



# Georgia Tobacco Quit Line

## Sharing Best Practices Webinar Series:

*Leveraging the EHR and the Quit Coach Patient Experience*

November 13, 2013 ~ 10-11 a.m.



# Tara T. McAdoo, MSM



**Aim Lead**  
**Physician Office Initiatives**  
Alliant GMCF

# Welcome & Housekeeping

- ▶ All participants lines will be muted during the presentation
- ▶ During the Q&A session the lines will open
- ▶ Please do not place us on hold or we will hear your hold music
- ▶ Use the Chat box at any time to ask a question or make a comment
- ▶ The webinar will be posted on our website 7-10 days after the webinar

# Continuing Education Statement

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## **JOINT SPONSORSHIP STATEMENT**

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This educational activity is jointly sponsored by CFMC, Alliant GMCF, and the Georgia Department of Public Health.

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## **GOAL/PURPOSE**

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The goal of this activity is to promote awareness of utilizing health information technology in generating referrals to the Georgia Tobacco Quitline and educate clinicians on the value of Georgia Tobacco Quitline Services to improve tobacco prevention in Georgia.

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## **TARGET AUDIENCE**

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The target audiences for this activity are physicians, physician assistants, nurse practitioners, midwives, practice managers/administrators, and other healthcare stakeholders that promote tobacco cessation in Georgia.

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## **EDUCATIONAL OBJECTIVES**

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Upon completion of this activity, participants should be able to:

1. Describe the process of submitting the GA Tobacco Quitline referral form from an electronic health record
2. Define the Georgia cAARDs Program and its role in tobacco prevention
3. Recognize the entire lifecycle of a patient once a quit referral is made, and discover the benefits of having a support system to encourage and motivate your patients during their quit attempt
4. Relate to a success story of a patient on their experience with a GTQL Quit Coach

# Continuing Education Statement

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## PHYSICIAN ACCREDITATION STATEMENT

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This activity has been planned and implemented in accordance with the Essential Areas and Policies of the Accreditation Council for Continuing Medical Education (ACCME) through the joint sponsorship of CFMC and Alliant GMCF. CFMC is accredited by the ACCME to provide continuing medical education for physicians. CFMC designates this live activity for a maximum of 1 *AMA PRA Category 1 Credits™*. Physicians should claim only the credit commensurate with the extent of their participation in the activity.

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## CNE CREDIT STATEMENT

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CFMC is an approved provider of continuing nursing education by the California Board of Registered Nurses, an accredited approver by the American Nurses Credentialing Center's Commission on Accreditation.

Provider approved by California Board of Registered Nursing, Provider # 16031 for 1 contact hours.

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## DISCLOSURE STATEMENT

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It is the policy of CFMC and Alliant GMCF that the faculty discloses real or apparent conflicts of interest relating to the topics of the educational activity. All other members of the faculty and planning team have nothing to disclose nor do they have any vested interests or affiliations.

# Agenda

- ▶ Learning Objectives
- ▶ Partnership Alliant GMCF and DPH/Background
- ▶ Leveraging the EHR to Digitize the GTQL Referral Form
- ▶ The Quit Coach and Patient Experience
- ▶ A Success Story
- ▶ Q&A / Upcoming Webinar Events
- ▶ Evaluation and Adjourn

# Learning Objectives

**After attending, participants will be able to:**

- ▶ Describe the process of submitting the Georgia Tobacco Quit Line referral form from an electronic health record
- ▶ Define the Georgia cAARDs Program and its role in tobacco prevention

# Learning Objectives (cont'd)

- ▶ Recognize the entire lifecycle of a patient once a quit referral is made
- ▶ Discover the benefits of having a support system to encourage and motivate patients during their quit attempt
- ▶ Relate to a success story of a patient on their experience with a GTQL Quit Coach



# Dwana Calhoun, MS CHES

## Health Systems Project Director

Georgia Department of Public  
Health

Health Promotion and Disease  
Prevention (HPDP) Section





November 21<sup>st</sup> is the  
Great American Smokeout!

# Collaborative Partnership

- ▶ Alliant GMCF and Georgia DPH share a common interest in reducing tobacco use in Georgia
- ▶ Webinar series to bring providers together to share best practices to help Georgians “kick the habit” is presented by:
  - Alliant GMCF  
*The Medicare Quality Improvement Organization for Georgia*
  - DPH Georgia Tobacco Use Prevention Program
  - DPH Georgia Diabetes Prevention and Control Program

# Collaborative Partnership (cont'd)

- ▶ Together, we support the provider community in providing:
  - Tools
  - Resources
  - Peer to peer learning opportunities in tobacco use prevention strategies



## Role of Alliant GMCF

- ▶ Alliant GMCF supports the Million Hearts Initiative - a CDC and CMS initiative to prevent 1 million heart attacks and strokes over 5 years
- ▶ Accomplish this goal by monitoring and improving the ABCS in the physician office setting using quality improvement methodology, tools and resources

**A**spirin therapy

**B**lood pressure control

**C**holesterol control

**S**moking cessation

# Role of Georgia Department of Public Health

- ▶ Implement the Georgia cAARDs Program
- ▶ Georgia cAARDs Program: A multi-component strategy centered on reducing modifiable risk factors such as smoking rates associated with chronic disease onset and tobacco-related chronic disease complications among Georgians

# History: Georgia cAARDs Program

- ▶ Based on California “Do You cAARd?” campaign”
- ▶ Collaboration between two California Department of Public Health programs:
  - California Tobacco Control Program (CTCP)
  - California Diabetes Program (CDP)
  - and the California Smokers’ Helpline
- ▶ Supported by CDC’s Office on Smoking and Health (OSH)

# What is the Georgia cAARDs Program?

- ▶ Collaboration between two Georgia Department of Public Health programs:
  - Georgia Tobacco Use Prevention Program (GTUPP)
  - Georgia Diabetes Prevention and Control Program (DPCP).
- ▶ Applying evidence-based models and health system changes supported by community resources (i.e., Georgia Tobacco Quit Line services) to reduce tobacco user rates



# Georgia cAARds Program: Relevant Shared Goals

| Healthy People 2020 Objectives   | Tobacco Use, Maternal, Infant and Child Health, Respiratory Diseases |
|--|--|
| Patient Centered Medical Home Standards  | PCMH 2<br>PCMH Standard 4  |
| Standards of Medical Care in Diabetes-2013   | Smoking Cessation  |
| JNC-7 (Seventh Report-Joint National Committee) - Prevention, Detection, Evaluation and Treatment of High Blood Pressure | Assessment of Lifestyle Risk Factors/Lifestyle modifications         |
| HEDIS Measure  | Medical Assistance With Smoking and Tobacco Use Cessation            |
| Joint Commission   | Tobacco Measure Set  |

# Primary Goals

## Georgia cAARDs Program

- ▶ Increase quit rates among patient tobacco users diagnosed with chronic diseases
- ▶ Increase quit rates among “at risk” patient tobacco users including pregnant and postpartum women
- ▶ Increase # of health care and public health professionals, staff supporting tobacco user cessation attempts and abstinence
- ▶ Routine delivery of staged-based interventions during every patient visit and encounter

# Framework

## Georgia cAARDs Program

- ▶ Community Resources Support
- ▶ Technical Assistance: Health Care and Public Health Professional Training Support (online)
- ▶ Health Care Professional Resources
- ▶ Patient/Client Educational Materials
- ▶ Evaluation Support

# Participant Benefits: Georgia cAARDs Program

- ▶ Access to future Georgia cAARDs webinars and online trainings
- ▶ Free Georgia cAARDs Program reference manual (templates provided)
- ▶ GTQL patient educational materials
- ▶ GTQL provider lobby signage and prescription pads
- ▶ Customized Reports: Site-specific Georgia Tobacco Quit Line referral data

# José R. Justiniano, MD MBA

**Chief Medical Officer**

Primary Health Care  
Centers



# References

## GTQL Referral Form

[http://dph.georgia.gov/sites/dph.georgia.gov/files/related\\_files/site\\_page/DPH%20GTQL%20Healthcare%20Referral%20Fax%20Form%20102213%20mp.pdf](http://dph.georgia.gov/sites/dph.georgia.gov/files/related_files/site_page/DPH%20GTQL%20Healthcare%20Referral%20Fax%20Form%20102213%20mp.pdf)

# Keith A. Bussey, MPH



## **Tobacco Cessation Coordinator**

Georgia Tobacco Use  
Prevention Program

Georgia Department of Public  
Health

# What is a Quit Line?

- ▶ Telephone-based tobacco cessation counseling services
- ▶ Offers help for all tobacco users making a quit attempt
- ▶ Available in all 50 states, Washington, DC and Puerto Rico



# What is a Quit Line?

- ▶ Quit Line is a good way to let tobacco users know that cost-free help is available statewide
- ▶ Any person can call the quit line
  - Tobacco users, relatives/friends of tobacco users
  - Health care providers, general public

# Georgia Tobacco Quit Line (GTQL)

- ▶ Offers effective, evidence-based interventions to help Georgians quit smoking and using tobacco products
- ▶ Provides free and confidential, professional tobacco cessation telephone and Web-based counseling
- ▶ Available to Georgia tobacco users aged 13 years and older as well as pregnant and postpartum women

# Georgia Tobacco Quit Line (GTQL)

- ▶ Cessation services address the use of all tobacco products
- ▶ Qualified interpreters available to accommodate Georgians who speak different languages

# GTQL Patient Experience

- ▶ Registration Intake Specialist greets caller in English or Spanish
  - Collects basic information
  - Explanation of services
  - Assess caller's needs and tobacco use history
  - Readiness to quit determined
  - Live transfer to Quit Coach or placement in outbound call queue for following day

# GTQL Assessment & Planning Call

- ▶ Quit Coach spends about 25 minutes with tobacco users assessing:
  - Tobacco use history
  - No. of previous quit attempts, length of longest quit, causes of relapse
  - Level of motivation/confidence in caller's ability to quit and stay quit
  - Presence of chronic diseases and other conditions
- ▶ Quit Coach uses info to help ready-to-quit participants develop personalized quit plan

# GTQL Personalized Quit Plan

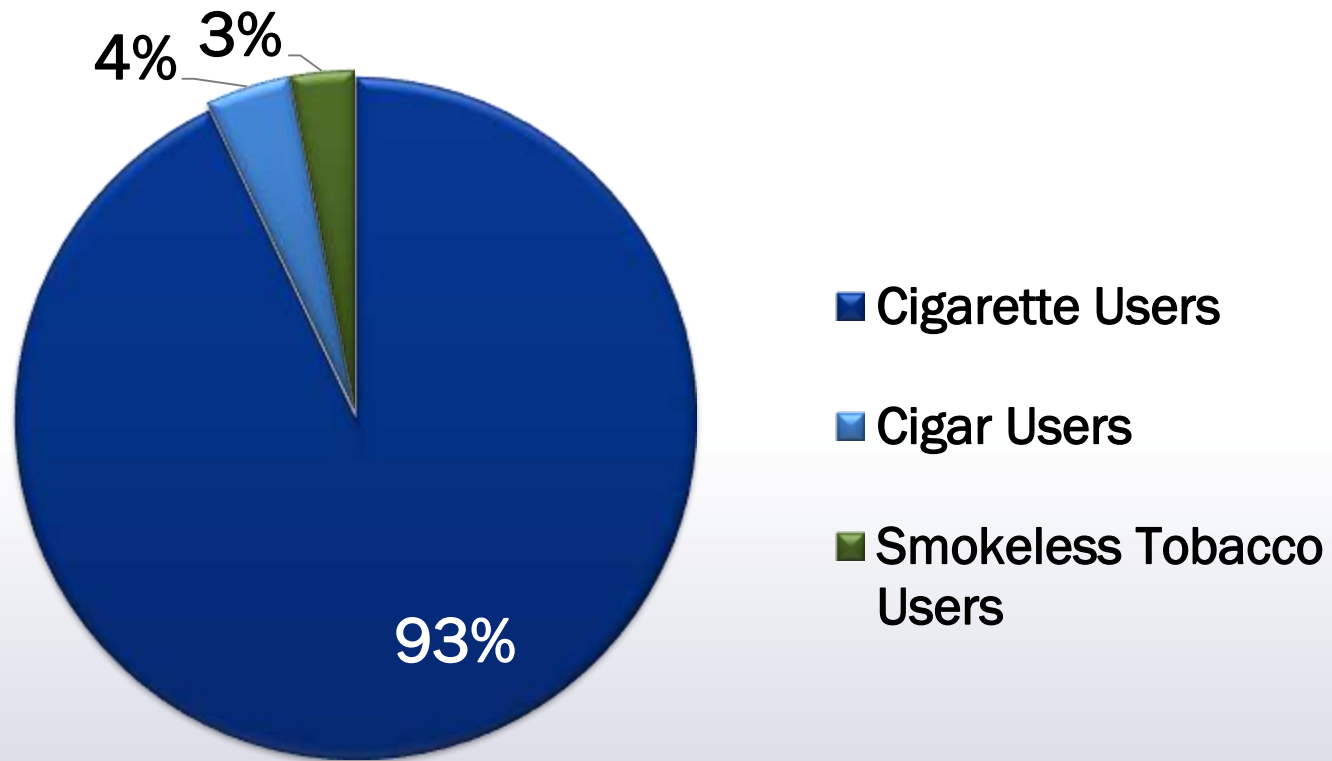
## Personalized Quit Plan includes:

- ▶ Encouraging callers to track tobacco use
- ▶ Identifying coping strategies to deal with urges
- ▶ Practicing “mini-quits” to increase confidence
- ▶ Dosing for nicotine replacement therapies (NRT) use instructions
- ▶ Utilizing patient educational materials
- ▶ Referrals to other local cessation resources

# GTQL Follow-Up Coaching Calls

- ▶ Deliver at relapse-sensitive time intervals
  - One day after quit date
  - Post quit date call one week after quit date
  - Additional calls at 2-3 week intervals thereafter
- ▶ Quit Coach during each call...
  - Assesses caller's status/progress
  - Builds on info previously gathered
  - Identifies barriers, reinforces successes
  - Encourage call back at any time for ongoing support

# Tobacco Products Consumed by GTQL Callers\*



\*2012 Georgia Tobacco Quit Line and Smoking Cessation Data Summary



# GTQL Service Utilization\*

Between July 2011 and June 2012, the Georgia Tobacco Quit Line provided services to 10,481 registered callers compared to 4,992 registered callers in the previous year

\*2012 Georgia Tobacco Quit Line and Smoking Cessation Data Summary

# Benefits of Quit Lines\*

- ▶ Accessible and efficient
- ▶ Eliminates barriers of traditional cessation classes (e.g., waiting for classes to form)
- ▶ Underrepresented populations in traditional cessation services actively seek help from quit lines

\*Centers for Disease Control and Prevention.  
*Telephone Quit Lines: A Resources for  
Development, Implementation and Evaluation*

# Benefits of Quit Lines\*

- ▶ Helpful for those residing in rural or remote areas
- ▶ Appeal to tobacco users reluctant to seek help provided in a group setting
- ▶ Information clearinghouse, providing direct referrals to local programs

\*Centers for Disease Control and Prevention.  
*Telephone Quit Lines: A Resources for  
Development, Implementation and Evaluation*

# Benefits of Quit Lines\*

- ▶ Effective in helping tobacco users quit
- ▶ Proactive Services (Offered by GTQL)
  - Outbound calls offering comprehensive services and multiple follow-up sessions typically scheduled by the tobacco user
  - Over 50% increase in quit rates compared with self-help rates

\*Centers for Disease Control and Prevention.  
*Telephone Quit Lines: A Resources for  
Development, Implementation and Evaluation*

# Benefits of Quit Lines\*

- ▶ Reactive Services (offered by GTQL)
  - Respond to callers' immediate requests for assistance
  - Significantly higher quit attempt rates, significantly higher overall cessation rates

\*Centers for Disease Control and Prevention.  
*Telephone Quit Lines: A Resources for  
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# Quit Line Services to Providers

- ▶ Once a caller/patient enrolls in tobacco cessation services, a Patients Outcome Report (POR) is generated
- ▶ POR details the cessation services offered to the caller/patient
  - Sent to the referral health care provider's office
  - Can be used for medical reconciliation purposes

\*Centers for Disease Control and Prevention.  
*Telephone Quit Lines: A Resources for  
Development, Implementation and Evaluation*



# Georgia Tobacco Quit Line Numbers

## Toll free numbers:

English: 1.877.270.STOP (1.877.270.7867)

Spanish: 1.877.2NO.FUME (1.877.266.3863)

Hearing Impaired: 1.877.777.6534

# Additional Georgia Tobacco Quit Line Materials

For more information or to view current tobacco cessation promotional materials please visit the Georgia Department of Public Health's Georgia Tobacco Quit Line website at:

<http://dph.georgia.gov/georgia-tobacco-quit-line>





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# A Success Story: Faye and Her Quit Coach

<http://www.youtube.com/watch?v=BHQWzMMVRmQ>

# Upcoming Webinars

## January 2014: Time and Date TBD

Georgia Tobacco Quit Line – Sharing Best Practices  
Webinar Series: Accurate Coding for Maximum  
Reimbursement

# What will you “do by next Wednesday”?

- ▶ After hearing today’s presentation, what steps will you take to help your patients quit smoking?
- ▶ What additional tools and resources would be of value to you and your patients?
- ▶ Use the Chat box to respond!



# Question and Answer Session

- ▶ Lines are now open for live Q&A! Please dial \*6\* to unmute your line if you have a question.
- ▶ Feel free to also use the Chat box to enter your questions for today's speakers as well

# CME/CNE Credit Request

- ▶ CFMC hosts an online activity evaluation system, certificate and outcomes measurement process. Following the activity, you must link to CFMC's online site located here [www.yourcesource.com/eval?act=878!11132013](http://www.yourcesource.com/eval?act=878!11132013) to complete the evaluation form in order to receive your certificate of credit.
- ▶ Once the evaluation form is complete and submitted, you will be automatically sent a copy of your certificate via email.
- ▶ *Please note: Participants must attend the entire activity to receive all types of credit. Continuing education evaluation and request for certificates will be accepted up to 60 days post activity date. CFMC will keep a record of attendance on file for 6 years. If you need assistance, please contact us at 303-695-3300 or [yourcesource@cfmc.org](mailto:yourcesource@cfmc.org).*

# We Would Love Your Feedback!

- ▶ At the end of the presentation there will be a link to an evaluation. Please evaluate your webinar experience today!
- ▶ Reminder: Webinar materials are now posted under “Smoking Cessation” via the website below:

<http://www.gmcf.org/AlliantWeb/QIOPages/PhysicianTools.aspx>

# MAKING HEALTH CARE BETTER