



## Key Purdue Initiatives to Combat Prescription Medicine Diversion and Abuse

- **September 2000:** Michael Friedman, President and CEO, and Howard Udell, Executive Vice President and Chief Legal Officer, traveled to Maine to meet with the US Attorney there after reports of OxyContin<sup>®</sup> (oxycodone HCl controlled-release) Tablets abuse appeared in the Portland press.
- **February 2001:** Purdue began its national “Protect Your Practice” campaign involving direct mailings to 395,000 prescribers and 65,000 pharmacists and follow-up visits with sales representatives to heighten awareness among healthcare professionals about diversion and abuse risks.
- **March 2001:** Purdue launched its tamper-resistant prescription pads program, which involved providing such pads at no cost to healthcare professionals in Virginia to help curb prescription fraud. The program was subsequently expanded and, to date, more than 16,000 prescribers in 33 states and the District of Columbia have ordered these pads.
- **March 2001:** Purdue endorsed appropriately designed state prescription monitoring programs to reduce “doctor shopping” by diverters who unlawfully obtain prescriptions for controlled substances from multiple prescribers. To date, 31 states have enacted legislation to implement a prescription monitoring program. Twelve additional states are considering such legislation in 2007.
- **April 2001:** Purdue voluntarily ceased distribution of 160 mg tablets after reports of concern about potential misuse of the 160 mg tablet.
- **April-May 2001:** Purdue launched its “100 Counties Program” under which Purdue management directed its sales representatives in at-risk counties to focus discussions with healthcare professionals on reducing abuse and diversion.
- **June 2001:** Purdue established RADARS<sup>®</sup> System (Researched Abuse, Diversion, and Addiction-Related Surveillance), the first national surveillance program to detect and investigate abuse of specific pharmaceuticals with geographic specificity.
- **July 2001:** Purdue voluntarily added amplified warnings about abuse and diversion to OxyContin product labeling and trained sales representatives to call healthcare professionals’ attention to these warnings.
- **July 2001:** Purdue sent 800,000 letters to healthcare professionals alerting them to the amplified warnings in the OxyContin labeling.
- **November 2001:** Purdue launched Painfully Obvious<sup>®</sup>, an awareness program designed to educate pre-teens, parents and teachers about the dangers of prescription drug abuse.

- **November 2001:** Purdue established its Law Enforcement Liaison and Education (LELE) program to assist law enforcement in detecting and apprehending criminal diverters and to counsel practitioners on how to protect their practices from criminal diverters. To date, more than 400 educational programs have been conducted, reaching more than 13,500 law enforcement professionals.
- **August 2002:** Purdue hired a drug diversion expert and former agent for the DEA and FDA as its Vice President of Corporate Security to head overall security operations and to work with law enforcement to reduce theft and illegal trafficking in Purdue products.
- **June 2003:** Purdue established RxPatrol<sup>®</sup>, the first national clearinghouse of data to be used to deter and solve pharmacy crimes.
- **October 2003:** Purdue completed initial development, refinement and introduction of Controlled Substance-Patterns of Utilization Requiring Evaluation (CS-PURE<sup>®</sup>) software to managed care customers. CS-PURE is an approach to identify, for further evaluation, potential members with controlled substance misuse or mismanagement, using software queries applied to administrative health claims data.
- **March 2004:** Purdue endorsed federal legislation to provide grants to states for conforming Prescription Monitoring Programs that could interact with other states' PMPs.
- **March 2004:** Purdue endorsed federal legislation to place restrictions on internet sales of controlled substances.
- **November 2004:** Purdue began use of RFID (radio frequency identification) tags integrated into labels on 100-tablet bottles of OxyContin to protect against counterfeiting and diversion.
- **April 2005:** Purdue created a partnership with Crime Stoppers USA<sup>SM</sup> to publicize descriptions of suspects and offer rewards for information leading to the arrest of pharmacy robbers. Since inception, 27 arrests have been made based on information provided through this program.

The professional product labeling for OxyContin<sup>®</sup> Tablets contains the following **boxed warning**:

**WARNING:**

**OxyContin is an opioid agonist and a Schedule II controlled substance with an abuse liability similar to morphine.**

Oxycodone can be abused in a manner similar to other opioid agonists, legal or illicit. This should be considered when prescribing or dispensing OxyContin in situations where the physician or pharmacist is concerned about an increased risk of misuse, abuse, or diversion.

**OxyContin Tablets are a controlled-release oral formulation of oxycodone hydrochloride indicated for the management of moderate to severe pain when a continuous, around-the-clock analgesic is needed for an extended period of time.**

**OxyContin Tablets are NOT intended for use as a prn analgesic.**

**OxyContin 60 mg, 80 mg, and 160 mg Tablets, or a single dose greater than 40 mg, ARE FOR USE IN OPIOID-TOLERANT PATIENTS ONLY. A single dose greater than 40 mg, or total daily doses greater than 80 mg, may cause fatal respiratory depression when administered to patients who are not tolerant to the respiratory depressant effects of opioids.**

**OxyContin TABLETS ARE TO BE SWALLOWED WHOLE AND ARE NOT TO BE BROKEN, CHEWED, OR CRUSHED. TAKING BROKEN, CHEWED, OR CRUSHED OxyContin TABLETS LEADS TO RAPID RELEASE AND ABSORPTION OF A POTENTIALLY FATAL DOSE OF OXYCODONE.**

Full prescribing information for OxyContin is available at <http://www.purduepharma.com/PI/Prescription/Oxycontin.pdf>.

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