

To: Purdue Field Force From: Brian Jennings  
Bulletin: 195 Date: October 20, 2016



## Setting the New Purdue Pharma Standard

There are a few times in a person's personal life, let alone in their business life, where a person or a group of professionals can make a profound impact on their community and society at large. This is one of those rare opportunities where a person's actions can make a difference!

You, Purdue, and all of our colleagues have worked hard for many years to inform and address the risks and important considerations associated with Opioid medical management. We understand that these important chronic pain medications must be taken with caution and prescribed with care and consideration.

In yet another example of Purdue leadership, Mark Timney, our Purdue Board of Directors and the Executive Leadership Team have charted a bold, new course for Purdue that includes a significant change to the way that we measure our ourselves and how we measure our success.

**One of the world's greatest leaders and humanitarians was quoted in saying...**

***"Action without Vision is only passing time,***

***Vision without Action is merely day dreaming,***

***But Vision with Action can change the world."***

***- Nelson Mandela -***

During our recent POA meeting, I could not have been more proud of the manner in which you embraced and engaged in our new strategic direction. This is a perfect example of the New Purdue Pharma Standard.

It has been several weeks now since our New Standard was rolled out. It is our responsibility for each one of us to ensure that we now "walk- the- talk" and instill what the New Standard will be when we interact with our customers and any other allied healthcare professional.

Brian Jennings

Southeast RBD

MR-02436

**THE INFORMATION CONTAINED HEREIN IS FOR YOUR EDUCATION ONLY – NOT FOR USE IN PROMOTION**

**GET INTERACTIVE. INSPIRE PROGRESS.**