

# Committed Quitters



Hybrid Offering	
<b>Brief description</b>	Committed Quitters™ is GlaxoSmithKline's individualised stop-smoking program which includes therapeutic nicotine products and the individualised Committed Quitters Plan.
<b>Hybrid offering's industry</b>	Preventive healthcare
Company details	
GlaxoSmithKline <a href="http://www.gsk.com">www.gsk.com</a>	GlaxoSmithKline plc is a pharmaceutical company headquartered in the UK and with operations based in the US. The company occupies estimated 7% of the world's pharmaceutical market.
<b>Company's industry</b>	Pharmaceutical
<b>Country of origin</b>	UK
Dimensions	
<b>Product dimension</b>	Stop-smoking Quit Aids with therapeutic nicotine, such as NicoDerm® CQ® patch with SmartControl™, Nicorette® gum and Commit® Lozenge, help customers stop smoking by providing a controlled amount of (therapeutic) nicotine. During the program, the amount of nicotine is gradually reduced. The Quit Aids have been proven to reduce both cravings and mood-related withdrawal symptoms.
<b>Service dimension</b>	The Committed Quitters Plan is a web-based platform which helps customers quit smoking by setting up an effective customised stop-smoking plan. The plan includes helpful hints to overcome barriers and ongoing information to help customers stay committed and strong. E-mails and newsletters help to manage the triggers the user will face while quitting smoking.
<b>Other links</b>	<a href="http://www.committedquitters.com">www.committedquitters.com</a>
Other Crucial Dimensions	
<b>Hybrid orientation</b>	Product oriented
<b>Community as service</b>	Yes
<b>Target market</b>	Pay as you Consume
<b>Revenue model</b>	B2C

## Images

Product dimension



Service Dimension

