

Matt has been engaged in the treatment, management, and administration of nicotine addiction services since 1980. In 1994, Matt was retained as an expert consultant to the federal class action Castano tobacco litigation. This hallmark litigation resulted in the 300 billion dollar, 46 State Attorneys General Master Settlement Agreement. He has also functioned as a consultant to various pharmaceutical, medical diagnostics, and healthcare organizations.

He is also the co-developer and Clinical Director of the Tobacco Treatment Program of the New York City Fire Department, reducing tobacco prevalence over 80 percent since September 11, 2001. Since December 2006, he has been retained by the American College of Chest Physicians as a principal author for their Tobacco Treatment Toolkit –an on-line training and consultation document for pulmonologists and other clinicians worldwide. In addition, Mr. Bars and his pulmonologist colleague treat the tobacco dependent at the IQuit Smoking Center of Excellence at Jersey City Medical Center, Jersey City, NJ- a joint venture with the departments of Pulmonology and Psychiatry. They also help physicians, hospitals, and medical centers establish profitable and clinically successful tobacco treatment centers.

Recently, Matt was appointed to faculty of St. George's School of Medicine, Department of Psychiatry.