tobramycin that might be prescribed and used for
19 inhalation.

20 26. During their employment, the Relators attended sales meetings in which they and
21 the Chiron sales force were instructed by Chiron to promote off-label uses of TOBI.

22 27. During their employment, the Relators learned of fraudulent activities by
23 Defendants with respect to reimbursement for off-label uses of TOBI, as described below.

24 28. In particular, Chiron implemented a strategic marketing plan such that TOBI
25 would be aggressively marketed to treat a wide array of ailments for which, and patients for
26 whom, the FDA did not approve the drug as safe and effective. In particular, the company
27 promoted TOBI for the treatment of lung diseases not associated with CF, including
28 bronchiectasis (“BE”) and ventilator assisted pneumonia (“VAP”), and promoted TOBI as a

1 first-line treatment for children not chronically infected with *P. aeruginosa* and/or with lung
2 function greater than 75% (“Early Intervention”), and for those below the age of six (“Under
3 Six”), as a means to increase its sales of TOBI.

4 29. In 2002, Chiron hired David Happel, who had a known history of involvement
5 with alleged improper marketing and promotion for off-label use of pharmaceutical drugs. For
6 example, Mr. Happel had managed a business, which the Department of Justice investigated, and
7 later sued, for improper marketing and promotion of pharmaceuticals for off-label use.

8 30. Shortly after Mr. Happel joined Chiron, the company implemented new off-label
9 promotion and marketing policies for TOBI. Mr. Happel also developed a team of managers to
10 assist in the sales and promotion of off-label uses for TOBI.

11 31. Jennifer Stroman, a Chiron employee, was promoted to Product Manager in 2002.
12 By organizational structure, Ms. Stroman reported directly to Brian Unger, Pulmonology Product
13 Director, but in practice reported to Mr. Happel.

14 32. Ms. Stroman was in charge of development and implementation of TOBI speaker
15 programs. She also provided direct instruction to the sales representatives through memoranda,
16 training directives, and presentations as to how they were to promote the programs and services
17 described herein.

18 33. Burt Kiethley, a Chiron employee, was in charge of the Pulmonology sales group
19 in 2005. Under his direction, sales representatives were required to conduct the off-label sales
20 campaign developed and directed by Mr. Happel and Ms. Stroman.

21 34. Joe Regan, a Chiron employee, was the acting Vice President of BioPharma Sales
22 (Oncology & Pulmonology) from October 2004 to December 2005. Under his watch, sales
23 representatives were directed to conduct the off-label sales campaign previously described. Mr.
24 Regan authorized and directed the Chiron oncology sales representatives to be trained to sell
25 TOBI, and had them make direct sales calls to non-CF physicians to sell TOBI.

26 35. Chiron’s strategy was to enhance the demand for TOBI through violations of the
27 FDCA. This demand, which was the result of illegal, fraudulent and improper activity by
28 Chiron, in turn resulted in the false claims complained of herein. Chiron’s tactics included the

1 following, among other things:

2 a. Chiron's business plans and incentive programs were to market and
3 promote TOBI (and thereby increase its sales) for off-label applications.

4 b. Toward this end, Chiron promoted selling TOBI to Office Based
5 Pulmonologists ("OBP"). OBP sales, by their very nature, are known to be heavily
6 weighted toward off-label uses, since Office Based Pulmonologists generally do not treat
7 CF patients. Most CF patients are treated at CF centers, not by Office Based
8 Pulmonologists.

9 c. As part of, and to further, its illegal marketing and promotion scheme,
10 Chiron provided to its sales representatives lists of potential doctors, typically
11 pulmonologists, who did not have exclusively CF patients. Again, by targeting this
12 doctor base, Chiron knew that most, if not all, of the prescription demand generated
13 thereby would be off-label.

14 d. As part of, and to further, its illegal marketing and promotion scheme,
15 Chiron provided training to its sales representatives in the off-label disease conditions to
16 be targeted with TOBI. This training included, among other things, providing sales
17 representatives with studies about off-label uses of TOBI (which the sales representatives
18 were told to destroy or return to Chiron after review). The training also included scripted
19 inquiries in which the sales representatives were coached to engage physicians in
20 discussions regarding off-label applications. The training also included presentations to
21 coach the sales representatives in how to guide the off-label discussions with physicians.

22 e. To facilitate these illicit sales, Chiron created a special database, called
23 EDGE, for use by sales representatives. The database contained data on doctors so
24 Chiron could track the success of its off-label sales and activities. The database was
25 managed by Chiron's sales operations unit and marketing department.

26 f. As part of, and to further, its illegal marketing and promotion scheme,
27 Chiron's sales representatives were taught to, and did, hide off-label promotions in the
28 EDGE computer database by calling those activities "OBP."

1 g. Because Chiron knew that getting reimbursement from governmental
2 agencies for off-label prescriptions was difficult (but necessary to monetize its scheme,
3 since the cost of TOBI was too high – \$3,000 to \$4,000 *per month* – for most consumers
4 to bear without reimbursement), to reap the benefits of its efforts to artificially and
5 illegally enhance the demand for TOBI in off-label applications (and to snowball that
6 demand even further), Chiron needed to take steps to assure that the largest volume
7 possible of its burgeoning off-label demand was reimbursed by governmental agencies.
8 For that reason, and as part of, and to further, its illegal marketing and promotion scheme,
9 Chiron orchestrated a scheme whereby Defendant Express Scripts, dba Priority
10 Healthcare, which specialized (among other things) in facilitating reimbursement requests
11 to governmental agencies for off-label prescriptions, was retained to assist Chiron’s sales
12 representatives who were dealing with patients who had received prescriptions for
13 predominately off-label uses. The sales representatives were urged by Chiron to tell
14 these patients to process their prescriptions through Priority Healthcare.

15 h. As part of, and to further, its illegal marketing and promotion scheme,
16 Chiron encouraged its sales representatives to provide one-on-one sales pitches to
17 physicians about off-label uses of TOBI, in the absence of prior inquiry concerning such
18 uses by doctors.

19 i. As part of, and to further, its illegal marketing and promotion scheme,
20 Chiron provided its sales representatives with marketing materials (some of which were
21 called, ironically – but accurately – “cheat sheets”) about off-label promotion. Chiron
22 also instructed its sales people to destroy and or to return certain of those documents to
23 Chiron management.

24 j. As part of, and to further, its illegal marketing and promotion scheme,
25 Chiron required as a condition of continued employment that its sales representatives
26 make non-CF or OBP sales calls. Chiron required sales persons to spend 10% to 30% of
27 their time calling on physicians in off-label areas, such as OBPs and non-CF center
28

1 physicians who were unlikely to have CF patients or to have CF patients for whom TOBI
2 had been approved by the FDA.

3 k. As part of, and to further, its illegal marketing and promotion scheme,
4 Chiron provided monetary incentives to sales representatives to participate in off-label
5 promotion of TOBI through the use of reimbursement forms (known as "BIRFs"), which
6 became a marketing program that paid incentives to sales persons for increased sales due
7 to off-label promotion.

8 l. As a further part of its scheme to illegally enhance demand for TOBI by
9 off-label marketing and promotion, when Chiron sales representatives approached the
10 physician community to promote off-label uses (as the sales representatives were
11 required to do), they were instructed by Chiron to "hook" the OBP by providing free
12 samples of TOBI for patients to try for off-label uses. These free sample programs for
13 off-label uses sometimes were referred to as Professional Courtesy Packages. The
14 purpose was to induce physicians to develop a sufficient comfort level with TOBI for off-
15 label indications that the doctors would prescribe it for such purposes.

16 m. As part of, and to further, its illegal marketing and promotion scheme,
17 Chiron instructed its sales representatives to present physicians with papers (or
18 information about such papers) on BE and VAP. TOBI is not approved for management
19 of either of these diseases. Moreover, these diseases are not unique to CF victims. As
20 part of its instructional program to illegally enhance the demand for TOBI through off-
21 label marketing and promotion, Chiron conducted role-playing discussions with its sales
22 people prior to sales calls for off-label indications.

23 n. As part of, and to further, its illegal marketing and promotion scheme,
24 Chiron instructed its sales people to tell doctors that TOBI reduces hospital stays and
25 reduces exacerbations in patients hospitalized for respiratory problems, but did not
26 instruct its sales representatives to expressly qualify that as being in connection with the
27 management of *P. aeruginosa* in CF patients within a specific age range and within a
28 specific lung function range. Chiron also instructed its sales representatives to tell

1 doctors that TOBI has studies in CF and demonstrated a successful track record, but did
2 not instruct its sales representatives to expressly qualify that as a being in connection with
3 the management of *P. aeruginosa* in CF patients within a specific age range and within a
4 specific lung function range. Chiron also instructed its sales representatives to explain to
5 doctors – including those such as OBPs and non-CF center doctors who were known to
6 be unlikely to be managing *P. aeruginosa* in CF patients of the approved age range and
7 lung function range – that while TOBI was more expensive, it would save money based
8 on the length of stay at hospitals and frequency of stays in hospitals.

9 o. As part of, and to further, its illegal marketing and promotion scheme,
10 Chiron conducted sales meetings where off-label sales of TOBI were reported, discussed,
11 and promoted.

12 p. As part of, and to further, its illegal marketing and promotion scheme,
13 Chiron required its sales persons to profile physicians in off-label areas such as BE and
14 newborns with *pseudomonas* lung infections.

15 q. As part of, and to further, its illegal marketing and promotion scheme,
16 Chiron made false or misleading statements to health care professionals regarding
17 TOBI's efficacy for off-label uses, by representing that TOBI's safety within its
18 indication implied that it was safe for other indications. If a physician pressed with a
19 question about whether TOBI had been approved by the FDA for such off-label uses,
20 Chiron instructed its sales representatives to respond by providing a clinical trial that
21 occurred with TOBI in BE and a clinical retrospective study in VAP, both of which were
22 sponsored by Chiron, and neither of which had been vetted with the FDA or submitted to
23 the FDA in connection with efforts to get TOBI approved for such off-label uses. For
24 example, Chiron initiated a phase two safety study to determine if TOBI can improve the
25 symptoms of extreme BE. The initial results showed that TOBI did not provide the same
26 benefits in patients with BE as seen in patients as studied with CF. This distinction was
27 not shared with physicians whom Chiron was encouraging to prescribe TOBI for off-
28 label indications.

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r. As part of, and to further, its illegal marketing and promotion scheme, Chiron sponsored purportedly “independent medical education” events facilitating and encouraging off-label TOBI uses with extensive input from Chiron regarding topics, speakers, content, and participants.

36. Chiron also assisted in obtaining federal reimbursement for these off-label indications, which it had actively promoted, in a false and misleading manner. These activities have included:

a. Institutionalizing sales of off-label uses of TOBI by maintaining and providing forecasts for both CF uses and non-CF uses of TOBI. To meet sales expectations it was necessary to promote and sell TOBI for off-label uses. In other words, sales representatives were expected to sell a certain number of cartons of TOBI for both CF and non-CF indications.

b. Contracting with Priority Healthcare to assist doctors in obtaining reimbursement, and, in particular, improperly to obtain federal reimbursement for the off-label uses of TOBI.

c. Working with Priority Healthcare to gain “adjudication” (reimbursement) for off-label prescriptions, including off-label prescriptions generated through the illegal and improper marketing and advertising of TOBI, which was not disclosed to the government.

37. These tactics were part of a widespread, coordinated, national effort to implement an off-label marketing plan and create a demand for TOBI which would not have existed had Chiron complied with the FDCA. Many of the TOBI sales thus generated were submitted to the government for reimbursement, without disclosing their false and fraudulent nature: that is, that the reimbursement submissions were for prohibited off-label uses, and that these uses had been knowingly, unlawfully and fraudulently promoted and marketed by Chiron. At the same time it was engaging in the aforementioned conduct, Chiron decided not to seek FDA approval for any of the off-label uses and, in fact, abandoned scientific research related to such uses.

38. While Chiron was engaging in the acts complained of herein resulting in false

1 claims being submitted for reimbursement, it also was drastically increasing the price of the
 2 product, which, of course, materially increased the amount of the false claims and damages
 3 flowing there from. Since it bought PathoGenesis, Chiron has doubled the wholesale price of
 4 TOBI through 5-6% average price increases every six months. Thus the wholesale price of
 5 TOBI for a month supply today is over \$3,500.

6 39. In or about the Fall of 2005, Relator Robert Lalley had knowledge that Chiron's
 7 conduct, as set forth above, was a violation of Federal law, and that it was thereby falsely and
 8 fraudulently generating a demand for prescriptions which were then submitted to the government
 9 for reimbursement through federal assistance programs. At that time, Relator Robert Lalley
 10 verbally informed Chiron, and Mr. Happel, individually and in his sales capacity, that the
 11 conduct of Chiron, as described above, was illegal and improper.

12 40. In response, Relator Robert Lalley's employment reviews were retroactively
 13 changed, and he was fired, which were acts of retaliation.

14 41. Similarly, Relator William Manos' employment was terminated, as part of a
 15 redistricting, after he raised the issue of off-label sales. This was done as an act of retaliation.

16 42. At all times material to this Complaint, Defendants knew, or were grossly
 17 negligent or reckless in not knowing, that their conduct as described herein was illegal and
 18 improper.

19 43. On information and belief, Defendants knowingly, as that term is defined by 31
 20 U.S.C. § 3729(b), filed or caused to be filed with the federal government applications for the
 21 payment of United States government funds, and, on information and belief, caused moneys of
 22 the United States government to be paid to themselves for reimbursement of TOBI for off-label
 23 uses which they illegally promoted, as described herein.

24 **FIRST CLAIM FOR RELIEF AGAINST DEFENDANTS**

25 **(Violation of 31 U.S.C. § 3729(a)(1))**

26 44. The Qui Tam Plaintiff/Relators repeat the allegations of Paragraphs 1 - 42
 27 contained in this Complaint.

28 45. Defendants presented to, or caused to be filed with, the United States government

1 claims with knowledge of their falsity, or with grossly negligent or reckless disregard of facts
 2 and conditions that would indicate that the reimbursement claims were inaccurate or
 3 inappropriate and false, and caused payments for the reimbursement claims to be made by the
 4 United States government.

5 46. Defendants' illegal and improper conduct, as described herein, also deprived
 6 federal assistance programs across the country of the informed, impartial judgment of medical
 7 professionals – judgment on which the programs rely to allocate scarce financial resources to
 8 provide necessary and appropriate care.

9 47. In addition to the specifics set forth above, Defendants' conduct included
 10 recruiting doctors to influence other physicians and developing research solely to boost market
 11 share and the total value of the sales of TOBI, which was done without proper disclosure of the
 12 financial relationship between the doctor and Chiron. For example, Chiron's involvement with
 13 clinical trials, medical journal research and reviews, educational grants and continuing medical
 14 education was provided, in part, to obtain the assistance of doctors in the prescription of TOBI
 15 for off-label applications.

16 48. As a consequence of Defendants' unlawful scheme, patients who received the drug
 17 for unapproved and unproven uses (which uses were then submitted for reimbursement by
 18 government assistance programs such as Medicare) had no assurance that their doctors were
 19 exercising their independent and fully-informed medical judgment, or whether the doctor was
 20 instead influenced by misleading statements made by, or inducements provided by, Defendants.

21 49. By reason of the violation of 31 U.S.C. § 3729(a)(1), Defendants have knowingly
 22 or recklessly damaged the United States government in an as yet undetermined amount in an
 23 amount in excess of \$100,000,000.00.

24 **SECOND CLAIM FOR RELIEF AGAINST DEFENDANTS**

25 **(Violation of 31 U.S.C. § 3729(a)(2))**

26 50. The Qui Tam Plaintiff/Relators repeat the allegation of Paragraphs 1- 48 contained
 27 in this Complaint.

28 51. Defendants presented claims to, or caused claims to be filed with, the United States

1 government with knowledge of their falsity, or with grossly negligent or reckless disregard to
 2 facts and conditions that would indicate that the reimbursement claims were inaccurate or
 3 inappropriate and false, and caused payments for the reimbursement claims to be made by the
 4 United States government.

5 52. By its conduct as described herein, Chiron subjected the poor, the elderly, the very
 6 young and other persons insured by state and federal health care programs to experimental drug
 7 applications which have not been determined to be safe and effective by enlisting physicians to
 8 promote off-label uses of TOBI.

9 53. Chiron employed Priority Healthcare to assist in obtaining reimbursement for off-
 10 label use of TOBI. Priority Healthcare knowingly presented, or caused to be presented, to the
 11 United States Government false or fraudulent claims for payment or approval of TOBI for these
 12 off-label applications which had been generated through Chiron's improper and illegal marketing
 13 scheme.

14 54. Priority Healthcare knowingly makes, uses, or causes to be made or used, a false
 15 record or statement to get a false or fraudulent claim paid or approved by the United States
 16 government for the off-label applications of TOBI, which had been generated through Chiron's
 17 improper and illegal marketing scheme.

18 55. By reason of the violation of 31 U.S.C. § 3729(a)(2), Defendants have knowingly
 19 or recklessly damaged the United States government in an as yet undetermined amount.

20 **THIRD CLAIM FOR RELIEF AGAINST DEFENDANTS**

21 **(Violation of 31 U.S.C. § 3729(a)(3))**

22 56. Qui Tam Plaintiff/Relators repeat the allegations of Paragraphs 1 - 54 contained in
 23 this Complaint.

24 57. The Defendants, in performing the acts set forth above, conspired to defraud the
 25 United States government in violation of 31 U.S.C. § 3729(a)(3) by getting false or fraudulent
 26 claims allowed or paid to the damage of the United States government.

27
 28

FOURTH CLAIM FOR RELIEF AGAINST DEFENDANT NOVARTIS

[PLAINTIFF STATE OF CALIFORNIA]
(Violation of California Government Code Sections 12650-12656)

58. Plaintiff State of California, by and through Qui Tam Plaintiffs/Relators, hereby incorporates each and every allegation of Paragraphs 1 through 57 of Plaintiff’s Complaint by reference thereto.

59. The conduct of Defendant Novartis, as herein alleged, was at all times herein mentioned in violation of California Government Code Sections 12650-12656, thereby entitling said Plaintiff to all damages, compensatory and otherwise, therein described.

FIFTH CLAIM FOR RELIEF AGAINST DEFENDANT NOVARTIS

[PLAINTIFF STATE OF ILLINOIS]
(Violation of IL ST CH 740 § 175/1-175/8)

60. Plaintiff State of Illinois, by and through Qui Tam Plaintiffs/Relators, hereby incorporates each and every allegation of Paragraphs 1 through 57 of Plaintiff’s Complaint by reference thereto.

61. The conduct of Defendant Novartis, as herein alleged, was at all times herein mentioned in violation of IL ST CH 740 § 175/1-175/8, thereby entitling said Plaintiff to all damages, compensatory and otherwise, therein described.

SIXTH CLAIM FOR RELIEF AGAINST DEFENDANT NOVARTIS

[PLAINTIFF STATE OF FLORIDA]
(Violation of FL ST §§ 68.081-68.092)

62. Plaintiff State of Florida, by and through Qui Tam Plaintiffs/Relators, hereby incorporates each and every allegation of Paragraphs 1 through 57 of Plaintiff’s Complaint by reference thereto.

63. The conduct of Defendant Novartis, as herein alleged, was at all times herein

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1 mentioned in violation of FL ST §§ 68.081-68.092, thereby entitling said Plaintiff to all damages,
2 compensatory and otherwise, therein described.

3 **SEVENTH CLAIM FOR RELIEF AGAINST DEFENDANT NOVARTIS**

4 [PLAINTIFF STATE OF TEXAS]
5 (Violation of TX HUM RES §§ 32.039-36.110)

6 64. Plaintiff State of Texas, by and through Qui Tam Plaintiffs/Relators, hereby
7 incorporates each and every allegation of Paragraphs 1 through 57 of Plaintiff's Complaint by
8 reference thereto.

9 65. The conduct of Defendant Novartis, as herein alleged, was at all times herein
10 mentioned in violation of TX HUM RES §§ 32.039-36.110, thereby entitling said Plaintiff to all
11 damages, compensatory and otherwise, therein described.

12 **EIGHTH CLAIM FOR RELIEF AGAINST DEFENDANT NOVARTIS**

13 [PLAINTIFF STATE OF GEORGIA]
14 (Violation of GA ST §§ 49-4-168.1-168.6)

15 66. Plaintiff State of Georgia, by and through Qui Tam Plaintiffs/Relators, hereby
16 incorporates each and every allegation of Paragraphs 1 through 57 of Plaintiff's Complaint by
17 reference thereto.

18 67. The conduct of Defendant Novartis, as herein alleged, was at all times herein
19 mentioned in violation of GA ST §§ 49-4-168.1-168.6, thereby entitling said Plaintiff to all
20 damages, compensatory and otherwise, therein described.

21 **NINTH CLAIM FOR RELIEF AGAINST DEFENDANT NOVARTIS**

22 [PLAINTIFF STATE OF TENNESSEE]
23 (Violation of TN ST §§ 4-18-101-108)

24 68. Plaintiff State of Tennessee, by and through Qui Tam Plaintiffs/Relators, hereby
25 incorporates each and every allegation of Paragraphs 1 through 57 of Plaintiff's Complaint by
26 reference thereto.
27
28

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1 69. The conduct of Defendant Novartis, as herein alleged, was at all times herein
2 mentioned in violation of TN ST §§ 4-18-101-108, thereby entitling said Plaintiff to all damages,
3 compensatory and otherwise, therein described.

4 **TENTH CLAIM FOR RELIEF AGAINST DEFENDANT NOVARTIS**

5 [PLAINTIFF STATE OF VIRGINIA]
6 (Violation of VA ST §§ 8.01-216.1 -216.190)

7 70. Plaintiff State of Virginia, by and through Qui Tam Plaintiffs/Relators, hereby
8 incorporates each and every allegation of Paragraphs 1 through 57 of Plaintiff's Complaint by
9 reference thereto.

10 71. The conduct of Defendant Novartis, as herein alleged, was at all times herein
11 mentioned in violation of VA ST §§ 8.01-216.1-216.19, thereby entitling said Plaintiff to all
12 damages, compensatory and otherwise, therein described.

13 **ELEVENTH CLAIM FOR RELIEF AGAINST DEFENDANT NOVARTIS**

14 [PLAINTIFF STATE OF MASSACHUSETTS]
15 (Violation of MA ST 12 §§ 5A-50)

16 72. Plaintiff State of Massachusetts, by and through Qui Tam Plaintiffs/Relators,
17 hereby incorporates each and every allegation of Paragraphs 1 through 57 of Plaintiff's Complaint
18 by reference thereto.

19 73. The conduct of Defendant Novartis, as herein alleged, was at all times herein
20 mentioned in violation of MA ST 12 §§ 5A-50, thereby entitling said Plaintiff to all damages,
21 compensatory and otherwise, therein described.

22 **TWELFTH CLAIM FOR RELIEF AGAINST DEFENDANT NOVARTIS**

23 [PLAINTIFF STATE OF NEW YORK]
24 (Violation of NY STATE FIN §§ 187-194)

25 74. Plaintiff State of New York, by and through Qui Tam Plaintiffs/Relators, hereby
26 incorporates each and every allegation of Paragraphs 1 through 57 of Plaintiff's Complaint by
27

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1 reference thereto.

2 75. The conduct of Defendant Novartis, as herein alleged, was at all times herein
3 mentioned in violation of NY STATE FIN §§ 187-194, thereby entitling said Plaintiff to all
4 damages, compensatory and otherwise, therein described.

5
6 **THIRTEENTH CLAIM FOR RELIEF AGAINST DEFENDANT NOVARTIS**

7 [PLAINTIFF STATE OF MICHIGAN]
8 (Violation of MI ST 400.601-610a)

9 76. Plaintiff State of Michigan, by and through Qui Tam Plaintiffs/Relators, hereby
10 incorporates each and every allegation of Paragraphs 1 through 57 of Plaintiff's Complaint by
11 reference thereto.

12 77. The conduct of Defendant Novartis, as herein alleged, was at all times herein
13 mentioned in violation of MI ST 400.601-610a, thereby entitling said Plaintiff to all damages,
14 compensatory and otherwise, therein described.

15
16 **PRAYER FOR RELIEF**

17 78. WHEREFORE, Plaintiff, United States of America ex rel. Relators Robert M.
18 Lalley, Courtney Davis and William Manos prays that judgment be entered against Defendants,
19 and each of them jointly and severally, for damages and otherwise as follows:

20 a. In an amount, presently indeterminable, but in excess of \$100,000,000.00, on
21 the First, Second and Third Claims, for violation of 31 U.S.C. § 3729(a)(1), (2) and (3); and that
22 such sum be duly trebled, in addition to a fine of not less than \$5,000 per violation and not more
23 than \$10,000, together with attorneys' fees and costs;

24 b. In addition, Plaintiffs pray for such further and additional relief at law or in
25 equity that this Court may deem appropriate or proper.

26 79. WHEREFORE, Plaintiff States ex rel. Relators Robert M. Lalley, Courtney Davis
27 and William Manos pray that judgment be entered against Defendants, and each of them jointly
28 and severally, for damages and otherwise as follows:

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1 a. In an amount, presently indeterminable, but in excess of \$100,000,000.00, on the
2 Fourth through Thirteenth Claims, for violation of the state laws therein alleged; and for
3 attorneys' fees and costs, where appropriate under each State's law;

4 b. In addition, Plaintiffs pray for such further and additional relief at law or in equity
5 that this Court may deem appropriate or proper.

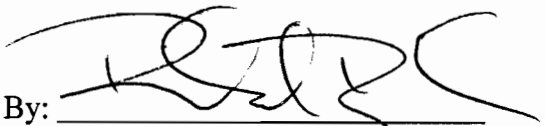
6
7 **JURY DEMAND**

8 Plaintiffs and Qui Tam Plaintiff/Relators demand a trial by jury on all issues so triable.

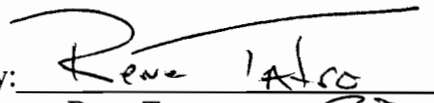
9
10 Dated: November 25, 2008

Respectfully submitted,

JANSSEN DOYLE, LLP

11
12 By: 

13 Richard P. Doyle, Jr.
14 Attorneys for Plaintiff,
15 United States of America ex rel.
16 and
17 Plaintiffs/Relators
18 Robert M. Lalley,
19 Courtney Davis and
20 William Manos

21
22 By: 

23 Rene Tatro
24 Attorneys for Plaintiff,
25 United States of America ex rel.
26 and
27 Plaintiffs/Relators
28 Robert M. Lalley,
Courtney Davis and
William Manos

PROOF OF SERVICE

I am a resident of the State of California, over the age of eighteen years, and not a party to the within action. I am employed in the office of a member of the bar of this court at whose direction the service was made. My business address is JANSSEN DOYLE LLP, 140 Brookwood Drive, Suite 102, Orinda, CA 94563. On **November 25, 2008**, I served the following document(s) by the method indicated below:

COMPLAINT FOR DAMAGES (FALSE CLAIMS ACT, 31 U.S.C. § 3729 et seq.); AND DEMAND FOR JURY

by transmitting via facsimile on this date from fax number (925) 295-1801 the document(s) listed above to the fax number(s) set forth below. The transmission was completed before 5:00 p.m. and was reported complete and without error. The transmission report, which is attached to this proof of service, was properly issued by the transmitting fax machine. Service by fax was made by agreement of the parties, confirmed in writing.

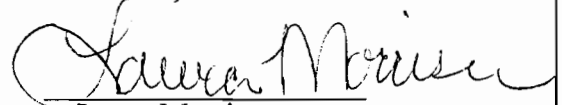
VIA HAND DELIVERY

by placing the document(s) listed above in a sealed envelope with postage thereon fully prepaid, in the United States mail at Walnut Creek, California addressed as set forth below. I am readily familiar with the firm's practice of collection and processing of correspondence for mailing. Under that practice, it would be deposited with the U.S. Postal Service on that same day with postage thereon fully prepaid in the ordinary course of business. I am aware that on motion of the party served, service is presumed invalid if the postal cancellation date or postage meter date is more than one day after the date of deposit for mailing in this Declaration.

JOSEPH P. RUSSONIELLO
United States Attorney
JOANN M. SWANSON
Chief, Civil Division
SARA WINSLOW
STEVEN J. SALTIEL
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JOYCE R. BRANDA
JAMIE A. YAVELBERG
JESSICA S. CHAMPA
Attorneys, Civil Division
U.S. Department of Justice
P.O. Box 261
Ben Franklin Station
Washington, D.C. 20044

I declare under penalty of perjury under the laws of the United States that the above is true and correct. Executed at Walnut Creek, California on **November 25, 2008**.


Laura Morrison

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