

Press Release
For Release February 22, 2007

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NEW ONLINE TOBACCO TREATMENT TRAINING PROGRAM ANNOUNCED

Chevy Chase, MD -- February 22, 2007 -- The American Society of Addiction Medicine (ASAM) and Clinical Tools, Inc., recently launched a new Internet-based training program to educate healthcare providers about tobacco prevention and cessation. The new Tobacco Treatment Training Program is available online at www.TobaccoTreatmentTraining.com. The training program was developed with funding from the National Cancer Institute and the National Heart, Lung, and Blood Institute.

The ASAM-Clinical Tools Tobacco Treatment Training Program prepares physicians and other health professionals to provide clinical tobacco interventions for prevention and cessation. The Tobacco Treatment Training Program is available on the Internet 24 hours a day, 7 days a week and can be completed at the convenience of the learner. No special software is needed with this browser-based program. Health professionals can complete the program all at once or over multiple sessions. The cost to complete the training program is \$150, and learners can print out a continuing education certificate when they complete their training.

Healthcare providers who complete the training program will earn between 8 and 10.5 hours of continuing medical education credit. Learners must complete 6 core continuing education courses and at least 1 of 3 optional courses to earn their training certificate. Learners can choose between several types of credit, including AMA PRA Category 1 Credit™, National Board for Certified Counselors credit, and National Association of Social Workers credit. The New York Office of Alcoholism and Substance Abuse Services and the California Association of Alcoholism and Drug Abuse Counselors have also approved the program for continuing education credits.

During development, 12 experts in tobacco treatment reviewed the Tobacco Treatment Training Program. It was also evaluated by over 500 healthcare providers; results showed improved attitudes, self-efficacy, and intended behavior with respect to providing tobacco cessation interventions. User satisfaction rates with the program have been very high. A more detailed research summary is available online at www.TobaccoTreatmentTraining.com/research.

In 2005, an estimated 20.9 percent of all U.S. adults (45.1 million people) smoked cigarettes and millions more used other tobacco products. Cigarette smoking is still the leading preventable cause of death in the United States, accounting for approximately 1 of every 5 deaths. Thus, tobacco interventions are among the most important activities of primary healthcare providers because of the devastating health effects of tobacco use, widespread use of tobacco, and important health benefits of quitting. Training in smoking cessation has been shown to increase the rate of tobacco interventions that are conducted by health professionals. Furthermore, comprehensive training -- such as what the Tobacco Treatment Training Program offers -- results in increased cessation rates among patients. Tobacco prevention, which is also addressed in this program, is even more important.

About ASAM

The American Society of Addiction Medicine is an association of physicians dedicated to improving the treatment of alcoholism and other addictions, educating physicians and medical students, promoting research and prevention, and enlightening and informing the medical community and the public about these issues. The Society serves its members by providing opportunities for education and sharing of experiences and by promoting the development of a body of professional knowledge and literature to enhance the quality and increase the availability of appropriate health care for people affected by addictions. Please visit http://www.asam.org/CME_Activities_Home.html for more information.

About Clinical Tools

Clinical Tools, Inc., is a physician-owned company headquartered in Chapel Hill, N.C. Clinical Tools combines expertise in healthcare content and computer application development to provide Internet-based education and information for professionals and consumers. The Tobacco Treatment Training Program is Clinical Tools' second partnership with ASAM; together they launched the online Buprenorphine Training Program (www.BuprenorphineCME.com) in April 2006. Please visit www.ClinicalTools.com for more information about the company.

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