



# Education plays powerful role in opioid epidemic

Our continuing education courses discuss current issues in pain management while showing nurses how to care for patients who struggle with poor medication adherence.

Since April, we have been teaching nurses in all 50 states about the opioid epidemic with our **"Confronting the Opioid Epidemic"** campaign. Thanks to an educational grant from Johnson & Johnson, we developed a content portfolio that consists of a combination of existing and newly developed courses that cover topics from pain management and ethics to medication nonadherence. Nurses who complete each course earn continuing education credits they can apply toward state license renewals.

## Opioid campaign reaches far and wide

**50**

Number of states in which nurses have taken courses

**15**

Number of other countries in which nurses have taken courses

**82**

million people reached with press release

**15**

subject matter experts created course content

## How we spread the word to our nurse learners



**Digital display advertising**

**1 million**  
page views per month



**Precision email**

**1.5 million**  
nurses in our database



**Content marketing**

**165,000+** blog page views  
per month  
**68,000+** Digital Edition page views  
per month



**Social media**

**2.4 million**  
potential reach



**Digital newsletter**

**1.5 million**  
potential reach



**Targeted display ads**

**2 million**  
potential reach

## Opioid education facts

Our dedicated clinical learning team develops custom, accredited educational activities the healthcare community needs on timely topics, such as the opioid epidemic. Through our wide network of subject matter experts, we understand what it means to work on the front lines of healthcare and carefully merge academic expertise with sensitive, compassionate care in each course.

**18.7** total contact hours available per nurse

**15** courses free of charge to nurses

**5** new courses created

**10** existing courses updated

## Opioid course topics

- Identifying prescription drug abuse
- Pain management and ethics
- Managing chronic pain
- Effective pain management best practices
- Substance abuse and women
- Medication nonadherence
- Knocking out pain safely with PCA
- Responsible opioid prescribing, chronic pain and addiction
- Patient counseling best practices
- Meeting pediatric patient challenges
- Opioid use disorder and pregnancy
- Health literacy/discharge education
- Recognizing drug-seeking behavior
- Evidence-based pain management today
- Motivating patients to make lifestyle changes



## Quality content guarantee

We are the only commercial continuing education provider in healthcare that offers **"freshness updating"** on courses. In each course, you will find:



- Date published
- Date of last update
- Date of next review



**Our healthcare course library reaches large audiences.**

**14,338**  
unique healthcare courses available

**1,791,154**  
alumni learners

**618,540**  
annual students

**2,047,034**  
annual healthcare courses taken

**26**  
national accreditations by governing bodies

**4,607**  
companies educate their workforce with our courses



**To view the courses, visit [Nurse.com/OpioidEpidemic](https://www.nurse.com/OpioidEpidemic)**