

**I'VE LEARNED THAT
PEOPLE WILL FORGET
WHAT YOU SAID,
PEOPLE WILL FORGET
WHAT YOU DID, BUT
PEOPLE WILL NEVER
FORGET HOW YOU
MADE THEM FEEL.**

-Maya Angelou





OLD



Activities to gain and keep customers,
providing value to them through offerings





?

Trust

Misleading

Claims evidence based





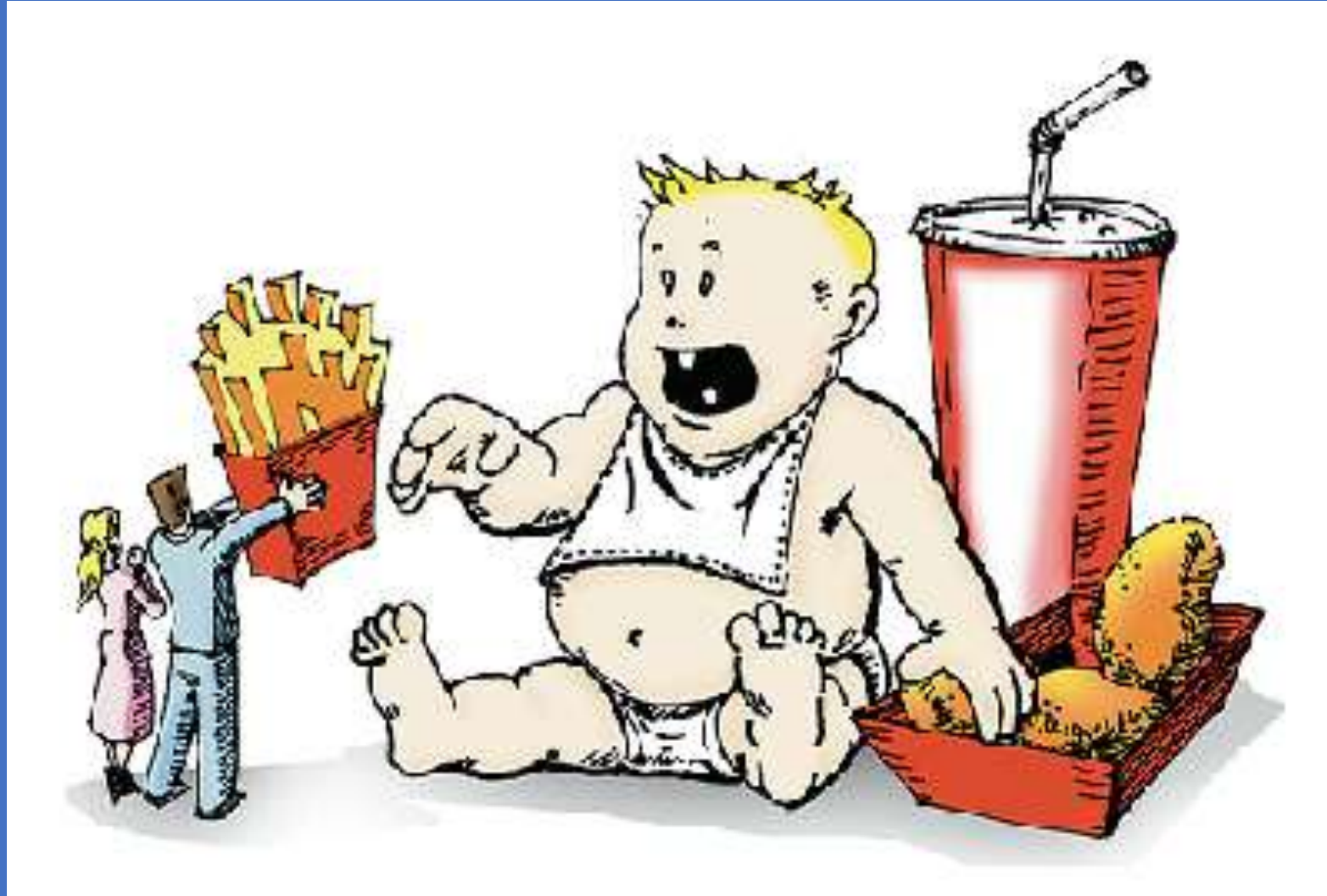






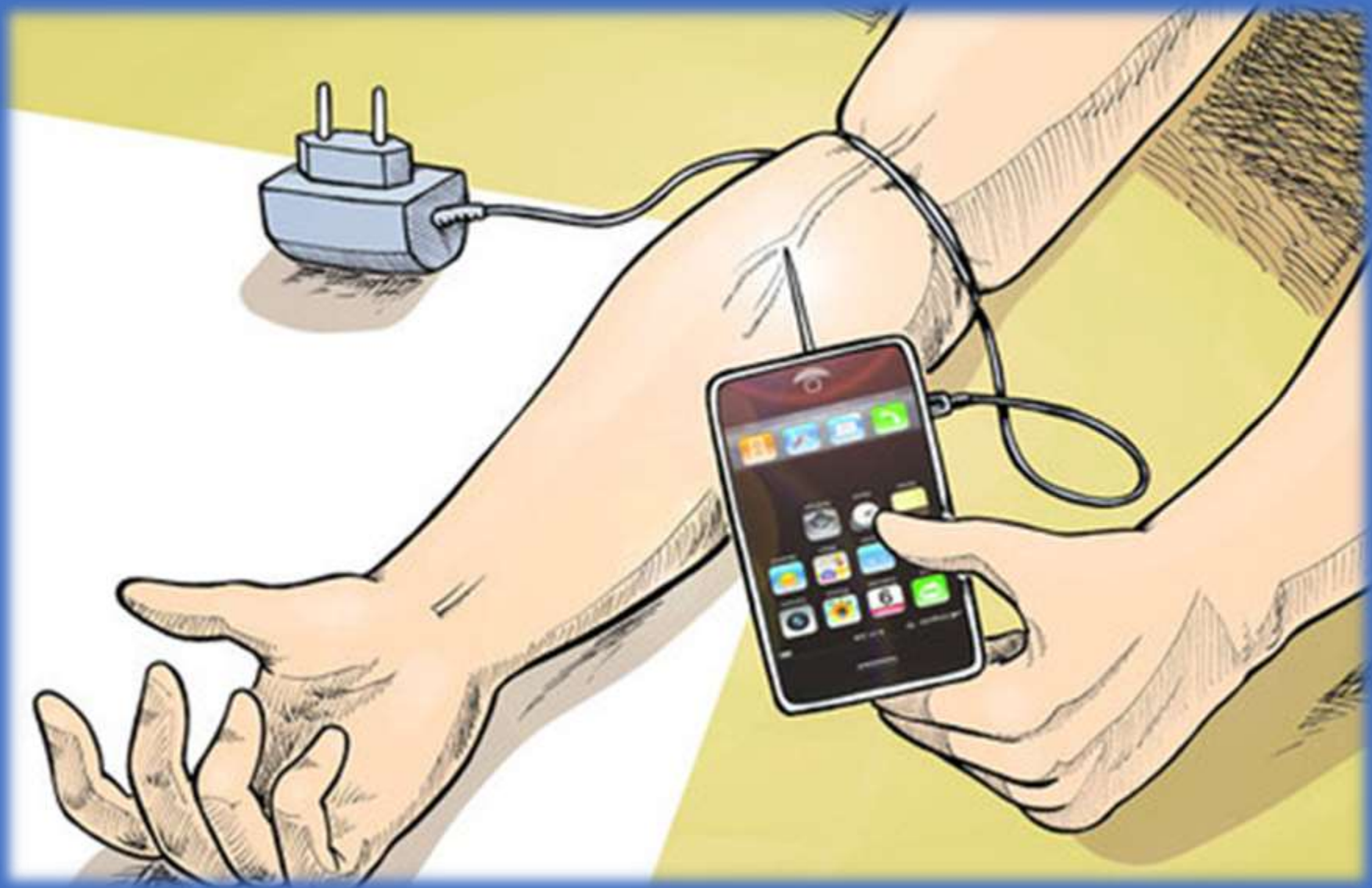


“Starving Kids in Africa”





Overwhelming
Preoccupation
Interaction
Obsession
I-phone
Devices





**PLEASE
DON'T
TEXT &
DRIVE**



Consequences
Just Ahead

Who's Vulnerable





OLD



Examples of Purdue's Advertisement Campaign

"Safe Narcotic
based on the
slow release
formulation"

PURDUE

A campaign of deliberate deception?



**OXYCONTIN
COUPON**

Pharmacy Instructions:

Present this coupon when obtaining an OxyContin prescription. It is not valid for cashing in or for other purposes. It is not valid for OxyContin products manufactured after 12/31/2009.

Customer Service: 877-821-8755
Pharmacy Helpline: 800-223-2346

Expiring 12/31/2009

Master ID: 322654C57F

Refill: 7777

Refill: 610709

Refill: RXCPNT

Pharmacy
Coupons.com

"Friend for life against the war on pain"



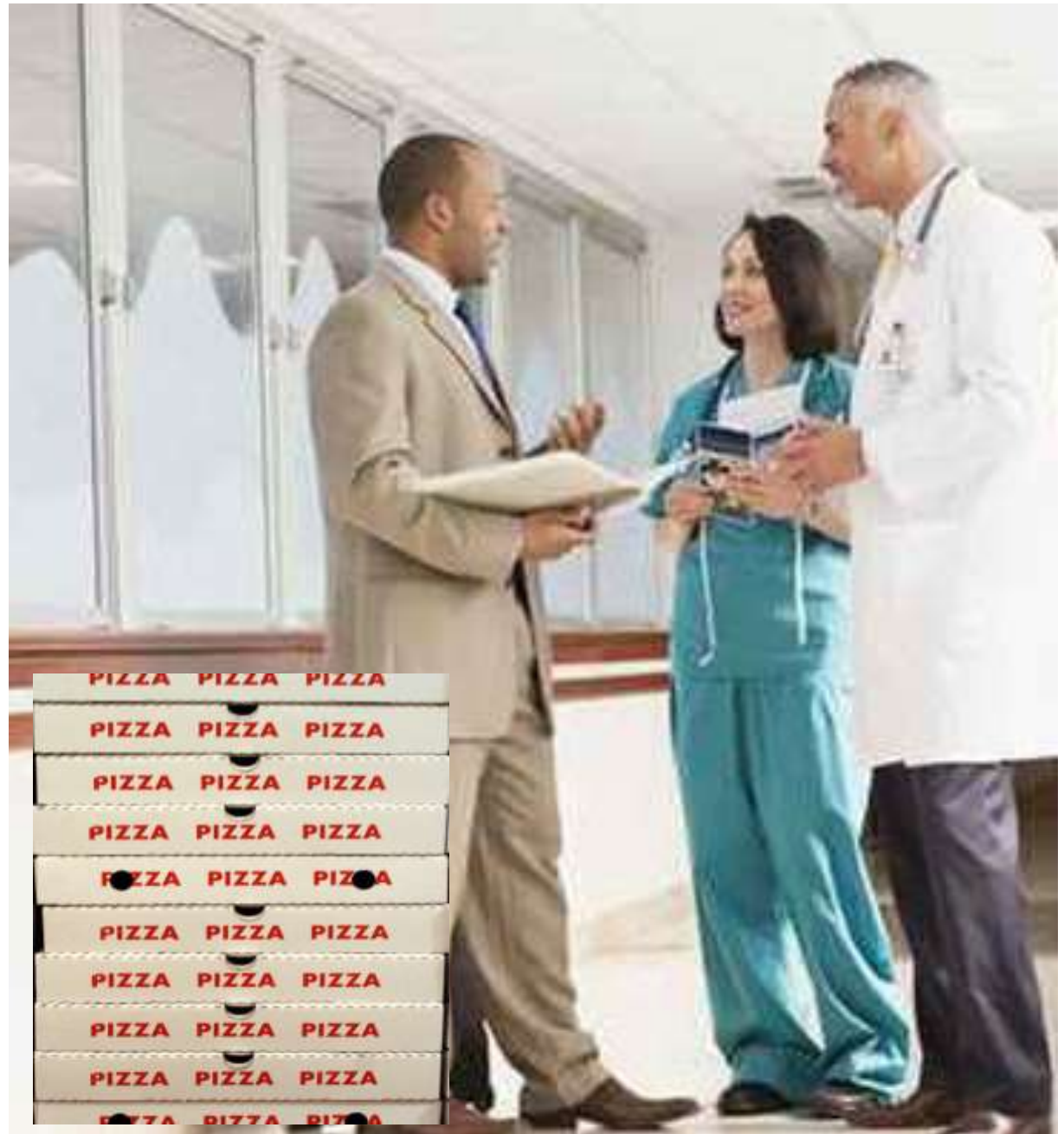
Radio personality Rush Limbaugh for

OxyContin



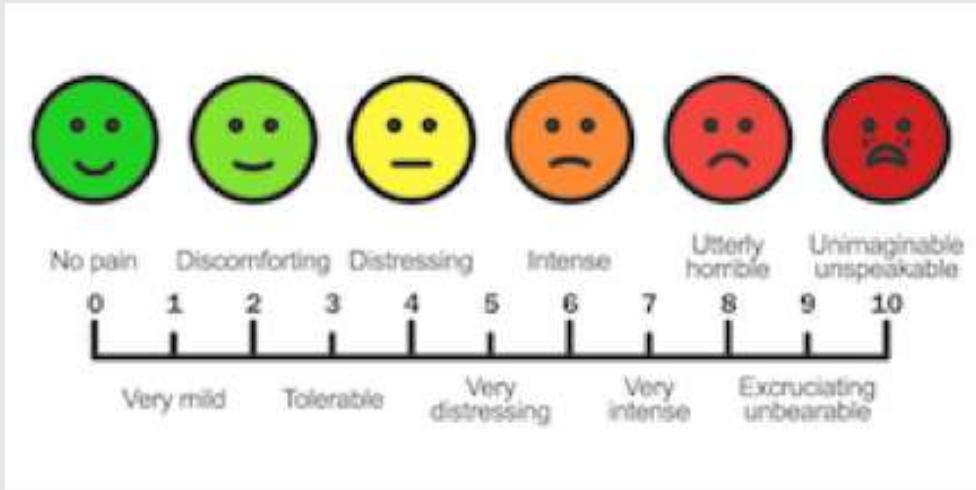
"OxyContin" helped me deal with the pain of living in a world that just didn't resemble my perceptions or my claims."







A Joint Commission Standard in 2001

Vital Signs	
1st	Body Temperature
2nd	Pulse
3rd	Respiratory Rate
4th	Blood Pressure
5th	 <p>The diagram illustrates a pain scale from 0 to 10. It features six circular faces above the scale line, each representing a level of pain. The faces are colored green (0-2), yellow (3-4), orange (5-6), and red (7-10). The faces show a progression from a happy smile to a grimace. Below the scale line, descriptive labels are provided for various points: 'No pain' at 0, 'Discomforting' at 2, 'Distressing' at 4, 'Intense' at 6, 'Utterly horrible' at 8, and 'Unimaginable unspeakable' at 10. Additional labels 'Very mild', 'Tolerable', 'Very distressing', 'Very intense', and 'Excruciating unbearable' are placed below the scale line at intervals of 1 unit.</p>





**TODAY'S
SPECIAL**

**Buy one
Fish & Chips
for the
price of two
and receive
a second
Fish & Chips
ABSOLUTELY
FREE!**

EX-DEA AGENT: OPIOID CRISIS FUELED BY DRUG INDUSTRY AND CONGRESS

Whistleblower Joe Rannazzisi says drug distributors pumped opioids into U.S. communities -- knowing that people were dying -- and says industry lobbyists and Congress derailed the DEA's efforts to stop it

2017
OCT 15 CORRESPONDENT
BILL WHITAKER

COMMENTS
642

FACEBOOK
f

TWITTER
t

STUMBLE
u

In the midst of the worst drug epidemic in American history, the U.S. Drug Enforcement Administration's ability to keep addictive opioids off U.S. streets was derailed -- that according to Joe Rannazzisi, one of the most important whistleblowers ever interviewed by 60 Minutes. Rannazzisi ran the DEA's Office of Diversion Control, the division that regulates and investigates the pharmaceutical industry. Now in a joint investigation by 60 Minutes and [The Washington Post](#), Rannazzisi tells the inside story of how, he says, the opioid crisis was allowed to spread -- aided by Congress, lobbyists, and a drug distribution industry that shipped, almost unchecked, hundreds of millions of pills to rogue pharmacies and pain clinics providing the rocket fuel for a crisis that, over the last two decades, has claimed 200,000 lives.



Ex-DEA agent Joe Rannazzisi and 60 Minutes correspondent Bill Whitaker **CBS NEWS**

Kermit West Virginia

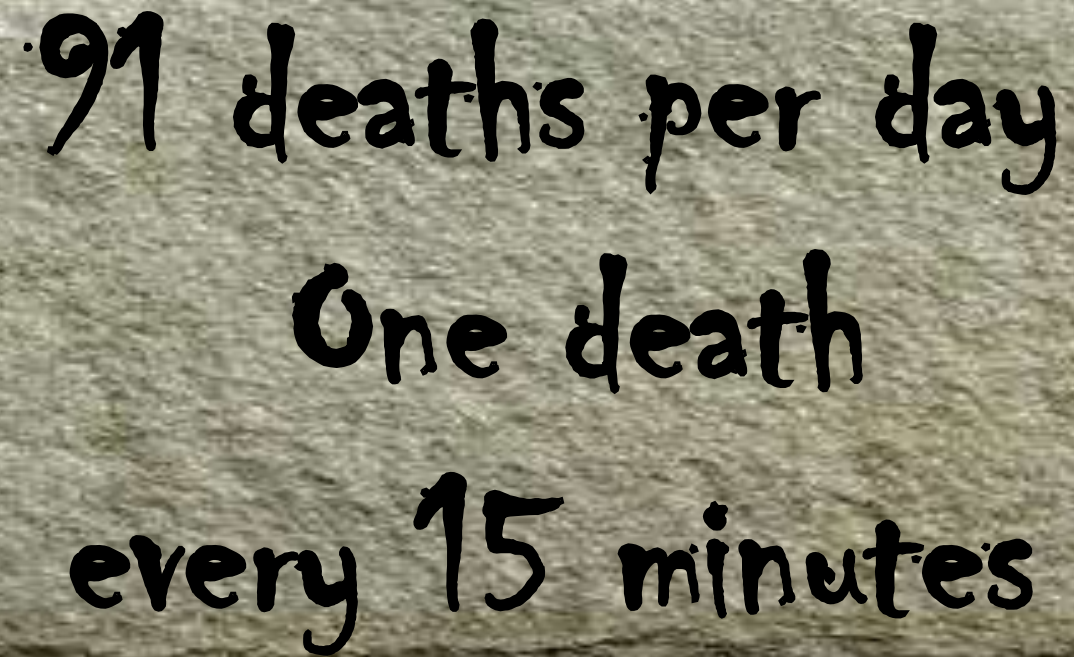
- Population ~ 400
- 9 million hydrocodone pills in a 2 year time span
- How many pills/day to dispense this amount in 2 years?

12,000 pills daily, 7 days a week
210 pills/person/week for 2 years

Overdose Death Rates/100,00 population

		<u>Rate</u>	<u>Total</u>
1999:	New Mexico ranked 1 st	15	300
	Pennsylvania ranked 8 th	8	960
	West Virginia ranked 38 th	4	72
	Both Dakota's reported	0	
2016:	West Virginia ranked 1 st	52	936
	Pennsylvania ranked 4 th	37	4,440
	North Dakota reported	10	
	South Dakota reported	8	
	New Mexico ranked 12 th	25	500



A large, flat, grey stone marker is set in a cemetery. The stone has a rough, natural texture and is mounted on a low, wide base. Handwritten in black ink on the stone are the statistics: '91 deaths per day', 'One death', and 'every 15 minutes'. The background shows other headstones and green grass.

91 deaths per day
One death
every 15 minutes

2017 Center for Disease Control





Department of Justice

SHARE 

U.S. Attorney's Office

Middle District of Pennsylvania

FOR IMMEDIATE RELEASE

Thursday, December 21, 2017

Mt. Carmel Doctor Indicted For Operating A “Pill Mill” And Causing The Death Of Five Patients

HARRISBURG – Attorney General Jeff Sessions and the United States Attorney's Office for the Middle District of Pennsylvania announced today that Dr. Raymond Kraynak, age 60, of Mt. Carmel, Pennsylvania, was indicted by a federal grand jury on December 20, 2017, in a 19-count indictment charging the unlawful distribution and dispensing of controlled substances, causing the death of five patients by the unlawful distribution and dispensing of controlled substances, and maintaining two drug-involved premises in Mt. Carmel and Shamokin, Pennsylvania. Dr. Kraynak was taken into custody today by agents of the Drug Enforcement Administration and appeared before United States Magistrate Judge Schwab for his initial appearance. He was temporarily detained until 10:00 a.m. tomorrow morning when he will appear for a bail hearing before Magistrate Judge Schwab. No date for trial was set.

According to United States Attorney David J. Freed, the indictment alleges that Kraynak, who operated two offices in Mt. Carmel and Shamokin, Pennsylvania, known as Keystone Family Medicine Associates, prescribed approximately 2.7 million units of oxycodone, hydrocodone, oxycontin and fentanyl to approximately 2,838 patients between January 2016 through July 31, 2017. During that time period, he was the top prescriber of those drugs in the Commonwealth of Pennsylvania.

OUT OF CONTROL



DEA NATIONAL ^{Rx}
TAKEBACK

**Saturday,
October 27**
10 a.m.–2 p.m.

DEA TakeBack.com


A small image of a yellow pill bottle and several red and white capsules spilled out on a white surface.

**NAVIGATING
A PATHWAY
TO OPIATE
TREATMENT
AND RECOVERY**

THURSDAY, OCT. 18, 5PM
**REACH PERFORMING
ARTS CENTER**

RECOVERY IS POSSIBLE. HELP IS NEARBY.

New treatment and recovery options are now available for the Deer Isle–Stonington community. Come learn more.

Three curved arrows in blue, green, and purple pointing from the top right towards the bottom left, following the text layout.

WORLD & NATION

Johnson & Johnson helped fuel opioid crisis in Oklahoma and must pay \$572 million, judge rules



Arizona asks for Supreme Court involvement in opioid case

PHOENIX — Arizona's attorney general on Wednesday asked the U.S. Supreme Court to force the Sackler family, which owns OxyContin-maker Purdue Pharma, to return billions of dollars they took out of the company.

The court filing marks the first time the high court has been asked to weigh in directly on the nation's opioid crisis.

Arizona Attorney General Mark Brnovich said the filing is meant to ensure that Purdue has enough money to pay any future judgments or settlements. Nearly all other opioid-related cases brought by states, including a separate one filed last year by Arizona, are in state courts.

The filing is the latest maneuver from a state seeking to hold the drug industry accountable for a crisis that costs more American lives each year than vehicle crashes.

— THE ASSOCIATED PRESS









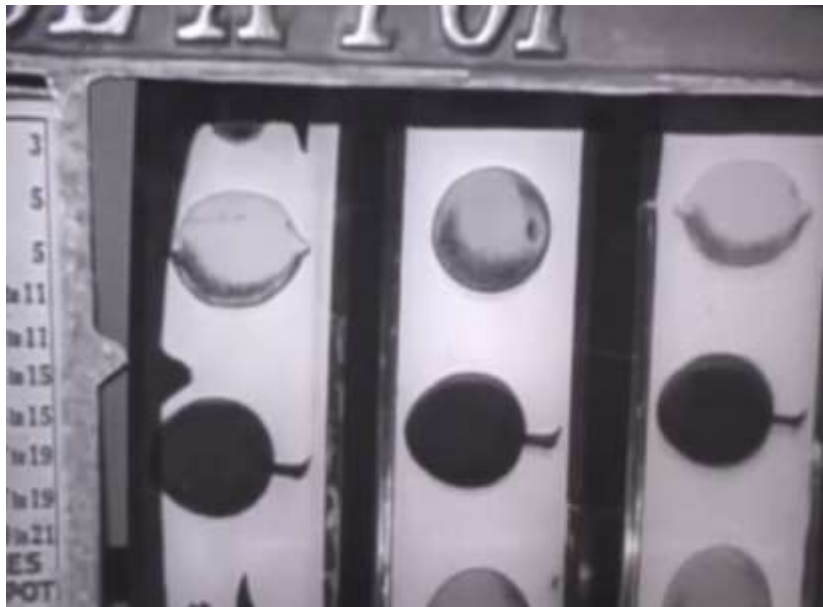
Just Stop It!

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*

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"Houston, We Have a Problem"

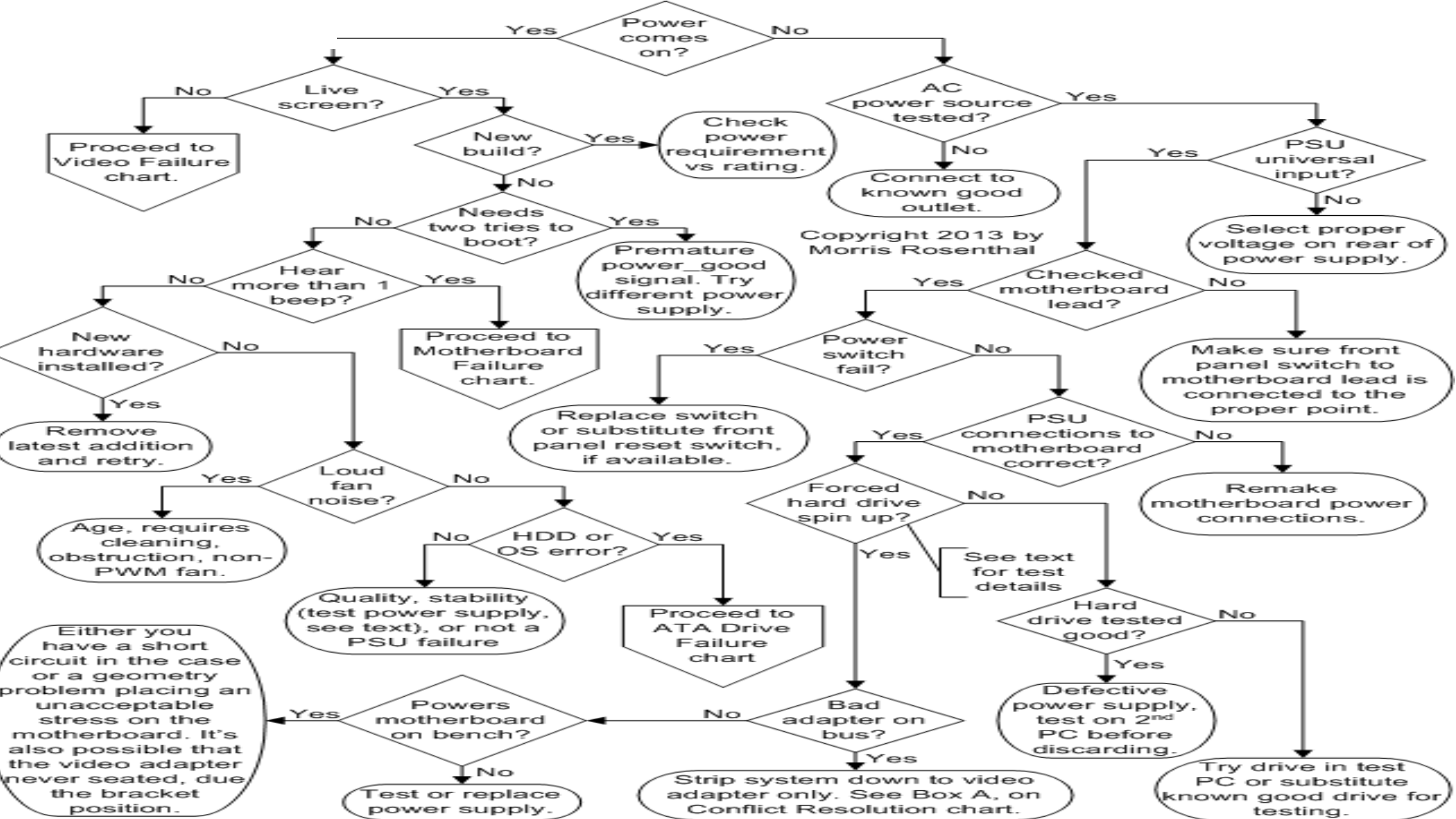






THE FIRST WEEKS
OF MY LIFE
WERE SPENT IN

DETOX





Nothing to Disclose



Warning!



Objectives

- To appreciate the circumstances owing to the opioid crisis
- To be mindful that addictive behavior is pervasive for many people in various aspects of their lives
- To appreciate the mindset of the pregnant woman with OUD
- To understand that effective management begins with the nonjudgmental attitude of the TEAM who provides care for patients with OUD











DUM

A photograph of a beach at low tide, with numerous starfish scattered across the wet sand and shallow water. The starfish are mostly light brown and orange. The water is a deep blue-grey color. The sky is not visible.

Alyssa

Patricia

Samantha

Krystal

Shanna

Tiffany

Joan

Brittany

Brittany

"I credit Dr. Stoner and Mary Weaver for allowing me to maintain my sobriety during my pregnancy. I would not have my beautiful baby if it were not for them. They did not judge me. They got eye-level with me and believed in me when I did not believe in myself."

Brittany

They got eye-level with me

Alyssa

I would be honored to be able to be a part of sending a positive message to our community and being an advocate of how this program has saved my life and could potentially save others if they are willing to fully commit. I am truly grateful for your inspiring words and uplifting support through my entire pregnancy thus far. I am seriously excited to help spread my story and give hope to HOPEFULLY many people.

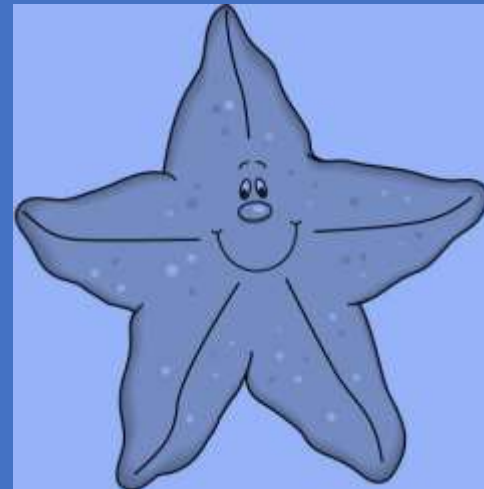
if they are willing to fully commit.

**The same boiling
water that softens the potato
hardens the egg. It's about
what you're made of, not the
circumstances.**





One Starfish at a Time



BECAUSE IT MATTERS, TO THAT ONE





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