

To: Purdue Field Force

From: Multi-Channel Marketing

Bulletin #: 201

Date: October 17, 2016



Partners Against Pain Website and Resources Within the ARK

As you know, Purdue is dedicated to “Setting the New Standard” in pain management and the prevention of addiction, abuse, misuse and diversion of opioids. In an effort to continue to work towards this goal, we will be reassessing and redeploying our unbranded tools and support programs over the next few months. As part of this effort, the website PartnersAgainstPain.com will be decommissioned while we review, design and develop new resources to continue in setting the new standard.

We realize that the Partners Against Pain (PAP) materials are valuable resources for you and your customers.

- PAP materials will remain available in the ARK via the PAP panel for your demonstrations with customers
- Materials highlighted within the ARK will remain available for ordering in Phoenix
- There is NO requirement to destroy any current PAP materials at this time

The PAP panel, within the original ATBM/DBM/RBD versions of the ARK, contains a “website tour” button that used to link to the PartnersAgainstPain.com site. This link will no longer be active and that “website tour” button will not be available on the new version of the ARK that is coming soon.



If you have additional questions or concerns please contact your District Business Manager.

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