



Quitlines: Tobacco Cessation Services

With implementation of the Affordable Care Act, many employers and health plans are seeking ways to effectively offer tobacco cessation coverage to their employees and members. Quitlines, a cost-effective telephone-based service, can help insurers provide such services. Quitlines have a long history of successfully helping tobacco users quit; they are recommended by the U.S. Public Health Services Clinical Guideline on Treating Tobacco Use and Dependence.

To assist insurers in selecting a quitline vendor that best meets their needs, NAQC has compiled the following list of vendors and services offered. If you are interested in learning more about the vendor services and pricing structure, contact information is provided.

Quitline Name	Alere Wellbeing (now a part of Optum) Quit For Life® Program	American Lung Association Lung HelpLine / Illinois Tobacco Quitline	Arizona Smokers' Helpline	IQH Tobacco Quitline	National Jewish Health QuitLogix	Roswell Park Cessation Services	South Dakota Quitline	Telemedik
Address	999 Third Ave Suite 2100 Seattle, WA 98104	3000 Kelly Lane, Springfield, IL 62711	Mel & Enid Zuckerman College of Public Health P.O. Box 210482 Tucson, AZ 85719	795 Woodlands Parkway, Suite 200 Ridgeland, MS 39157	1400 Jackson St., S104 Denver, CO 80206	Roswell Park Cancer Institute Elm & Carlton Sts. Buffalo, NY, 14263	221 S. Central Ave, Suite 33 Pierre, SD 57501	Telemedik #138 Wisnton Churchill Ave., San Juan, Puerto Rico 00926-6013
Service Area	Nationwide	Nationwide Worksite Wellness (1/800-LUNG-USA) / ILLINOIS (866-QUIT-YES)	Nationwide	Nationwide	Nationwide	NY, NJ and available in other areas.	South Dakota	Puerto Rico, also available for additional areas
Contact Person (Telephone/E-mail)	Mary Kokstis T: 206-876-2150 E: Mary.Kokstis@alere.com	Michael Mark, RN, RRT T: 217-787-5864 E: Michael.mark@lunghelpline.org	Adrienne Lent, MBA, MPH T: 520-318-7212 x420 Toll-free: 800-552-6222 x420 E: adriennelent@email.arizona.edu	Karen Atkinson T: 601-957-1575 x227 E: katkinson@iqhquitline.com	Cile Fisher T: 303-728-6553 E: healthinitiatives@NJHealth.org	Patricia Bax T: 716-845-4365 E: Patricia.Bax@RoswellPark.org	Kayla Magee T: 605-494-3616 E: kmagee@tie.net	Joaquin Fernandez MD T: 787-999-6215 E: fernandez@telemedik.com
Minimum Number of Employees or Insured Members	Welcome to discuss any specific sized opportunities.	No minimum size.	No minimum size.	Welcome to discuss any specific sized opportunities.	No minimum requirements.	No minimum requirements.	Welcome to discuss specific needs.	Any size.
Quitline	Our Quit For Life®	We customize the	Our evidence-	Standard and	We customize our	Roswell's	The SD	We

Mobile App	Yes	No	No	Yes	Yes		Yes	
Multi-lingual counseling services	Yes		Yes, Spanish and English	Yes, Spanish and English and a translation service for all other languages.	Yes, English, Spanish, Arabic speaking coaches , and Language Line for all other languages	Spanish speaking Coaches available-interpretation services for all other languages.	Yes	
Other participant services:	Inbound Support Assessment of quit and satisfaction <i>* Through designated PBM</i>		Our trainings (provider education), printed & electronic materials and marketing are customized to maximize the impact of our services to each customer's requirements.			<i>* Available to work with agencies to implement RX medication distribution services.</i>		Mailing of guide and quit kit
Health Plan/Employer Services Offered								
Customized Marketing Program	Yes		Yes	Yes	Yes	Yes	No	
Healthcare Provider Education	Yes		Yes	Yes	Yes	Yes	Yes	
Other Services:	Proactive outreach to client's self-identified tobacco users for recruitment into the program. Incentive design consultation. Collaboration with client's vendors for		Private Public Partnerships (PPP): collaborative ventures between ASHLine and healthcare providers & businesses.	Fax/Referral and portal referrals available	Fax and electronic referrals Reporting to meet needs of ACA	Healthcare Systems Automated Referral, Survey Research and Data Acquisition Resource (SRDAR), Research		

	integration and cross-referrals.		We have a total of 16 employers who participate in the project and enrolled over 95% of clients receive our smoking cessation services. These clients have received an average of eight telephone counseling sessions from our coaches, indicating high utilization of our program services by the employees. 54% of our PPP employees report being tobacco free at 7-month follow-up- an impressive quit rate for smoking cessation services.			Partnership opportunities		
Standard and Custom Reporting Capacity (eg, monthly utilization report with demographics, annual outcome report, etc.)	We offer a suite of standard reports that are tailored to our health plan and employer clients' needs, and include aggregate summary of enrollee profiles, services provided, and quit and satisfaction outcomes collected at 6-months post enrollment. Custom	Capacity to provide standard and custom reports.	Currently we provide weekly, monthly, quarterly, and annual reports to different stakeholders (e.g. counties, healthcare providers, employers, funding agencies). Metris for these reports include but are not limited	Aggregate utilization reports and participant progress/outcome reports are standard. The reports are accessible through a secure online portal for the employer or health plan.	NJH offers comprehensive reports weekly, monthly, quarterly and annually. We work with each client to determine their reporting needs, and have the capacity and through BAA's to provide reports specific to the individual level.	Roswell Park offers standard and customized reporting and is able to accommodate ad hoc data/reporting requests. On-demand reports are also available along with frequency options, weekly, monthly,	SD Quitline offers standard and customized reports upon request.	Detailed monthly reports of utilization, quit rates 1, 3, 6, 12 months, reduction in cigarettes, pharmacotherapy use, demographics, promotional campaigns results, etc.

	reporting can be provided as needed. Standard engagement reports to support client's incentive programs.		to enrollee demographics, quit rates, utilization of our services, and client satisfaction in the program. We have the capacity and resources to tailor our reports to meet the needs and requirements of the employer/health plans.			quarterly, and annual reports.		
Average Annual Call Volume	On an annual basis, we answer 500,000 calls. We hold ourselves accountable and strive to answer 85% of calls within 30 seconds.	150,000	>19,000	155,000 average annual calls handled complying with the standard of 90% live answer rate.	Our annual call volume is 175,000 including ~120,000 new callers. We have helped over 1,100,000 callers since December of 2002.	Over the last five years, we have averaged over 177,000 incoming calls per year.	On average 6,000 calls annually.	Approximately 2,500
Quit Rate that Employers or Health Plans Can Expect	Based on program enrollees who responded to our 6-month survey, 49% report being quit and 95% report being satisfied with services.	30%	Overall, quit rates for clients enrolled in tobacco cessation services ranges between 35-37%. We anticipate that employers of health care plans can expect similar, if not higher quit rates in our continually updated program with specialized counseling protocols, tailored to specific populations. In	38-40%, varies on the % of participants responding to the survey attempts to contact at 7 months. Other factors include the level of treatment and if the state provides NRT and at what level.	Quit rates vary dependent on the program offered and the population served. The quit rate for our full book of business is a 6-month, 30-day prevalence responder rate of 36%. For health plan and employer groups the quit rate averages 42% however is higher with increased NRT or for those partners offering Chantix. To alleviate any	Quit rates depend on the level of service and medication offered. Responder rate across programs at 7 month post registration is 30.2-42.3%	The SD QuitLine had a quit rate of 41.8% in our last seven month Tobacco Use Outcomes Report. The intent to treat analysis, the most conservative estimate of treatment impact, resulted in quit rate of 21.5%. The vast majority of callers (92.8%) had made at	15-20% year quit rate

			fact, 54% of clients enrolled in our Public-Private program (partnerships between ASHLine and employers) report being tobacco-free at 7 months.		possible bias in quit rates, National Jewish Health works with a third party evaluator.		least one serious quit attempt since enrolling with the service.	
Additional Information About the Quitline Services	<p>The Quit for Life® Program, offered in partnership with the American Cancer Society®, is the only commercial tobacco cessation program in the US with proof of effectiveness published in multiple peer-reviewed scientific journals over the course of 30 years. Alere Wellbeing also provides a weight loss solution for general health and diabetes management and prevention to health plans and employers, as well as general lifestyle coaching.</p> <p>Employers and health plans can experience the services we deliver on our website at: http://www.alerewellbeing.com/</p>	<p>Employer/health plan clients. (websites – National - http://www.lung.org/stop-smoking/workplace-wellness/ IL Tobacco Quitline – www.quityes.org)</p>	<p>Over 15 years of evidence-based behavioral support experience from bilingual, highly trained tobacco cessation coaches</p> <p>Hours of Operation: 24/7</p> <p>Provides convenience to clients via phone and web-based services</p> <p>Partners with state agencies and both public and private healthcare systems</p> <p>Flexible billing and reporting to meet the needs of providers</p> <p>Brochure</p>	<p>Counselors are Master’s level, behavioral health professionals, and Certified Tobacco Treatment Specialists</p> <p>Participants will work with the same counselor for the duration of the program,</p> <p>Management contact will be available to troubleshoot or answer questions,</p> <p>Referrals may be made electronically to the Quitline for processing.</p> <p>Employers have the opportunity to contract for specialized services for employees to include reports and training by quitline staff.</p>	<p>Our program is described in detail in our health plan/employer proposals, which are provided once we have a conversation with a potential partner.</p> <p>National Jewish Health offers QuitLogix®, our comprehensive tobacco cessation program and FitLogix®, our weight management, fitness and nutrition program. Both programs are medically based behavioral change programs customized for each participant.</p> <p>For more information please contact: Cindy Haugland 303-728-6506 hauglandc@njhealth.org</p>	<p>Roswell Park Cancer Institute is a nationally known leader in the field of tobacco control and has provided cessation services for well over 50 years. Roswell’s Cessation Services employ evidence- based interventions while continually striving to improve cost efficiencies in order to maximize resources. We work with health plans, employers and governments.</p> <p>To learn more please contact: Patricia Bax T: 716-845-4365 E: Patricia.Bax@RoswellPark.org</p>	<p>More information is available on our website www.sdquitline.com or in the attached brochure.</p> <p>Brochure</p>	<p>Hours of operation: Monday- Friday 9am-9pm; Weekends/Holidays 9am-6pm</p> <ul style="list-style-type: none"> •Bilingual counselors. •Mayo Clinic Certification •10 years of Quitline experience

	Brochure			Outreach coordinator offers face to face troubleshooting with clinics and healthcare providers to improve the effectiveness of referrals.				
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For more information about NAQC, please contact staff at 800-398-5489 or naqc@naquitline.org

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