



Prepared Exclusively
for
SCS Medical Clients

Smoking Consultation Service

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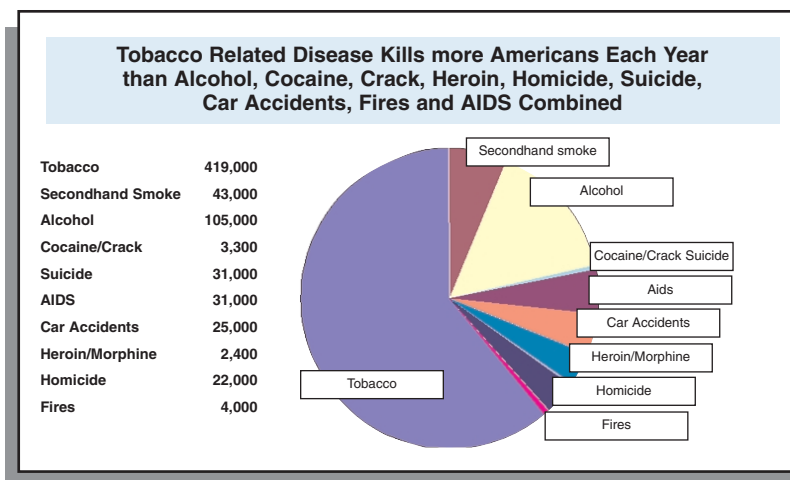


Improving *Patient Health* *while* Increasing Practice Revenues

There are an estimated 50 million smokers in the United States, 80% of whom want to quit. In fact, over 1/3 attempt each year, but less than 3% are ultimately successful on their own. Seventy percent of all smokers visit their physician at least once per year. Yet they seldom get the proper support and counseling needed to overcome this life-threatening addiction.

patients' health while providing a significant source of untapped practice revenues.

As a health professional, you know that smoking is the largest cause of morbidity and mortality in the U.S. Over 1,100 Americans will die today and everyday from tobacco related diseases. Proper treatment of smoking related illness and nicotine dependence represent a significant opportunity to improve your



Mission Statement

The mission of the **Smoking Consultation Service** is to assist the medical community in developing the highest quality, state-of-the-art treatment for nicotine dependence, improve patient health and increase revenues for our associated physicians and medical centers.






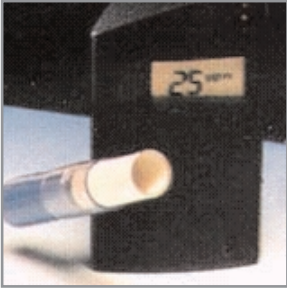

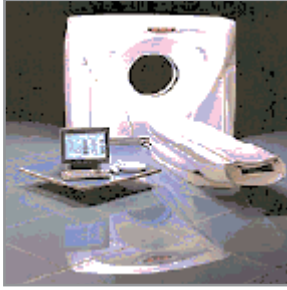
Associated Physicians will learn how to increase the clinical effectiveness of smoking cessation while increasing medically appropriate revenues.

Insurance coverage has been shown to increase rates of cessation services utilization and therefore, increase overall quit rates (*Henry, Ogle, Snellman 1987*). Conversely, inadequate insurance reimbursement is often cited as a major barrier to clinical interventions for nicotine addiction services (*Orleans. 1988; Gottlieb, Mullen, McMister, 1987; AHCPR Workgroups Sessions, Smoking Cessation Guideline Conference, 1996*). The Smoking Consultation Service will advise you on how to overcome these barriers.

Directly diagnosing tobacco related diseases will afford the clinician the opportunity to address the patient's addiction to nicotine, improving the effectiveness of the clinical intervention. Medical assessment biofeedback of reversible smoking related disease and motivational interviewing strengthen the commitment to quit. Aggressive utilization of pharmacotherapies can help the patient through the physical withdrawal of cessation. All three components are necessary for a successful program. **The Smoking Consultation Service will show you how.**

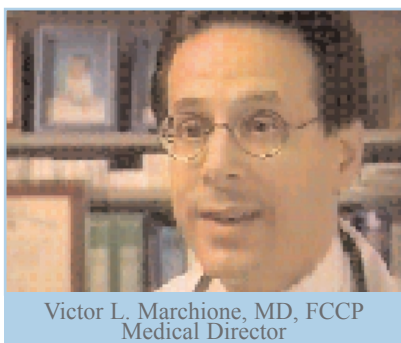
Research shows that medical assessment feedback must be personalized and immediate. It's utilization has almost tripled quit rates (*Abrams & Orleans, 1993*). Opportunities for medical assessment and third party reimbursement include, but are not limited to, pulmonary function testing, carboxyhemoglobin determinations, nicotine metabolite assays, quantitative pulmonary sputum cytology and lipid profiles (*U.S. Department of Health and Human Services, 1989; Fiore MC, Balley WC, Cohen Sl. et al., 1996; Gritz ER, Kristellar JL, Burns DM, 1993; Bars MP Kim SO, 1993*).

Outpatient Procedures - Medical Biofeedback

<p>Spirometry</p>  A white spirometry machine with a computer monitor and a large cylindrical chamber for the patient.	<p>Chest Radiographs</p>  A person in a white lab coat pointing at a chest radiograph on a light box. A digital display shows "8:08" and "62°".	<p>LungPath</p>  A white, cylindrical device with a handle, used for lung imaging.
<p>COHB% Assays</p>  A close-up of a COHB% assay device showing a digital display with the number "25".	<p>Thallium Stress Test</p>  A medical imaging device with a large circular opening and a control panel.	<p>Chest CT Scans</p>  A CT scanner with a patient lying on a table, ready for a scan.



Diagnostic Procedures and Patient Assessments



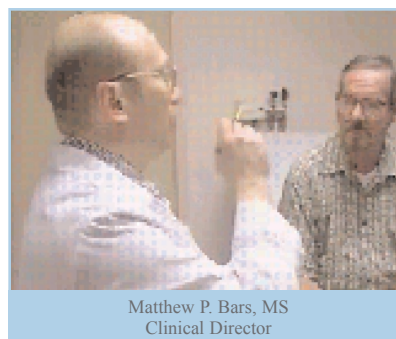
The Smoking Consultation Service Program, developed by nationally recognized experts, will assist your practice in developing treatment protocols and clinical pathways. The SCS program includes step-by-step utilization of diagnostic procedures and patient assessment. Our smoking program adheres to and surpasses the latest federal and professional guidelines (e.g. Fiore MC, Bailey WC, Cohen & J, 1996; USDHHS National Institutes of Health, American Society of Addiction Medicine). Our Associated Physicians have rapid access to information on the latest smoking cessation therapies.

Historically, many physicians became discouraged with smoking cessation programs, finding them ineffective and time consuming, without the potential for reimbursement. **The Smoking Consultation Service has overcome these barriers! Through a powerful combination of pharmacology, behavioral modification and medical biofeedback**

(based on clinical assessment), our smoking cessation program targets both the psychology and physiology of nicotine addiction.

Everything about our services are designed to help you offer your patients the highest quality and most effective smoking cessation program. **With our program in place even a modestly sized practice or medial center can enjoy a dramatic increase in revenues.** We will also help design medical office procedures tailored to each physician's needs to help achieve individual practice goals.

Our nationally recognized experts are available to help you with specific treatment and protocol guidelines.

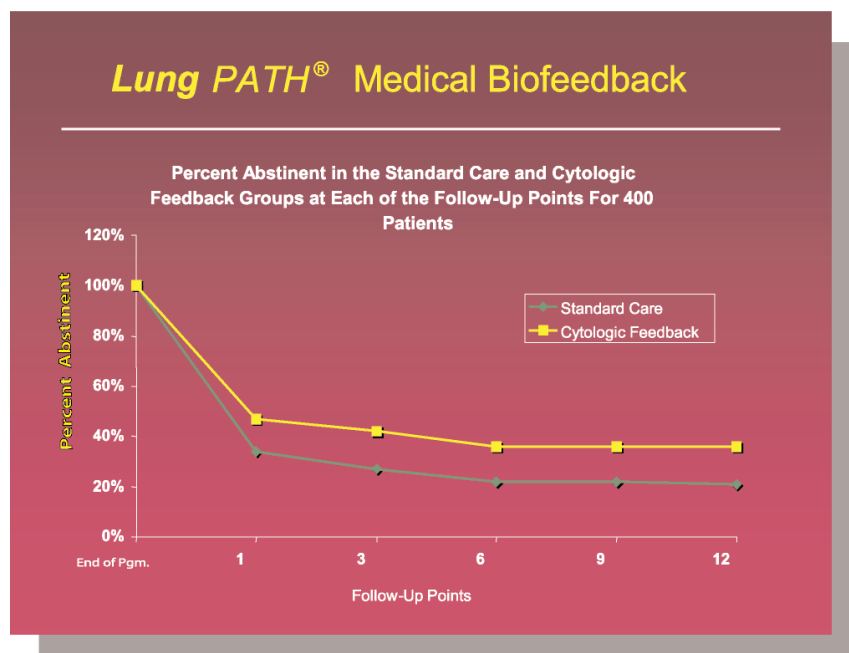




Pulmonary Cytology Biofeedback

Pulmonary cytology has been used to personalize the importance of smoking cessation and has resulted in significantly higher abstinence rates

(Swan GE, Hodgkin JE, Roby TJ, et al, 1992). In addition, Pulmonary cytology biofeedback “medicalizes” tobacco dependence. We utilize the smoker’s pulmonary cytology to personalize the importance of smoking cessation. This has resulted in significantly higher quitting rates. By facilitating physician reimbursement and addressing tobacco related diseases, follow-up office visits are easier for the patient, further enhancing program effectiveness.





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Benefits

of the

Smoking Consultation Service

We provide your patients and your practice or medical center a turn key system

- Physician and Staff Training and Support
- Increased Patient Volume
- Medically Appropriate Increased Revenues
- System (Hospital) Wide Coordination
- Training Manuals, Videos, and Patient Forms
- Insurance Billing Consultation
- Smoker Patient Management and Marketing Software
- “Smoke Signals” Newsletter Templates for Patients
- Updates on Latest Clinical Interventions
- Consultants on Call
- Ongoing Literature Review
- Marketing and Public Relations Assistance
- In-Office Literature
- Internet Strategies
- Toll Free 1.800.45.SMOKE TeleMarketing Outsourcing
- On-Going Support

Serving Your Community Converting Smokers to Ex-Smokers
