

Tactical Memo

PURDUE

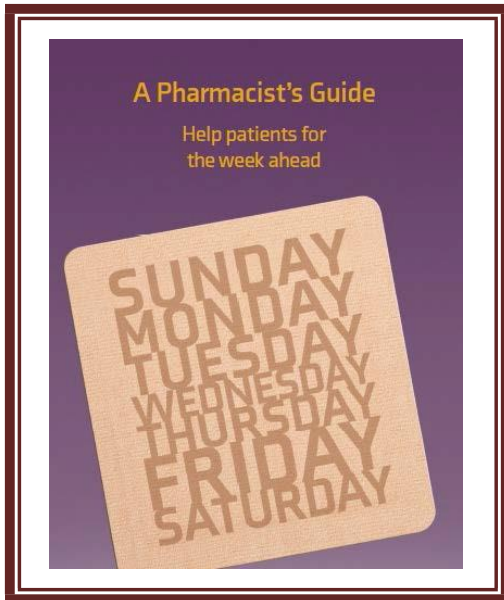
To: Field Sales Force

From: Managed Markets Marketing Team

Bulletin Number: 229

Piece: New Butrans Pharmacist Guide

Date: October 28, 2016



Background:

Butrans Pharmacist Guide

This brochure was developed to educate Pharmacists on Butrans. It includes; important Patient Counseling Information for Pharmacists, patch strengths and where to find formulary coverage.

We have removed savings card information.

Target Audience:

Pharmacists, HCPs

Execution Expectations:

- To be utilized with Pharmacist and HCPs who may have patient types similar to those described in this piece.
- **Always remember to include Indication and Usage, the Boxed Warning and Important Safety Information as part of your discussion.**

MR - 02457

For Your Information – Not To Be Shown During Promotion Or Left Behind