A Quitline’s Role for Supporting Health Systems Change

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Outline

• Health Systems Change
• New York State Tobacco Control
• New York State Smokers’ Quitline
• Historical View and Responding to Change
• Case Examples
• Keys to Success
• Questions and Answers
• Conclusion
Objectives

1. Describe strategies supporting cessation related health systems change - reaching LSES tobacco users.

2. Learn about collaborators and partnerships to advance health systems change and promote quitline referrals.

3. Discuss the NYSSQL as a cessation support system and how the provider referral model complements health systems change.
A health system in a hospital, clinic, or health care practice includes:

- organization’s goals and policies
- administrative, clinical, and information processes
- related technologies
- quality improvement initiatives
- clinical education and training

Institutionalizing tobacco cessation interventions into routine clinical care in health care systems…

Goals are to ensure:

1. every patient is screened for tobacco use and tobacco use status is documented

2. patients who use tobacco are advised to quit and provided with options for evidence-based treatments

Changes to health systems to make tobacco cessation interventions more efficient may include:

1. creating decision support tools
2. developing clinical workflow to modifying electronic health records (EHRs)
3. generating routine feedback on performance

https://www.cdc.gov/tobacco/quit_smoking/cessation/pdfs/using-health-systems-change508.pdf

New York Statewide Plan:

**Vision:** All New Yorkers living in a tobacco-free society.

**Mission:** To reduce disease, disability and death, and alleviate the societal, health care system and economic burdens tobacco use and secondhand smoke exposure cause in New York State.
New York State Smokers’ Quitline
1-866-NY-QUITS (1-866-697-8487)
www.nysmokefree.com
Quitline Services

- Cessation coaching
- Nicotine patches (phone and online registrations)
- Web interactive and informational services
- Text messaging services
- Social media activity
- Triage to known health plan programs
- Provider patient referral services
- Best practice resources
- Liaison for NYS DOH BTC Contractors
Characteristics of NYSSQL Callers in 2016

- Education: H.S. or GED, Some College, Trade College Degree
- Insurance: Private, Uninsured, Medicaid, Medicare
- Income: <15,000, 15,000-30,000, 30,001-45,000, 45,001-80,000, >80,000
- Mental Health: Anxiety, Depression, Bipolar disorder, Alcohol or Drug abuse, Schizophrenia

Reaching Disparate Populations
Since its inception, the RPCI approach to Quitline services has applied the Public Health Model as an integral part of the broader NYSBTCP.

- Advancing Tobacco-Free Communities
- Public Health Communication
  - Policy Initiatives
  - Health Systems Centers
  - Center of Excellence
- Surveillance/Evaluation

How the NYSSQL Contributes to the Public Health Model
Historical View

That Was Then…

• Quitline call volume heavily driven by media
• Media tags promoted Quitline number and FREE Nicotine Replacement Therapy
• Quitline provided choices of NRT
• Enhanced services for uninsured and Medicaid tobacco users
• NYS funded 19 Cessation Centers to focus on individual practice level provider training
That Was Then...Media

https://www.youtube.com/watch?v=4kMn5D81n0c
Responding to a Changing Environment: NYS DOH

This Is Now…

- Changes in national health care landscape
- NYS media messaging: “Talk to Your Provider”
- Promotion of Medicaid cessation benefits
- Transitioned from 19 Cessation Centers to 8 Health Systems for a Tobacco-Free NY Contractors
- NYSSQL viewed as an ancillary health system support: focus on health system changes accordant with principles of population-based policy interventions
Paradigm Shift in Messaging

Smoking is an addiction.
Medicaid and your health care provider can help.
Call your provider today.
1-866-NY-QUITS

Treatment for nicotine addiction:
Medications and counseling double the rate of successful quitting.

TalkToYourPatients.ny.gov
Responding to a Changing Environment: NYSSQL

This is Now…

- Less reliance on media for referrals and call volume
- Supporting NYS media messaging: “Talk to Your Provider”
- Changing messaging and materials
- Increasing collaborations and partnerships to create or enhance existing health systems
- Building sustainable policy-driven referral systems
Responding to a Changing Environment: NYSSQL

This Is Now…

• Connecting participants to their health plan cessation benefits
• Working directly with health plan staff to learn more about access and benefits
• Serving as an adjunct to onsite cessation interventions
• Emphasizing sustainability, evaluation and quality improvement
Primary Driving Forces

- Affordable Care Act
- Delivery System Reform Incentive Payment (DSRIP) Program: reducing avoidable hospital use 25% over 5 years
- Performance Improvement Projects for Medicaid Managed Care Plans
- NYS DOH Bureau of Tobacco Control’s emphasis on sustainability and health systems change
Health Systems Transformation in New York State

Expansion of Medicaid Cessation Benefits

✓ All 18 MMC plans cover all 7 FDA-approved meds for all enrollees

✓ 2 meds can be prescribed at one time (combination therapy)

✓ Unlimited trials (formerly 2-90 day annual trial limits)

✓ No pre-authorization (some co-pays remain)
Supporting Health Systems Change

- Do what we can within our resources - cognizant of our capacity
- Build solid relationships with partners - direct contact
- Anticipate needs
- Timely follow-up as a strategy for advancing progress and maintaining growth
- Add personnel for quality improvements
- Change staff structure and training (both operational and clinical)
Our Partnerships Related to HSC

- Health Systems for a Tobacco-Free New York Contractors
- Center of Excellence for Health Systems Improvement
- Health Plans (including Performance Improvement Projects)
- Delivery System Reform Incentive Payment (DSRIP) Program
- Providers
Providing Support

- Introductory conference calls
- Webinars
- Print and web information
- Consultation
- Collaboration
- Customized service
- Reports (access to NYSSQL Partner Site)
Although smoking in New York State (NYS) has declined, prevalence remains disproportionately high among Medicaid members and those with mental and chronic health conditions. Annually in NYS, over 28,000 adults die each year due to tobacco-related disease. In addition, the annual costs in NYS from smoking includes $10.4 billion for health care ($3.3 billion of which are paid for by NYS Medicaid) and $7.3 billion in lost productivity.*

Money Well Spent. The NYS Smokers’ Quitline provides evidence-based cessation services that include tailored coaching, nicotine patches, self-help materials, and online tools and resources. For members of health plans with a cessation program, a direct referral is made, and all participants are informed about health plan cessation benefits. The Quitline also supports health care providers to help their patients stop tobacco use through our Provider Referral Program, cessation resources, and education about best practices.

The NYS Quitline Services Those Who Need it the Most. Many NYS tobacco users accessing Quitline services report incomes under $15,000, are heavy smokers, and have other chronic and mental health conditions. In addition, the proportions of Quitline users who are covered by Medicaid has grown significantly within the last several years.

NYS Smokers’ Quitline Usage. In 2016, the Quitline served 53,069 tobacco users, a 7% decrease from 2015. Funding Tobacco Control efforts at an adequate and sustained level, including media exposure, directly contributes to Quitline utilization.

- Total participants served: 53,069
- Medicaid: 23,339
- Mental health condition: 10,550
- Chronic disease: 17,781

*After smoking for forty (40) years, almost 2 packs a day, I tried unsuccessfully to quit multiple times...Today marks the one year anniversary of the day I became a non-smoker. Thank you, thank you, thank you!" -Eileen, NYS Quitline Participant


Promoting Integration and Engagement through Partnership with NYS Smokers’ Quitline

The New York State Smokers’ Quitline is a free and confidential program providing evidence-based stop smoking services to New York State residents who want to stop smoking or using other forms of tobacco. This lifeline for NYS smokers allows potential quitters to access live coaching support over the phone, seven days week. The Quitline is based at Roswell Park Cancer Institute in Buffalo, NY, and is funded by the New York State Department of Health Tobacco Control Program. The Suffolk County Tobacco Cessation Coalition, a group formulated by the Suffolk Care Collaborative (SCC), has partnered with the NYS Smoker’s Quitline to promote its services through the SCC’s integrated delivery system. With assistance from Patricia Bax, RN, MS, Marketing and Outreach Coordinator, NYS Smokers’ Quitline and Roswell Park Cessation Services, the SCC has begun targeted efforts to engage our partner primary care practices. The Suffolk County Tobacco Cessation Coalition, which meets bi-monthly, is continually gathering promotional educational materials for our partners and the Suffolk County community. Ms. Bax serves as an expert and content lead on the Coalition and has recently conducted a webinar regarding the NYS Smokers Quitline, which can be found on the SCC Learning Center. More information about the Quitline can also be found online.
Case Example: DSRIP Feedback

- Establishing a direct contact at the Quitline to know there’s a real person receiving emails and providing feedback was incredibly helpful.
- NYSSQL presentation to DSRIP stakeholders on the Quitline and how it works was useful; provided new information to partners and helped connect the dots for things they already knew.
- NYSSQL participation on workgroup calls was helpful; provided updates and “on the spot” support for smoking cessation related questions.
How do the NYSSQL and Health Systems complement each other?
Quitline recognition helps to support inroads

Quitline referral program as part of overall TDT strategy

Cessation expertise, provider resources and patient materials

Referred tobacco users

Provider and Partner data and reports, real time data/reports via NYSSQL Partners’ site

NEW YORK STATE
Smokers’ Quitline

HEALTH SYSTEMS
for a Tobacco-Free NY
Case Example: Health Systems Change Contractor

- One of the largest medical organizations in Orange County, NY
- Implemented best practice model for treating tobacco dependence into their clinical workflow
- CEO a key supporter
- IT department created a referral system for providers to refer their patients to the NYSSQL through EHR
Case Example: Health Systems Change Contractor

- Primary treatment delivered by medical providers
- The NYSSQL contacts patients interested in quitting for enhanced support
- Having NYSSQL feedback reports available is key for follow-up
- The NYSSQL also provided data for number of referrals made from each provider within the medical organization
Referral Process

1. Quitline Contact Information
2. Fax
3. Secure Online Referral
4. Opt-to-Quit™
Adoption of a policy that **systematically** identifies all tobacco using patients.

As an *adjunct* to the Health Site’s intervention, patients are referred to the NYSSQL (unless they opt out), then contacted and offered NYSSQL services.
Opt-to-Quit™ Provider Referral Program

Implementation Workflow

- Opt-to-Quit™ (OTQ) is an adjunct support service to healthcare organizations and the patient incentives offered through a system-driven policy. All patient contact information is referred to the New York State Smokers' Quitline (1-800-QUIT-NOW) for post-care consultation help until they opt out.

- Opt-to-Quit™ is a complimentary service of New York State Smokers' Quitline designed for healthcare systems.

- For more information and to set up an Opt-to-Quit™ in your facility, contact: Patricia Bug, RN, MS, at Newport Park Cancer Institute, 716-845-4332.

- Opt-to-Quit™ script completes an integrated smoking cessation program.

- Healthcare Facility - Clinical
  - Request information about OTQ Program
  - Identify key decision makers
  - Complete Provider Referral Contact Information Form within 3-5 days

- Healthcare Facility - IT
  - Quality assurance protocol developed and implemented
  - All departments notified and appropriate staff trained for implementation
  - Provider IT department accesses Quitline information for coding
  - Provider IT department determines data exchange
  - Provider IT department works with Opt-to-Quit™ to setup data exchange

- Provider IT department reviews Quitline specification & Coding Manual

- Promotional activities (e.g., press release, press conference, determined)

- Real-time review of implementation process

- Review data exchange with key user

- Test data exchange

- Follow-up conference call with WYSQL to mediate implementation
The percentage of Opt-to-Quit™ referrals among all referrals continues to increase. Well over half of referrals came from OTQ™ in 2016.
OTQ™ is Making a Difference

Implementation of OTQ™ launched in December, 2012.

Piloted at Stony Brook Children’s Hospital in 2 units: NBN, NICU.

Continuing to expand to adult units and since 2015, has experienced a 571% increase in referrals to the Quitline.

Stony Brook University Medical Center
Academic Tertiary Care Medical Center
603 beds
650+ physicians

Stony Brook Children’s Hospital – only Children’s Hospital in Suffolk County.
How can a quitline amplify approaches to increase health plan benefit access and provider interventions?
How to increase access to covered benefits:

- Coach messaging about accessing services and benefits
- Include messaging on website, including social media
- Provide triaging to known health plan programs, read provided script (s), and/or designated phone number
Case Example: Managed Care Plan

- A low to no-cost health insurance plan for eligible people living in Manhattan, Brooklyn, Queens, and the Bronx
- Provides primary and preventative care to members
- From 2015 to 2016, experienced a 17.04% increase in NYSSQL participants identifying as plan members
Case Example: Managed Care Plan

- Conference call with another MMC Plan to discuss their respective PIPs
- Assistance and feedback for plan’s PIP year end report and NYS Tobacco Corrective Action Plan
- Collaborated on cessation benefit script for plan members contacting the NYSSQL
- Introduction to NYS DOH AIDS Institute for new HIV Tobacco Cessation Improvement Campaign
- Coordinated visit with plan’s Associate Director to tour NYSSQL and meet with select staff
**Aim/Goals** for Performance Improvement Project(s) continue to be successfully met by GRADUALLY improving identification and management of smoking cessation in Medicaid, Pregnant, and HIV SNP populations through increasing:

- screening for tobacco use
- documentation of tobacco use
- utilization of smoking cessation benefits; access to NRT and smoking cessation counseling
- utilization of the NYS Quitline to enhance plan benefits
Keys to Success
Keys to Success in Health Systems Change

➢ Know your brand and your audience
➢ Stay current on your local, state, and national resources
➢ Be the FIRST resource others think about when they want tobacco control or cessation information
➢ Share best practices
➢ Anticipate needs of others
Keys to Success in Health Systems Change

- Go the extra mile by assisting your partners to flourish and “shine”
- Remember following-up is crucial
- Stay connected and make connections
- Be sure each encounter leaves a positive impression
Consider....
Action Steps

How will you use this information in your own work?

How can you initiate impactful change?
Thank You!

For questions or more information, please contact:
Patricia Bax, RN, MS, CC
New York State Smokers’ Quitline
Roswell Park Cessation Services
716-845-4365
patricia.bax@roswellpark.org

The End