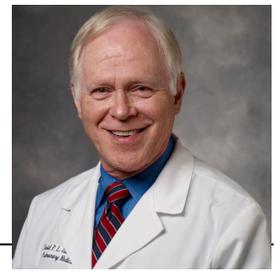


DAVID P.L. SACHS, MD

Professional Mission Statement – Why I Do What I Do Professionally & In My Life



My Ten Guiding Principles:

Widely educate, teach, and disseminate the insights from decades of basic science, clinical, and educational research and also clinical experience, so that...

First, all tobacco-dependent patients receive the effective treatment they need to suppress nicotine withdrawal symptoms so that they can stop smoking. Since 70%-80% so treated can stop smoking and stay stopped, this, in turn, will

Second, dramatically reduce the 60% death-rate that tobacco dependence causes amongst all tobacco users. Most of those deaths are preceded by 5-20 years of slow, agonizing death, which also devours the health-care resources:

- ***Tobacco dependence is the leading cause of preventable death.***
- ***Tobacco dependence accounts for 18% of all hospital deaths.***
- ***Tobacco dependence costs the United States economy in excess of \$197 billion/year.***
- ***Tobacco dependence accounts for nearly 10% of all health-care costs in the United States.***

Third, to reverse this, effective tobacco-dependence treatment must become widely available.

Fourth, for that to become so, primary care physicians, pulmonologists, and cardiologists, in particular, must master the known science and skill to diagnose and treat tobacco-dependence, and

Fifth, *all* healthcare-professional students (medical, nursing, pharmacy, and dental) graduate from their degree program with the same fundamental knowledge-base and clinical skills to diagnose and treat tobacco-dependence as they now are taught for less common and less lethal, chronic diseases, such as diabetes, hypertension, or asthma.

Sixth, remove the burden of shame and guilt of those who use cigarettes and also that of their families, since tobacco dependence is not their fault; ***tobacco dependence is not a life-style choice nor a moral failing.***

Seventh, create a societal- and medical-attitude change around these scientific facts:

- ***Tobacco-dependence is not merely a bad habit; tobacco dependence is a preventable, disease that requires effective treatment.***
- Change the non-scientific belief that 12 weeks' treatment is all that's needed.

Eighth, make leaders around the world aware that tobacco dependence is the leading cause of preventable death. It causes more deaths each year than malaria, tuberculosis, and HIV/AIDS – ***combined.*** *Worldwide, tobacco dependence causes nearly 6 million deaths per year.* Without intervention, tobacco-dependence will cause **one billion deaths** worldwide this century.

- Nothing else comes close.

Ninth, this distinction becomes important enough to enough influential people so that philanthropy expands its mission beyond communicable diseases, such as malaria, TB, and HIV/AIDS, to also include tobacco-dependence treatment *and* prevention, globally.

Tenth, as a result of the dissemination of these findings, medical schools – and all health professional schools – as well as professional accreditation and licensing organizations no longer see tobacco-dependence as simply a “pet project” but as the single most important, preventable and treatable cause of death in the world today. Ultimately, faculty in all of the healthcare professional schools worldwide teach this to their students, equipping them to successfully prevent and treat tobacco-dependence.