The World’s First Personal Smoking Cessation Therapy: Are YOU Ready to Quit?

By: Charles S. Wilcox, Ph.D.

Over 35 million smokers try to quit each year; yet, fewer than five (5%) percent reach their one-year anniversary of having stopped smoking. PRI has been on the leading edge of smoking cessation research for many years and we have been delighted to have successfully helped so many previous smokers to reach their goal of becoming “Smoke Free,” permanently! Granted, the research environment, with more frequent and more personalized visits, is often a vastly superior opportunity for successful smoking cessation.

Earlier this year, all three PRI offices were involved in a National Institute on Drug Abuse / National Institutes of Health / Veterans Affairs (NIDA-NIH-VA) sponsored “Females Only” smoking cessation study and we are eagerly awaiting those important results! Now, we are especially excited to be studying what’s been called “The World’s First Personal Smoking Cessation Therapy” – an innovative programmable transdermal drug delivery system design and, in earlier studies, found to be effective in reducing craving, thereby enhancing one’s ability to successfully quit smoking. Most experts agree that successfully quitting smoking usually comes down to understanding, managing and ultimately over-coming cravings – cravings caused by the addiction to nicotine itself as well as those caused by everyday triggers such as stress, being around other smokers or, for some folks, just having a cup of coffee. Chrono Therapeutics’ patented technology revolutionizes how people quit through the delivery of medication that is proactively timed to their cravings. It also provides real-time digital coaching just when the help is needed most! It begins delivering nicotine replacement therapy before a smoker even wakes up, thereby addressing “the morning cravings,” which many smokers experience. This also allows smokers to begin to focus on the transition to becoming “ex-smokers,” rather than on the unpleasant symptoms often associated with nicotine withdrawal.

The optimized drug delivery is both convenient and discreet. Moreover, the small wearable pod monitors an individual’s use of the medication and transmits data to the program’s digital coaching application which, in turn, displays usage and progress data which proactively reminds people to stay-on-track throughout the program → until you’re nicotine free! The study design is just a little too complicated for us to sufficiently summarize here… We’re currently seeing interested smokers at all three PRI offices to more fully explain the details and logistics of this “high-tech, highly-personalized” smoking cessation program. We’re also establishing waiting lists for pre-qualified highly-motivated-to-quit smokers. Once officially enrolled in this study, participants will also receive compensation for time, travel and questionnaire completion. So, if you’re at least 18 years of age, currently smoking at least ten (10) cigarettes per day and really motivated to stop smoking – for good – we encourage you to call the PRI Office nearest to you, today!
Featured PRI Team Member: David A. Rosenberg, M.D.
By: Charles S. Wilcox, Ph.D.

Born and raised in upstate New York, with a twinkle in his eye and genuine warmth in his heart that remain ever-present today, by the early age of seven years old, young David Rosenberg already knew then that he liked science and working with people! Also inspired by his Uncle Barry who was a well-respected physician, David began to study even harder in school and sharpened his focus on becoming a physician one day. He earned a Bachelor’s degree in Chemistry at Case Western Reserve (he’s PRI’s 4th physician to have attended this prestigious academic institution), his Doctor of Medicine at State University of New York and he completed his Residency in Neurology at UCLA, where he was also Chief Resident Neuromuscular Disease and Neuroelectrics at the Wadsworth Veterans Administration Hospital. Board-Certified in Neurology (since 1984), Dr. Rosenberg’s private practice, in his words, “has evolved substantially” over the past 30+ years. In addition to his hospital-based work involving patients who have had an acute stroke, he categorizes his office-based practice as heavily focused on orthopedic neurology and peripheral nerve disorders.

Functioning as both a Principal Investigator and Sub-Investigator here at PRI, Dr. Rosenberg derives tremendous professional pride and personal enjoyment by being involved as part of The PRI Research Team. “I really enjoy using the experience and perspective I’ve gained over roughly 35 years, to help us advance the field by finding newer and much better treatments, for migraine headaches and especially age-associated conditions such as MCI (Mild Cognitive Impairment) and AD (Alzheimer’s Disease). Being able to help people with these and other conditions, without any need for insurance forms or any of that other stuff, frees-me-up to just give the best ‘hands-on’ approach-to-research as possible!” “I’m also keenly aware of how so many of the currently marketed medicines fall short of meeting patients’ needs… and this, in turn, makes me even more passionate about research in general and advocating participation in clinical trials when I interact with other physicians as well as patients.”

A true “Family Man,” Dr. Rosenberg’s “very Swedish wife,” Ingrid, is also a physician (specialized in muscular-skeletal radiology) and they have two children, a 19-year-old daughter, Linnea, who is a sophomore in college and a 15-year-old son, Jacob, who is in the 9th grade. For hobbies and fun, Dr. Rosenberg enjoys classical music and opera, as well as attending political and philosophical lectures. He also plays the clarinet, flute and saxophone. An avid swimmer, he swims 1,000 meters every day, within less than twenty minutes time too – move over Michael Phelps! All of us here at PRI really appreciate and admire Dr. Rosenberg’s experience, expertise and genuine ‘caring’ for others – he’s a true “Team Player”!

PRI Newport Beach Awarded Prestigious NIDA/VA Grant To Study Cocaine Use Disorder
By: Nader Oskooilar, M.D., Ph.D.

Although only rarely is it openly discussed, cocaine dependence is a very significant public health problem, with serious medical, psychiatric, social and economic consequences. The successful treatment of cocaine dependence can decrease addiction-related health care costs, as well as dramatically improve the overall health and quality of life for those addicted to cocaine. There are no currently marketed and FDA-approved medicines for the treatment of cocaine dependence. PRI is one of approximately 12-to-14 research sites that will be collaborating on this important study. Qualified participants will be 18-to-65 years of age, highly motivated to seek treatment for their cocaine use, have used cocaine at least once within the prior 30 days, not received methadone or buprenorphine within the past year and, if female, not be currently pregnant.

There are a few other requirements that will be discussed as part of the initial private ‘pre-study’ consultation. By enrolling in this confidential research program, participants will not only be potentially helping themselves in many ways, they’ll be making a significant contribution toward helping us to more fully evaluate what may one day become the first FDA-approved medication for the treatment of Cocaine Use Disorder… and that would truly be a win-win situation! To learn more about this important program we encourage people to either call (949-752-7910) or e-mail (Newport@priresearch.com) PRI’s Newport Beach office, conveniently located just three blocks from Orange County Airport.
If you’re one of the many people who have attended a PRI Brain Health Presentation at a Community Center, Public Library, Senior Center or perhaps the Seal Beach Leisure World Amphitheater, then you know that we’re pretty passionate about The Fight Against Alzheimer’s! Also, if you’ve visited any one of our offices you’ve probably seen the framed posters noting that “Behind Every New Medicine Are the Volunteers Who Take Part in Clinical Studies.” We frequently refer to these altruistic individuals as “Medical Heroes.”

When it comes to Memory Loss Research in general and anti-Alzheimer’s Research in particular, “Caregivers” are truly heroic 24/7/365! As part of PRI’s work with Alzheimer’s Orange County, three amazingly dedicated caregivers who have taken part in recently completed research studies at PRI, volunteered their time to share their experience with others. If you know someone, ANYONE, who has concerns about a loved one’s memory, we ask you to invite them to invest three (3) minutes to visit our website (www.priresearch.com) and learn about how getting involved in research can help them, their loved one and their “fellow mankind”! We’re all in this together!!

What’s “Up” Doc?

By: David A. Rosenberg, M.D.

Ubiquitous and panacea are the words of the day here at PRI!

Since joining the PRI family, as a father and a practicing neurologist of 35 years, old habits don’t die. The one that drives my kids crazy is the “words of the day.” So, what’s “up” with “UP” – Ubiquitous and Panacea?

Here at PRI we are dealing with two nearly epidemic neurological disorders... Migraines and Memory Loss (Alzheimer’s). Unfortunately, we all have friends and loved ones stricken by these social scourges. They are ubiquitous and literally everywhere. Furthermore, there are no cures, no panaceas... Migraines and Alzheimer’s, for the most part, go unchecked. Alzheimer’s “kills” the mind; Migraines makes you feel like you want to be dead!

So you have a choice... You can take what I feel are ineffective or minimally effective treatments and wait for the inevitable. Or, you can do something about it and join the PRI team seeking a cure or end to these terrible diseases! Continue your present “treatments” and try a new one as well... Give yourself a chance. If you don’t buy a ticket, you can’t win the lottery! For Alzheimer’s and Memory Loss, the present treatments available are not very effective... They are not slowing the train down! For migraine, the most promising class of drugs in >25 years is near release; but, to speed this along we need those of you with migraines to get on board to help us advance the field and the fight. Put us over the top by joining one of PRI’s migraine studies!

Get “up” and get that lottery ticket to the cure... “The sooner the better.”

Because Time is Memory Loss in Alzheimer’s; and Time is Pain in Migraine!
We’re pleased to announce that, after many years, in late-2016 PRI’s Refer-A-Friend Program was updated – i.e., re-approved by the local Ethical Review Board, with a much-needed Cost-of-Living adjustment. Now, we are able to thank you with a gift of $200.00 for referring family members, friends and/or co-workers who sign-up and participate in one of PRI’s clinical research studies. While this amount is intentionally insufficient to motivate or encourage anyone to participate in a study for the wrong reasons, going forward in 2017, we are very pleased to be able to convey our sincere “Thanks” to the many of you who will be continuing to refer your friends and relatives to PRI. Each of PRI’s Clinical Research Nurses has her own set of new Refer-A-Friend business cards readily available in her office.

One of the most persistent and pervasive challenges in clinical research is patient recruitment. For example, currently there are more than ninety (90!) potential new chemical entities for the prevention or treatment of Alzheimer’s Disease in various stages of development. The best way to advance this Fight Against Alzheimer’s, is to enroll more studies, more quickly, all around the world! How can we do that? → With many more well-motivated volunteers actively participating in these vitally important, potentially disease-modifying, clinical studies!