

**Table 2 – Studies Supporting Pharmacotherapy and Multiple-Session Interventions**

PAPER	AUTHOR(S)	KEY POINTS
<i>Cost-utility analysis of varenicline versus existing smoking cessation strategies using the BENESCO Simulation model: application to a population of US adult smokers.</i>	Howard, P., et al; Pharmacoconomics, 2008. <b>26</b> (6): p. 497-511.	Using a simulation model, the authors projected significant savings and cost-effectiveness of varenicline for both a 20-year and lifetime timeframe.
<i>The effectiveness and cost effectiveness of telephone counselling and the nicotine patch in a state tobacco quitline.</i>	Hollis, J.F., et al.; Tob Control, 2007. <b>16 Suppl 1</b> : p. i53-9.	This study evaluated the addition of NRT to three approaches for counseling and found that the most intensive counseling plus NRT provided the most effective treatment option.
<i>Cost-effectiveness of pharmacotherapies for nicotine dependence in primary care settings: a multinational comparison.</i>	Cornuz, J., et al.; Tob Control, 2006. <b>15</b> (3): p. 152-9.	Authors demonstrated that pharmacotherapy was cost effective across multiple countries in terms of cost of life-years saved.
<i>Telephone counseling for smoking cessation: Effects of single-session and multiple session interventions.</i>	Zhu et al; Journal of Consulting and Clinical Psychology, 1996; 64 (1) 202-211	The authors found a dose-response relationship between number of counseling sessions and quit rates at 1 year.