

# Article # 4

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October 10, Massachusetts General Hospital's Anti-Smoking Medication Approach: Service Delivery Strengths I found the article online from Los Angeles Times. Karen Kaplan reports about Massachusetts General Hospital's clinical trial for quitters (people who want to quit smoking) that had a control group. The experimental group received nicotine replacement therapy and "sustained care" which provided them free, 30-day supply of medication that the patients and their counselors selected. The control group received a recommendation for a specific tobacco cessation medication, and they could also call a toll-free help line. The study's findings showed that patients who received "sustained care" were "70% to 71% more likely to be non-smokers after six months than the patients who got the usual care, the researchers found" (Kaplan). The intensive program would cost \$4,910 per quitter in the first year and \$2,670 per person for the succeeding years (Kaplan).

The elements of strategic management that are included in the article are strategic financial and human resources that are part of the strengths of the organization, and they are related to the article because these resources demonstrate how essential they are to successful anti-smoking programs. The financial resources refer to the money needed to buy the medication, pay for health care services, and sustain the toll-free support line for quitters. Human resources pertain to doctors, counselors, and help line operators who provide various health care services and support. These resources are strengths because they provide effective point-of-service and after-service consultation for patients.

The article indicates that the entire service delivery process must work together in providing effective and efficient care for patients who want to quit smoking. Point-of-service and after-service are critical because quitters

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need different approaches that fit their health care needs, and these approaches must be sustained until they are ready to stop smoking without them. For these patients, they need both free sustained medicine and counseling/help line support to help them quit. After-service processes can reinforce the effectiveness of point-of-service processes. The basic meaning of this news is that a health care organization should have successful therapies or programs to maximize their strategic resources.

This article will help me succeed in this class and in my employment by showing me the value of different services in providing successful health care. In class, this article made me more aware of analyzing service processes and their interconnections. In my employment, this article will help me improve my own delivery of health care services because I now understand the value of sustained care for people who potentially need long-term therapies.

#### Work Cited

Kaplan, Karen. “ Simple Measures Made Hospital Patients 70% More Likely To Quit Smoking.” Los Angeles Times, 19 Aug. 2014. Web. 9 Oct. 2014. .