

Health Care

EXECUTIVE
JOURNAL

WINTER 2010

www.usexecutivejournal.com



PFIZER INC.
QUIT SMOKING PILL - REALITY OR DREAM

THE MAGAZINE FOR HEALTH CARE EXECUTIVES

Quit Smoking Pill - Reality Or Dream

Written by Jonathan Fraser



All smokers who want to quit smoking know how hard this really is. It may not seem this way, but it really is. And it's not the physical addiction that is the biggest problem, no. This one can be overcome with just a few days of ambition and self motivation. The real problem is the psychological addiction. The brain needs the nicotine, otherwise the craving starts. And it is really hard to succeed in convincing your brain that you don't want nicotine any more. That is why all persons who wish to quit smoking are hopping for a magic pill that would make everything easy, they want a quit smoking pill.

Fortunately for them this quit smoking pill exists, not in just one form but in more, although the specialists aren't totally sure how do these things work.

Types of Quit Smoking Pills

Zyban is a pretty new medication that does not contain nicotine and is designed to help people quit smoking, therefore it is a quit smoking pill. It was initially designed to be an antidepressant and it was first used in depression treatment. A lot of smokers have found it helpful when wanting to quit smoking. It is said that it also reduces the nicotine withdrawal symptoms.



Success is not a solo act.

Partnership and a common goal make all the difference.

For more than 100 years, the Wilmington Trust corporate family has been privileged to work with, and support, individuals and organizations committed to creating opportunities for businesses, large and small, in our communities.

In our second century of serving clients, our commitment to sustaining the health of the business community remains steadfast.



Michael P. Lynch—215.419.6589



Our highly skilled hospital staff is ready to serve you whether you're having a new baby, in need of diagnostic services, a stay in the hospital, chemotherapy, rehab therapy, surgery, emergency care and more. We're here when you need us.

Our individualized patient-centered care encourages family involvement. We are continually upgrading our diagnostic and treatment equipment to make the best, most accurate diagnoses possible. We are a friendly, close-to-home critical care hospital where many of our staff know your name and your family's history.

www.amservices.com

912 Medical Blvd. North Naples, FL 34110 | 305.912.7527

All the quit smoking pills are based around the same idea. They have to boost the level of chemicals in the brain, and as a direct result the person taking them will have a pleasant feeling of comfort and joy. It can also give energy to the patient. This whole process is made to help the body eliminate the nicotine or at least lessen the withdrawal from nicotine.

—Jonathan Fraser



Americare Medical Services provides its service Twenty-four hours a day seven days a week. To most major city in and around United States. We aim to provide and coordinate high quality care and services to help you take control of your health.

Our highly skilled hospital staff is ready to serve you whether you're having a new baby, in need of diagnostic services, a stay in the hospital, chemotherapy, rehab therapy, surgery, emergency care and more. We're here when you need us.

www.amservices.com

912 Medical Blvd. North Naples, FL 34110 | 305.912.7527




Zyban must be taken twice a day, and it needs at least a week before its effects start to take place. Like the majority of the quit smoking pills, it is recommended that Zyban should be used for about 8-12 weeks, although the company producing it says that it can safely be used for a long term too.

Another quit smoking pill is called Rimonabant and it works pretty much the same way as Zyban does. Other quit smoking pills are currently being developed, drugs such as Ta-Nic, a resembling medicine from Xenova Group in England or Varenicline, a drug from Pfizer medical company.

How does the Quit Smoking Pill work

All the quit smoking pills are based around the same idea. They have to boost the level of chemicals in the brain, and as a direct result the person taking them will have a pleasant feeling of comfort and joy. It can also give energy to the patient. This whole process is made to help the body eliminate the nicotine or at least lessen the withdrawal from nicotine.

At least in studies the quit smoking pill has a proven effect. In reality there are people who say that it really works, and there are also people who say the opposite. Whether you decide to take the quit smoking pill or not, the decision is yours to make. But make sure to ask the opinion of your doctor too, before actually making the choice. ▀



**GATEWAY
DATABASE**

Gateway Database is a comprehensive solution for developing, deploying and managing applications for mobile and embedded environments. Gateway Database Client offers a small footprint SQL database that runs on many devices and platforms and can be bi-directionally synchronized with an enterprise database server using Gateway Database Mobile Server.

Gateway Database Mobile Server enables mobile users and devices to operate in occasionally connected environments, periodically synchronizing with a back-end database server. Gateway Database Mobile Server also provides centralized application, user and device provisioning and management and mobile application development tools

10100 Bypass Blvd. S.E. Washington, DC 20005 | 202.401.8910

COMPANY AT A GLANCE

Established : 1849
Pfizer Employee's : 122,200
CEO : Jeffrey B. Kinder

www.pfizer.com

PFIZER INC.
235 EAST 42ND STREET
NEW YORK, NY 10017
UNITED STATES
WWW.PFIZER.COM

