



Setting the Record Straight: Corporate Responsibility

In a previous “Setting the Record Straight” document we focused on “[The Impact of Pain](#)” and the devastating effects chronic pain can have on patients and their loved ones. The unfortunate reality is that chronic pain isn’t going away. And, there is no magic cure.

The appropriate management of pain and addressing the effects of misuse, abuse and diversion of prescription pain medications are both serious public health problems. Pain affects millions of people each year. Pain medications remain a safe and effective treatment for appropriately selected and monitored patients – whether they are in palliative care or suffering from either cancer-related or non-cancer chronic pain. Unfortunately, misuse, abuse and diversion of pain medications can lead to tragic consequences, including addiction, overdose and death.

As a pharmaceutical leader in pain medicine, we are acutely aware of the public health risk these powerful medications may create when they are diverted, misused and/or abused. Purdue Pharma (Canada) is committed to continuing our research and development of products to treat chronic pain and we are committed to finding solutions (including but not limited to available prescription medications) to help Canadians live with – and treat – their chronic pain.

But it doesn’t stop there.

Purdue Pharma (Canada) believes that our corporate responsibility goes beyond providing innovative medicines designed to improve patient health and well-being. We believe we, along with our corporate partners, the healthcare community and all levels of government, have a larger role to play in preventing the misuse, abuse and diversion of prescription medications.

With the support of Purdue Pharma (Canada), and other proud sponsors, [Drug Free Kids Canada](#) is creating a movement to inspire and support parents to prevent drug and other substance abuse in youth. Their vision – to ensure that all young people will be able to live their lives free of drug or alcohol abuse – is one that we share. Our partnership with Drug Free Kids Canada allows us to reach families with our message about the importance of educating youth on the risks and tragic consequences of the misuse, abuse and diversion of prescription medications.

Proper use, storage and safe disposal of prescription medicines keeps drugs out of the hands of children, teenagers, and anyone else who may use them inappropriately. It also keeps drugs out of landfill sites and water supplies, and it prevents the inadvertent use of unused or expired medications. As a proud member of the [Health Products Stewardship Association](#) (HPSA), Purdue Pharma (Canada) helps to fund nation-wide programs that ensure safe and effective collection and disposal of prescription medications.

Purdue Pharma (Canada) produces a [product identification pamphlet](#) that is endorsed by the Canadian Pharmacists Association and designed to be a field reference to help groups such as law enforcement officers and other first responders, front-line addiction workers and healthcare providers visually identify prescription opioid analgesics and stimulants that are marketed in Canada. This information helps equip these groups with detailed product marking information for their activities. It is noted that positive identification of any drug requires analysis by an authorized laboratory.

We help healthcare professionals understand chronic pain and its management using a biopsychosocial approach. We provide information on current evidence-based clinical practice guidelines and tools such as the Patient Agreement and Opioid Risk Tool. We offer to healthcare professionals accredited third-party approved Continuing Health Education programs and other learning activities across Canada on topics such as Approaches to Responsible Opioid Prescribing, The 2017 Canadian Opioid Guidelines, Non-Pharma Treatment Options and Risk Mitigation Strategies.

We know this isn’t enough. That’s why we’re focused on partnerships that embody our commitment to bringing forward new and innovative pain therapies, such as our support of the [Chronic Pain Network’s Strategy for Patient Oriented Research](#) and our recent agreement with [Klaria](#) to develop, license and supply KL-00514 (Naloxone Buccal Film) for acute treatment of intentional or accidental opioid overdose.

Purdue Pharma (Canada) remains committed to working together – with governments, industry partners, patient groups, law enforcement, and all Canadians – to create a broad strategy for harm reduction. We believe in our role in this solution and that we can make a significant difference if we work together.