

TOBACCO-FREE – FOR LIFE™

David P.L. Sachs, MD, Medical Director
145 North California Avenue
Palo Alto, CA 94301-3911, USA
PHONE: +1-650-833-7994
FAX: +1-650-833-7990
WEB: TobaccoFreeForLife.org

• Chair, American College of Chest Physicians Tobacco Treatment Committee
• Attending Physician, Pulmonary and Critical Care Medicine
Stanford University Hospital • Stanford, CA
• Attending Physician, Pulmonary and Critical Care Medicine
Sequoia Hospital • Redwood City, CA

Generate a Positive Return On Your Investment (ROI) Within 12 Months, Improve Your Employees' Health & Improve Your Corporate Image

1. *How can I generate a positive ROI in less than 12 months?*

The U.S. Centers for Disease Control reports that when you pay for effective tobacco-dependence treatment, that is the most cost-effective benefit an employer can offer – of any kind – for anything or any medical condition. In fact, it is the only treatment with a proven ROI for any condition, including hypertension, diabetes, or asthma.

- a. **Not only that, the data unequivocally show that effective tobacco-dependence treatment provides you with a return on your investment within the first 12 months after your employees start treatment.**
- b. **The more intensive the treatment, the sooner you start to see an ROI and the greater your ROI is.**

2. *What does cigarette use cost my business?*

Cigarette smoking takes a big bite out of your bottom line – more than \$7,500/year per employee who smokes – in extra health-care costs and reduced productivity caused by increased illness and hospitalization.

3. *Why will implementing effective tobacco-dependence treatment in my company improve my corporate image?*

- a. **Tobacco dependence causes nearly 10% of all US healthcare costs and 18% of all US hospital deaths. Stopping cigarette use would reduce US healthcare costs more than any other single action. You would be helping create that reduction.**
- b. **The effective program you implement will:**
 - 1) **Improve your employees' health, well-being, and productivity.**
 - 2) **Reduce your company's health-care expenses.**
- c. **For your part, implementing such an effective treatment program will enhance your stature within your company and at the same time enhance your company's stature in the world. You will be at the cutting edge.**

4. *But, won't that cost me a lot of money?*

No. You will have initial capitalization costs, but scientific studies show that within 9 to 12 months you will start to enjoy a positive, net return on your investment. In other words, it is extraordinarily cost-effective for you to provide effective tobacco dependence treatment as a fully paid benefit for all your employees, just as you would for any other chronic medical disease, such as asthma, hypertension, or diabetes. But note these three significant differences:

- a. **Treating any other chronic medical disease costs you more per quality-year-of-life saved, than does treating tobacco dependence.**
- b. **Such other chronic diseases occur less often than tobacco dependence, e.g., 7% incidence for asthma vs. 21% incidence for tobacco dependence.**
- c. **None of these other chronic medical diseases will kill 60% of their victims; untreated tobacco dependence will. Oh. And one more thing. Effectively treating tobacco dependence will improve your employee's productivity.**

5. *But why bother with all this; isn't smoking just a bad habit – something a person can stop at will?*

No. Science now shows us that smoking is not a habit; it is not something most cigarette users can just stop.

6. *Really? Why can't they just stop?*

Because cigarette smoking is the primary symptom of tobacco dependence, and tobacco dependence is a chronic medical disease that is based in neurons in the brain.

7. *Why is that?*

Because more than 75% of cigarette users today are highly, physically dependent on nicotine for normal brain function. If they try to just stop, they experience physical, nicotine withdrawal symptoms, which degrade their

work performance and can make them difficult to work with. Untreated, the more nicotine dependent a cigarette user, the more severe the nicotine withdrawal symptoms – symptoms which can last for a year or more

8. *When does all this start?*

Cigarette use, and tobacco dependence that causes it, is medically categorized as a pediatric disease. The average age of starting daily cigarette use in the United States is 13 years old. 98% of regular cigarette users start by age 18. Within 10 days of a child's starting smoking, the ultra-high doses of nicotine that the cigarette delivers with "super-sonic" speed to the brain lead to permanent alterations in brain structure and function. Then the brain can't function normally unless there is an adequate concentration of nicotine in the brain.

9. *Perhaps, I should just not hire people who smoke? But then, I might lose some of my most potentially valuable employees – perhaps the next mailroom clerk, who 25 years from now becomes CEO and keeps my company profitable, while our competitors are struggling. I don't want to lose that employee. What should I do?*

If you haven't already, you should implement a wide range of corporate policies, most of which will cost you very little but will have great financial benefit, such as:

- a. Making all of your campuses 100% smoke-free, including private offices, conference rooms, and within 100 yards of the farther-most parking lot or entryway, whichever is farther away.
- b. Include all of your overseas offices and campuses. Studies show that within the first one or two years of implementing such policies, you start to enjoy a substantial reduction in building maintenance, repair, and house-keeping costs.
- c. Phase out sale of all tobacco products in your on-campus stores.
- d. Create a corporate culture that recognizes tobacco dependence as the chronic medical disease it is and change attitudes, values, beliefs, and behaviors accordingly. In that supportive context, encourage tobacco-dependent employees to seek and use the effective treatment they need so that they are in the driver's seat, so that they are back in control. Tobacco dependence is a treatable disease, not a moral failing. As with other illnesses, the treatments that work the best are based on science – not on wishful thinking.

10. *Anything else?*

YES. You should include complete coverage for tobacco-dependence treatment using state-of-the-art treatment, such as recommended by the United States Public Health Service's *Tobacco Use and Dependence: Clinical Practice Guideline. 2008 Update* and the American College of Chest Physicians' *Tobacco-Dependence Treatment Toolkit, 3rd Edition, 2010* (www.tobaccodependence.chestnet.org), as a fully paid employee benefit.

10. *All right, I'm interested. Why should I work with you?*

David P.L. Sachs, MD is a world-renowned clinician, researcher, and educator. He is a graduate of Stanford University School of Medicine and also received his training in Pulmonary and Critical Care Medicine there. Over the past 30 years in the field of pulmonary medicine, he has focused on the diagnosis and effective treatment of tobacco dependence. He has conducted more than 30 clinical research trials focused on improving tobacco-dependence treatment; he has consulted for former FDA Commissioner David Kessler, MD in 1994 and was a consultant for the 1988 US Surgeon Generals report on *Smoking and Health*. He has personally treated >5,000-7,500 patients in his private, pulmonary medical practice. He is regarded as a gifted clinician, educator, clinical trainer, and researcher.

Now, Dr. Sachs and his team would like to provide you with a unique opportunity. We would like to help you improve your employees' health and at the same time reduce your company's health-care costs. We can develop a program with you that is unique for your company so all your employees will be able to receive effective treatment for tobacco dependence, so that they can stop smoking.

When you are looking for effective ways to reduce your healthcare costs, it makes sense to provide effective, medically validated treatment for tobacco dependence to *all* of your employees who smoke. We can help you do that. Call Nurse-Manager Bonnie L. Sachs, RN, MS (650-494-1495) to schedule a mutually convenient, 30-minute telephone call with Ms. Sachs and me and, so we can determine how best to get started to meet your needs *and* begin generating that positive Return on Investment.

*Thank you,
David P.L. Sachs, MD
8/27/13*