Partnerships with Health Systems to Increase Evidence-Based Treatment of Tobacco Dependence

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Agenda

- Why focus on Healthcare Systems?
- What is Healthcare Systems Change?
- Implementing Healthcare Systems Change
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Why Treat?

Cost Effective

Clinically Effective
The Guideline

- Evidence-based treatments
  - Counseling
  - Medications
  - Health System Changes

- 2008 Updated Guideline

- Literature from 1975 – 2007

- 8,700 total research articles
Why focus on healthcare systems?

- 70% of smokers report that they want to quit
- About 80% of smokers see a clinician each year
- Only 25% of smokers who see a clinician leave that visit with evidence-based counseling and/or medication
- Need to stay current with healthcare rules/changes, and help healthcare systems achieve tobacco cessation-related quality standards and reporting, meaningful use of EHRs, etc.
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- Why focus on Healthcare Systems?
- **What is Healthcare Systems Change?**
- Implementing Healthcare Systems Change
What Is A System?

Definition: A group of interacting, interrelated, or interdependent elements forming a complex whole.

Factors:
- People
- Policies
- Process
Why A Systems Approach?

- Training efforts directed only to healthcare providers are not sufficient
- Clinic-wide and/or health system-wide interventions are more effective
- The goal – implement changes in clinic and hospital operations that are sustainable and become the standard of care
Systems Change

• Goal: to help healthcare systems make and sustain as a standard of care:
  − the identification of,
  − intervention with, and
  − documentation of evidence-based treatment provided to tobacco-users
Levers For Change

- **Partnerships** (who has a stake in helping patients quit, work together; improve patient outcomes)
- **Leadership** (champions; tobacco dependence can be treated successfully; help our patients quit)
- **Innovations** (demonstrate success; HMOs and hospitals are competitive)
- **Finances** (cost-saving, return on investment)
Where To Start?

- Identify your objective
- Determine what has to change
- Who can make this change happen?
- Who do you know?
- Think about existing groups, networks, associations
- What resources do you or others have?
Systems Thinking

- Promotes
  - Communication
  - Partnership
  - Win-win solutions

- It’s about relationships
Systems Thinking

Small events can create large change in complex systems

Connectors, Mavens, Salespeople

Stickiness
Opportunities

- Joint Commission Inpatient Tobacco Measures
- Healthcare Reform and Meaningful Use
- Electronic Health Records
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UW-CTRI Outreach Program

Outreach Specialists
Research into Practice

- Academic detailing (repeated, ongoing contacts)
- Free, convenient, reliable link to up-to-date research, resources and tools
- Community organizing and systems change approach
- Helping clinics and hospitals incorporate Quit Line as a treatment extender
Repeated, ongoing site and staff contact
CME and CE credit
Professional association partnerships
Communication and media
Community organizing & systems change
Provider and system feedback
Ongoing access to research and resources
Academic Detailing

- Regional Outreach Specialists live and work in different parts of the state and visit clinics, hospitals, insurers and healthcare systems
- Training, including CME-CE, for physicians, nurses, physician assistants, medical assistants, dentists and hygienists and other healthcare staff
- Technical assistance on system reminders, billing, quality improvement, tobacco use as a vital sign, brief “5A” tobacco use intervention, EHRs, medications, and the Tobacco Quitline
- Regional Outreach Specialists train and follow-up with individualized, on-site technical assistance, developed in conjunction with the clinic or hospital, to help advance and enhance the sites’ tobacco dependence treatment practices, policies, and workflow
- Identify and cultivate champions
Identifying and Fostering Champions

- Identify tobacco cessation champion(s) within sites/systems

- Champions:
  - Influence sites/systems to adopt tobacco cessation as priority issue
  - Lead/assist change and monitor practices and policies
  - Advocate tobacco dependence treatment as ongoing standard of care
Integrating State-funded Quit Line

- Clinicians not equipped and/or don’t have time to provide intensive counseling critical to a successful quit attempt
- Clinicians can do a brief intervention, including prescribing appropriate medications
- Wisconsin Tobacco Quit Line as a treatment extender for ongoing, intensive counseling
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Systems Change Example: Wisconsin Medicaid
“Medicaid Covers It” Campaign

Program Purpose:
Increase utilization of Medicaid-covered benefits and WTQL

Program Objective:
Reduce tobacco-use rate among Medicaid enrollees

www.ctri.wisc.edu/HC.Providers/healthcare_medicaid.htm
What Did We Do?

- Identify problem and how to address problem
- Share objective with others invested in solving problem, be clear about what they will gain
- Identify systems changes necessary to attain objective and “change agents”
- Form partnerships; deepen relationships
- Create and disseminate tools to address barriers
- Evaluate and share results
- Keep communicating!
With Whom?

- Division of Healthcare Finance and Department of Health and Family Services (DHFS)
- Tobacco Program Partners and Advocates
- Medicaid members
- Medicaid Benefit Enrollment Specialists
- Medicaid-Contracted HMOs
- Clinicians
- Substance abuse providers
- Pharmacists
- Billing specialists and other administrators
What Happened?

SYSTEM CHANGES:

- State Medicaid program makes identifying and treating tobacco users a priority (pay for performance, financial support)
- Medicaid-contracted HMOs make this a priority. Providers change clinic and individual practice
- Clinicians and support staff change clinical and administrative practice and workflow

OUTCOME:

- Medicaid members seek and receive treatment
  - Utilization of the tobacco dependence treatment more than doubled
Resource

A Practical Guide to Working with Health-Care Systems on Tobacco Use Treatment, CDC 2006.

www.cdc.gov/tobacco/pubs.htm
UW-CTRI Resources

- Fact Sheets – primary care; hospital; reimbursement
- Treating Tobacco Dependence Manual – clinic; hospital; dental
- Videos: motivational interviewing; clinic and hospital scenarios; specific populations
- CME/CE – online (Medscape)
- “Medicaid Covers It” Materials

www.ctri.wisc.edu
Activity

Write down who you could work with when you get home in a healthcare system to systematize tobacco dependence treatment (think broadly)
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