Communication plan

Gloria: has a topic she wants to introduce/incorporate core values

Purdue Pharmaceuticals- Opioid Crisis

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**Crisis**

The origin of the Opioid crisis in the United States can be traced back to the 1990s when major pharmaceutical companies such as Purdue Pharmaceuticals invested heavily in the production and marketing of prescription opioids as an effective pain reliever. Purdue Pharmaceutical was involved in the crisis due to its role as the manufacturer of OxyContin, one of the leading opioid medications (Hirsch, 2017). The companies reassured the medical practitioners that the drugs were not addictive, and patients would benefit. In response, the medical community began to prescribe opioids at a heightened rate. The situation resulted in widespread diversion and abuse of the medication before it was discovered that the drug had a high risk of addiction. Overdose incidences began to surge. The study will incorporate statistics from peer-reviewed articles and reputable organizations. For instance, the Centers for Disease Control and Prevention (CDC) established that in 2017, the number of mortalities attributed to opioid overdose surpassed 47000 (Osland et al., 2018). During the same year, approximately 1.7 million individuals suffered substance use disorders linked to prescription opioids. Incorporating the statistics will help to illustrate the scope of the opioid crisis.

The study will also highlight the prevalence of prescription opioid misuse by patients. For instance, between 21% and 29% of the patients end up misusing the medication meant for chronic pain (Hirsch, 2017). Approximately 12% of the patients that misuse the medication end up suffering from opioid use disorder. Such statistics will be crucial in expounding the crisis. The study will highlight how lawsuits and reputational damage impacted the company. For instance, in 2018, the company was facing more than 1000 lawsuits from different states for deceptive marketing that escalated the crisis.

**Purdue Pharmaceuticals Leadership Handling**

The section will encompass aspects such as leadership changes and strategies. The study will highlight how Purdue Pharmaceuticals implemented leadership changes in 2018. The changes were made when the company was facing hundreds of lawsuits across the nation (Hirsch, 2017). The leadership changes were made mainly to the executive committee and the board of directors. The move aimed to improve the company's reputation by getting rid of individuals that had been mentioned as significant players in facilitating the opioid crisis through marketing. In July 2018, the company appointed Steve Miller to head the board of directors. Miller was attributed to have spearheaded several corporate turnarounds in the past. As such, the company’s leadership used strategy as a step towards handling the crisis (DeShazo et al., 2018). The company also made leadership made changes to the senior vice president position. The new senior vice president also served as the lead counsel, thereby spearheading the company’s legal affairs. The study will also focus on how the company offered to support the prescription monitoring program. For instance, it offered more than $2 million to the state of Florida towards the establishment of a monitoring program.

**Response plan**

Under the leadership response plan, the study will highlight how leadership maintained its position for not being directly involved in the opioid crisis. Here, the paper will explore how Purdue used a public relations firm to help manage its reputation at a time when it as accused of causing the pandemic (DeShazo et al., 2018). The paper will highlight the part that Purple Strategies played in diverting the blame from Purdue Pharmaceuticals. Exploring the PR firm's role will help to understand how Purdue is tried to influence the political and regulatory stakeholders. The company also engaged with patient advocacy groups and other lobbying entities. The company also made donations to various entities, including the Washington Legal Foundation, as a strategy to weaken the legal standard applied in prosecuting business executives in the event when their products cause public health concerns.

**Communication plan – Gloria Flora**

The study will explore how the crisis influenced Purdue’s communication culture. It will also focus on the communication plan that the company applied as part of crisis management. The company maintained its innocence in the crisis and blamed individuals that chose to ignore physicians’ advice and misuse the drug (DeShazo et al., 2018). The company’s communication plan entailed strategic messages that were issued by the senior management team. Most of the communications focused on reinforcing the notion of the company's commitment to taking care of patients by high-quality medication (Osland et al., 2018).

**Suggestions to Improve**

The section will cover the potential ways that Purdue Pharmaceuticals could use to enhance its reputations and operations. The first proposal will entail accepting the fault. The company's leadership team could admit the wrongdoing and promise the public that such a mistake will not occur again. The second proposal will entail coming up with a long-term plan. Rebuilding a reputation while facing more than 1000 lawsuits is a challenge. As such, the study will explore how the company could come up with a long-term plan that could assist in rebuilding the reputation (Tena-Chollet et al., 2017). The paper will also cover corporate social responsibility as a possible way for the company to improve its reputation during the crisis. Other than helping to strengthen reputation, a CSR program could help to set the company apart from other competitors.

References

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