



Dear Colleagues,

The [Smoking Cessation Leadership Center](#) (SCLC) and the [Association for the Treatment of Tobacco Use and Dependence](#) (ATTUD) are pleased to co-host a webinar, "**Practical Applications of the New Joint Commission Tobacco Standards – Revenue and Clinical Opportunities for Tobacco Specialists and Hospital Administrators**," on May 14, 2012 at 1pm Eastern Time (90 minutes).

We are honored to have experts in tobacco control on the webinar panel:

- **Steven A. Schroeder**, MD, Distinguished Professor of Health and Health Care, Department of Medicine, Director, Smoking Cessation Leadership Center, University of California, San Francisco
- **Michael Fiore**, MD, MPH, MBA, Professor of Medicine and Director, Center for Tobacco Research and Intervention, University of Wisconsin School of Medicine and Public Health
- **Michael Steinberg**, MD, MPH, FACP, President, ATTUD; Director, Tobacco Dependence Program, Division of General Internal Medicine, UMDNJ-Robert Wood Johnson Medical School
- **Matt Bars**, MS, CTTS, Director, Fire Dept of the City of NY Tobacco Treatment Program, World Trade Center Medical Monitoring & Treatment Program, and Director, IQuit Smoking Centers of Excellence
- **Chris Kotsen**, PsyD, CTTS, Program Manager, Tobacco Quitcenter, Lung Cancer Institute, Steeplechase Cancer Center, Somerset Medical Center
- **Audrey Darville**, APRN, CTTS, PhD candidate, Certified Tobacco Treatment Specialist, UKHealthCare, University of Kentucky

Webinar objectives:

- a) Provide a brief overview of the Joint Commission's new tobacco Core Measures
- b) Understand the potential clinical benefits both specific to hospitals (e.g. reduced readmission, reduced surgical and procedural complication rates) and other beneficial outcomes
- c) Discuss the potential revenue sources (billing) for hospitals and how the standards are an opportunity for positive return on investment
- d) Address challenges facing hospitals considering adoption of the tobacco measures
- e) Discuss lessons learned and challenges from a pilot site

Registration:

A separate invitation email will be sent to listserv members. To register please follow the instructions on the invitation email.

Accreditation:

The University of California, San Francisco (UCSF) School of Medicine is accredited by the Accreditation Council for Continuing Medical Education to provide continuing medical education for physicians and allied health professionals.

UCSF designates this live activity for a maximum of **1.5 AMA PRA Category 1 Credits™**. Participants who join the **LIVE** session, on May 14, 2012, are eligible to earn up to 1.5 CME/CEU credits for a fee of \$25 per CME/CEU certificate. Physicians and allied health professionals should only claim credit commensurate with the extent of their participation in the webinar activity.

Don't need to claim CME/CEUs? SCLC will issue a free certificate of attendance for those who need contact hours only.

Please feel free to forward this announcement to your colleagues. If they are not listserv members and would like to join the webinar, and for answers to other questions, contact Reason Reyes, SCLC Director of Technical Assistance, at reason.reyes@ucsf.edu, or call toll-free (877) 509-3786. This webinar will be recorded and may be viewed online on the [ATTUD website](#) and the [Smoking Cessation Leadership Center's website](#) after the presentation.

Reason S. Reyes, MPA

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