



NAQC CONFERENCE 2015

The Future of Quitlines: Refining and Redefining Our Practices for Success!

Tuesday, August 18, 2015
12:00-1:00 p.m. LUNCH-AND-LEARN!
Ravinia Ballroom, Foyer and Select Breakout Session Rooms

Grab a boxed lunch and spend an hour with colleagues exploring hosted exhibits or sharing ideas at semi-facilitated *lunch & learn* discussion tables on critical topics of interest!

EXHIBITORS:

2Morrow, Inc.

Asian Smoker's Quitline

Become an EX

ClearWay Minnesota

Click Therapeutics

CVS Health

GSK Pharmaceuticals

Holon Solutions

Smoking Cessation Leadership Center

TelAsk Technologies Inc.

LUNCH & LEARN DISCUSSION TABLE TOPICS:

eReferral: 101 on the New Technical Guide! (Ravinia Ballroom)

Join Robin Daigh, MBA, and colleagues from the eReferral workgroup to discuss the new technical guide and how it may be most useful to you!

eReferral: HL7 – The History, the Basics and What it Means for eReferral (Ravinia Ballroom)

Join Robert Wittenstein and colleagues from the eReferral workgroup to demystify HL7 and what it means for your eReferral activities!

eReferral: Incorporating eReferrals into the Work Flow of Clinic Systems (Ravinia Ballroom)

Join Shelly Karn EdD and colleagues from the eReferral workgroup to discuss lessons learned about the importance of work flow in clinic systems and its impact on successful referral partnerships between quitlines and health care institutions!

eReferral: The Value of Training and Systems Change for Effective Implementation (Ravinia Ballroom)

Join Jan Schnellman, MEd, and colleagues from the eReferral workgroup to discuss approaches to training and encouraging systems change that lead to more effective implementation of eReferral!

Using Quitline Partnerships to Improve Patient Access to Tobacco Cessation Treatments (Ravinia Ballroom)
Join Jennifer Singleterry, MA, to share how you have increased access to all tobacco cessation treatments -- beyond phone counseling. Partnerships to be discussed include Medicaid, employers, insurance plans, insurance brokers and insurance enrollment counselors.

101 on NAQC's Board of Directors (Ravinia Ballroom)

Join Tracey Strader, MSW (current board chair) and Wayne Tormala (immediate past board chair) and other directors to discuss the role and work of the Board as well as the nomination and election process!

Partnering to Advance Quitline Sustainability and Cessation Coverage (Salon E)

Join Bobbye Gray, RN, BS (TN), Anna Landau, MPH (MA), Joyce Swetlick, MPH (NC) and Joella Pyatt, RDH, BS (OR) to discuss their experiences in increasing cessation coverage and/or covering quitline costs and to brainstorm on how you can build on their lessons learned!

Tobacco Treatment for Medicaid Members: Successful Partnerships (Salon F)

Join Emma Goforth, MPH, Julie Hare (AL) and Eoana Sturges, MPH (VT) to discuss strategies for successfully working with Medicaid agencies on tobacco treatment coverage and payment for quitline services and to "hack" common issues that states experience when partnering with Medicaid!

Lung Cancer Screening: What Quitlines Need to Know! (Salon G)

Join MD Anderson researchers Robert Volk, PhD and Vance Rabiun, PhD to discuss policy changes regarding lung cancer screening, their development of a patient education tool, and what lung cancer screening means for quitlines!

HUD's Smoke-free Housing Initiative! (Salon G)

Join Jonnette Simmons and Eileen Carrol from HUD's Atlanta Region VII Office to discuss HUD's smoke-free housing initiative and ways state quitlines can become involved!

Improving Quitline Outcomes through Building Trust (Salon G)

Join Alex Hurst, MHA and Katie Schexnaildre, MPH to discuss a collaboration between the Louisiana Tobacco Quitline and the Smoking Cessation Trust that has resulted in (1) increased funding for the Louisiana Tobacco Quitline, and (2) an improved quit rate among Quitline callers. From July 2013 and June 2014, the registered callers to the Louisiana Tobacco Quitline who received Smoking Cessation Trust services had a quit rate of 31.6%, compared to a quit rate of 23.1% for callers who did not receive Smoking Cessation Trust services. Learn how expanded cessation resources increased the number of successful quit attempts among quitline callers in Louisiana!