Enhancing eReferral Capacity with a Focus on Priority Populations

Tuesday, March 21, 2017

Tasha Moses, MPA
Cherylee Bridges, RN (IL)
Ryan Claire Reikowsky, MA, MPH (AZ)
Vickie Moore Tucker, MS, CHES, CSM (MS)
WELCOME
Why eReferral?

- eReferral has a multitude of benefits:
  - Increase # of quit attempts and cessation successes
  - Increase the proportion of tobacco users who receive treatment from quitlines
  - Increases the reach of quitline services to priority populations.

- eReferral helps healthcare organizations meet national standards
  - Meaningful Use
Quitlines & eReferral

- NAQC has worked to enhance eReferral:
  - Quality Improvement Issue Paper
  - Technical Guide for Implementing eReferral
  - eReferral Workgroup

- Status in 2015:
  - 5 of 11 service providers that operate the 53 state quitlines were engaged in eReferral
  - Remaining 6 service providers = focus of this project
Pfizer Project Goal

- Deliver effective quitline services to more smokers especially those in priority populations.

- Establish a national capacity to implement eReferral systems between state quitlines and healthcare organizations.

- Ensure that *every state quitline service provider* gains experience and develops capacity in implementing eReferral systems.
Project Overview

- Establish state teams:
  - a quitline service provider
  - the state quitline funder
  - a healthcare organization that serves priority populations
- Provide TA on implementing eReferral
- Monitor progress
- Develop and disseminate products
Outcomes

Variety of methods employed still resulted in Project’s intended outcomes being achieved:

- increased the total # of quitline providers with experience in eReferral (5 to 9);
- increased the number of referrals to quitlines; and
- integrated quitlines into additional health care institutions.
Lessons Learned

- Variability exists in the eReferral implementation process based on the EHR vendor.
- Prior to embarking on an eReferral project, it is advantageous to select and collaborate with stakeholders and organizations with whom you have previously collaborated successfully.
- IT expertise is essential.
- Take care of business prior to fully engaging a healthcare partner.
Arizona’s eReferral Pilot

A Collaboration among:
Arizona Department of Health Services Bureau of Tobacco & Chronic Disease
Arizona Smokers’ Helpline (ASHLine)
El Rio Community Health Center (Tucson, AZ)

Improving the Health of Arizonans
Ryan Claire Reikowsky, MA, MPH
Manager, Community Development
Arizona Smokers' Helpline

- Goals
- Barriers/Challenges
- Solutions
- Lessons learned
- Progress to date
Illinois Tobacco Quitline and the NAQC eRefferal Pilot Project
In Partnership with Illinois Department of Public Health, American Lung Association in Illinois, Winfield Moody Health Center operated by Near North Health Service Corporation and Alliance of Chicago Community Health Services
Cherylee Bridges, RN
Director, Helpline Operations
American Lung Association

- Goals
- Barriers/Challenges
- Solutions
- Lessons learned
- Progress to date
* E-Referral Implementation

Mississippi Team
Vickie Moore Tucker, MS, CHES, CSM
Division Director for Statewide Interventions
Mississippi State Department of Health’s Office of Tobacco Control

- Goals
- Barriers/Challenges
- Solutions
- Lessons Learned
- Progress to date
South Dakota QuitLine
Bi-Direction E-Referral

Collaboration with SD Tobacco Control, SD QuitLine & Avera Corporate Health
Goals, Solutions & Lessons

- Goals
- Barriers/Challenges
- Solutions
- Lessons Learned
- Progress to date
Results

Of 11 service providers that operate QLs in 53 states:

- 9 service providers (who operate 51 of the state quitlines) have capacity for eReferral
- 20 state QLs fully implemented w/ at least one healthcare partner
- 6 state QLs actively in-process of implementing
- 26 QLs have not yet embarked on the process
Next Steps

- Disseminate published documents:
  - case studies
  - Health Care Partner Selection Fact Sheet
  - eReferral Status Chart

- Scaling up
  - engaging additional health care organizations

- Beyond eReferral
  - eScript

- eReferral Workgroup
Questions...
Contact Information
Phone: 1-800-398-5489, ext. 703
E-mail: tmoses@naquitline.org
Website: www.naquitline.org