

# Tactical Memo

PURDUE

To: Field Sales Force

From: Butrans Marketing Team

Bulletin Number: 230

Piece: Enhanced Patient Information Guide

Date: November 4, 2016



## **Background:**

The Butrans Enhanced Patient Information Guide (leave behind piece) was developed to assist HCPs with managing patient expectations when prescribing Butrans. It includes similar information to the Medication Guide but in more consumer-friendly language, and with a new look and feel. The guide:

- Emphasizes patient communication with the HCP
- Reviews what to expect when starting therapy
- Includes a new Patient Brief Summary along with the FPI in the pocket.

## **Target Audience:**

HCPs

## **Execution Expectations:**

- Review contents of the guide with HCPs
- Remind HCPs that full application, rotation, and disposal instructions are in the enclosed FPI/Medication Guide and are also in the Butrans cartons the patient receives at the pharmacy.
- Encourage HCPs to give the Patient Information Guide to their appropriate patients when prescribing Butrans.
- **Always remember to include Indications and Usage, the Boxed Warning and Important Safety Information as part of your discussion**

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