

Physician MEMO

To | All Healthcare Providers

From | Dan Clowers Dir HR Compliance Officer

Date | June 17, 2011

Re | Electronic Cigarettes

Situation	The recommendation has been made and approved to prohibit electronic cigarettes under the Novant Health Tobacco-Free Environment Policy.
Background	It is the policy of Novant Health to offer a tobacco-free environment to patients, visitors and employees. With the recent introduction of an electronic "cigarette," a nicotine delivery device that offers the look and feel of smoking a cigarette, employees and patients have asked if its use would be permitted under our tobacco-free policy.
Assessment	Novant Health made the decision to implement the tobacco-free environment policy in 2007 because it aligned with our mission to improve the health of communities, one person at a time. Tobacco products do not improve health. The same holds true for the electronic cigarette. For those who desire nicotine replacement, other options are available that do not provide the appearance of smoking. Even the appearance of smoking could cause confusion and roll back the tremendous progress we have made in going tobacco-free.
Recommendation	On the recommendation of Novant's chief medical officer, the vice president of clinical improvement, the medical director for Novant wellness and disease management programs and the senior director of health initiatives, the Novant Systems Administration Team approved the prohibition of electronic cigarettes on Novant campuses and leased properties.
Questions	Call Dan Clowers at (336) 277-6701.