Tobacco Dependence Treatment in Clinical Healthcare Settings

Purpose

- To increase knowledge of the models for implementation of tobacco cessation treatment.
- To increase knowledge on the tobacco cessation intervention 2A's & R.
- To increase knowledge on motivational interviewing & proven methods to quit tobacco use.
- To increase knowledge on the Mississippi Tobacco Quitline and ACT Center.

Tobacco Use

What is the real cost?

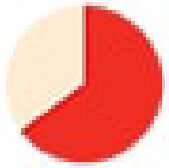
- People
- Healthcare Spending
- Marketing

Content source: https://www.tobaccofreekids.org/problem/toll-us/mississippi

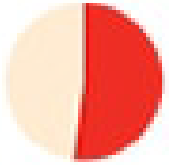
- 5,400 Mississippi adults die each year from smoking
- 30 % of cancer deaths in Mississippi are attributable to smoking.
- Annual health care costs in Mississippi directly caused by smoking are $1.23 billion
- Medicaid costs caused by smoking in Mississippi reach $319.7 million
- An estimated $126.8 million is annually spent on tobacco industry marketing in Mississippi

Cessation Treatments Are Underused

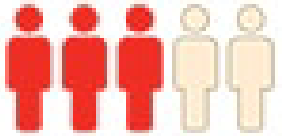
- **Nearly 70%** of adults who smoke say they want to quit



- Each year, **over 50%** of adults who smoke try to quit



- **3 in 5** adults who ever smoked have quit



- In 2020, about 3 in 5 (57.2%) adults who smoke and who saw a health professional in the past year reported receiving advice to quit.

https://www.hhs.gov/surgeongeneral/reports-and-publications/tobacco/2020-cessation-sgr-infographic-by-the-numbers/index.html

Models for Implementation of Tobacco cessation Treatment

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- Centers for Disease Control and Prevention

  (CDC) Best Practices

- US Public Health Service (PHS) Clinical Practice Guideline

Centers for Disease Control (CDC) Best Practices

Recommendations:

- Implementing evidenced-based policy interventions
- Sponsoring local, regional and statewide trainings, conferences and technical assistance
- Collaborating with partners
- System-based initiatives
- All tobacco users should receive advice to quit

Public Health Services (PHS) Clinical Practice Guidelines

Recommendations:

- Tobacco dependence should be treated as a chronic disease.
- All tobacco users should be identified.
- Tobacco dependence treatments are effective across a variety of populations.
- Brief tobacco dependence treatment is effective.
- Individual, group, and telephone counseling are the most effective.

PHS Clinical Practice Guideline, 2008

Clinical Intervention

Recommendations:

Even brief advice from a provider increases the chance a patient will try to quit.

Counseling and medication can double a patient's chances of quitting.

Providing tobacco dependence treatment is reimbursable and covered as a preventive service.

Providing tobacco cessation support increases patient satisfaction with care.

2 A's and an R Brief Intervention

"Have you used tobacco in the past 30 days?"

Ask about tobacco use:

"Quitting tobacco is one of the best things you can do for your health. I strongly encourage you to quit. Have you thought about quitting"

Advise the patient to quit:

"This is a resource I recommend. They will provide you with support, create a quit plan and help you overcome urges."

Refer to resources:

Provide a direct referral to a resource that will complete the "Assess, Assist" steps:

"When you are ready to quit, I will be here to help you."

Not everyone who uses tobacco is ready to quit.

Motivational Interviewing

Motivational interviewing is a type of counseling that can be used to help people to stop smoking. It aims to help people explore the reasons that they may feel unsure about quitting and find ways to make them feel more willing and able to stop smoking.

Motivational interviewing for smoking cessation - PMC (nih.gov)

Motivational Interviewing

- Ask a patient on a scale of 1-10, with 10 being the most, where would they put their level of motivation to quit at this time?
  - If 3 or less, inquire what would need to change to be a 6 or 7
  - If greater than 7, ask about a referral to the 1-800-QUITNOW services
- Ask if they have ever tried to quit and what happened. Good or not good, did they learn something about themselves when they made an attempt to quit?
- Help a patient decide what is their biggest concern about quitting. What do they think is keeping them from taking a step to be referred for treatment?

Motivational Interviewing

- As the healthcare provider, you have a strong influence on a patient's decision to quit using tobacco of any kind.
  - Relate the reason they are seeing you to their tobacco use behavior since many feel it only makes you feel out of breath
  - Give a strong recommendation that they consider being referred and talking to professionals about what help is available
- Ask the patient what they perceive as the one biggest benefit of quitting tobacco, if none, ask what is the biggest benefit of continuing to use tobacco.

Methods to Quitting

Non-Medication Interventions

Counseling (individual, group, online, or telephone counseling)

- ✓ MS Tobacco Quitline (1-800-Quit-Now)
- ✓ ACT Center (Jackson Medical Mall)

Medication Interventions

Nicotine Replacement Therapy

- ✓ Over-the-counter products: Nicotine Patch, Gum, Lozenge

Prescription Non-nicotine Medications

- ✓ Bupropion SR (Zyban®) (Wellbutrin)
- ✓ Varenicline (Chantix®)

Mississippi Tobacco Quitline

- Evidence-based tobacco cessation treatment program
- Provides services to adult residents of the state
- Chat with a coach 1 on 1 over the phone, online, or by text for support specific to the participant. Coaches are available 24/7 for participants to call in
- Nicotine replacement therapy, patch or gum, free to participants
- The Tobacco Quitline is available 24 hours per day, 7 days per week (closed on Independence Day, Thanksgiving Day, and Christmas Day,).

ACT Center Clinical Program: Free for all

- Initial evaluation
  - Tobacco treatment specialist: Credentialed as TTS and masters level counselors
  - Vital signs
  - Demographic information
- Six treatment sessions
  - Visit with certified TTS
  - Free NRT with prescription medication available as well
  - Understand health risks
  - Manage nicotine addiction
  - Boost motivation
  - Identify and control “triggers”
  - Manage stress
  - Relapse prevention

UMMC
ACT Center for Tobacco Treatment, Education and Research

MS Quitline Services

Integrated telephone, text, chat, and web-based services to support Mississippians who are wanting to quit commercial nicotine and tobacco use.

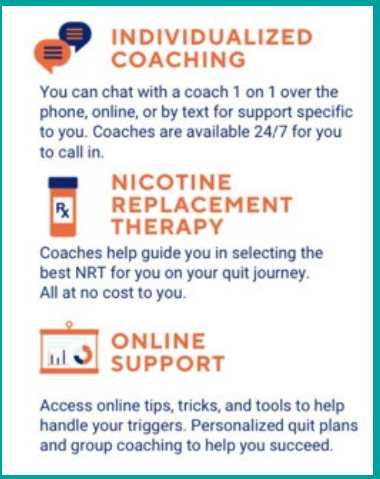
Engagement with local, regional, state and national meetings, trainings and outreach efforts.

Committed to helping all Mississippians quit commercial nicotine/tobacco use through evidence-based treatment including coaching, web support and free NRT.

Ready.

Set.

QUIT!



MS Quitline Services

Group – Self Report	Program	Sessions	NRT	Offering	Amount
Priority Population will be prioritized first	Pregnancy	7	Yes	Gum	4 wks (2x2)
	Behavioral Health	7	Yes	Gum	4 wks (2x2)
Uninsured	Coach+	5	Yes	Gum	4 wks (2x2)
Medicaid	Coach+	5	Yes	Gum	4 wks (2x2)
Medicare	Coach+	5	Yes	Gum	4 wks (2x2)
Commercial	Coach+	5	Yes	Gum	4 wks (2x2)
Military	Coach+	5	Yes	Gum	4 wks (2x2)

Support referrals to smoking cessation programs

Mississippi Tobacco Quitline can help your patients stop their tobacco use.

Provider referrals help drive enrollment in Mississippi Tobacco Quitline programs. If health professionals used the brief tobacco intervention method each time they saw someone using tobacco or other nicotine products, we would reduce tobacco use by 20%.[1]

What will your patients experience?

Your patients will be enrolled in an evidence-based program designed to help them successfully quit smoking, vaping and other tobacco products. Regardless of where they are in their journey to quit, these programs can help.

It's hard to quit using tobacco. The Mississippi Tobacco Quitline offers multiple methods to help patients create a plan and get support to increase their chances of success. This approach is validated by the Surgeon General's 2020 report.[1]

All you need to do is ASK, ADVISE, and REFER. We'll take it from there.

Brief tobacco intervention

ASK about all nicotine product use.

ADVISE the patient to quit.

Refer the patient to resources.

What happens when the Mississippi Tobacco Quitline receives a referral from a provider?

Outbound calls are made within 24 hours of receiving a referral.

The Mississippi Tobacco Quitline will make several attempts to reach the person who was referred. Calls are made in the individual's selected best time frame.

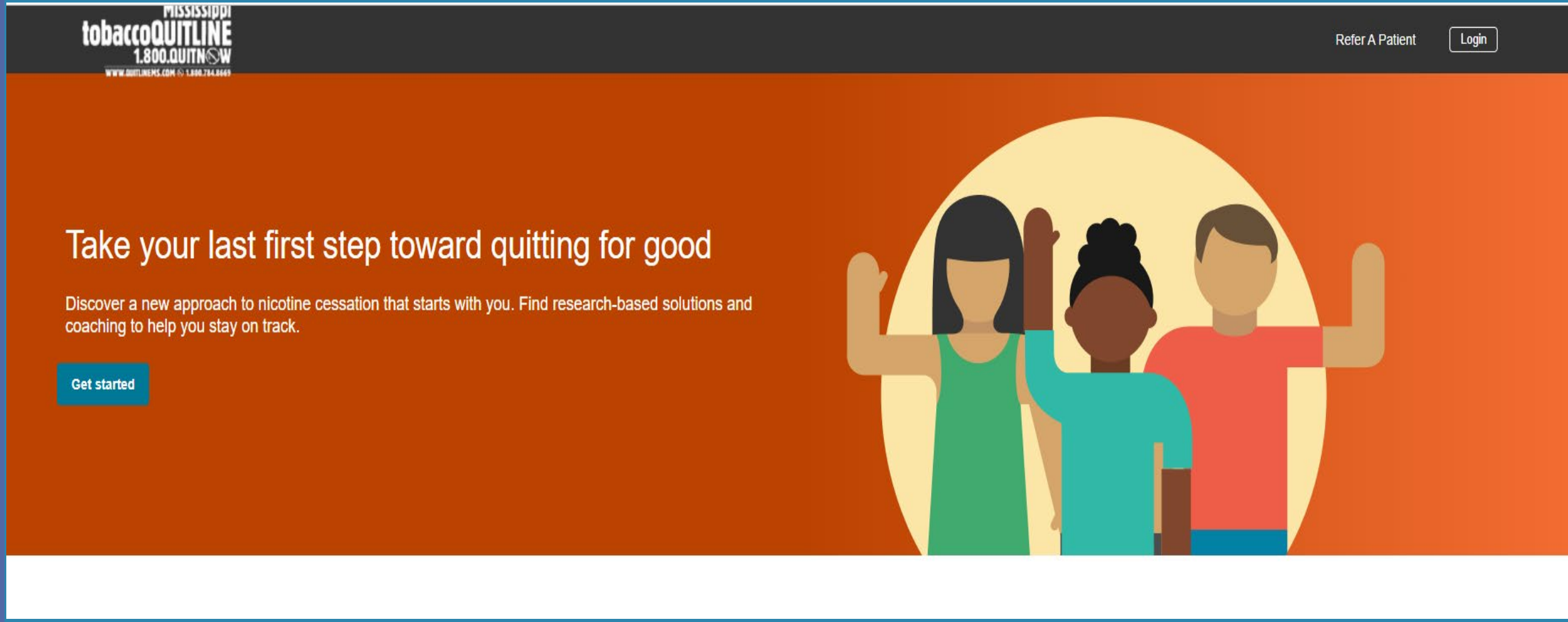
1-800-QUITNOW (1-800-784-8669) will show on most cellphone caller IDs[3]

Ways to make referrals to the Mississippi Tobacco Quitline

Method	Benefit	Considerations
Fax form to 1-800-483-3114	• Secure and straight forward • NRT authorization at time of referral	• Requires fax capabilities • Outcome reports returned by fax or email • Time to fill out form
Online Provider Referral Site	• Real-time referrals • Easy and secure way to refer • NRT authorization at time of referral	• URL is external from the electronic medical record • Outcome reports returned by fax or email
Electronic Health Records (EHR) - Health Level 7 (HL7)	• Integrated within the hospital system	• Outcomes populate into patients record in real time

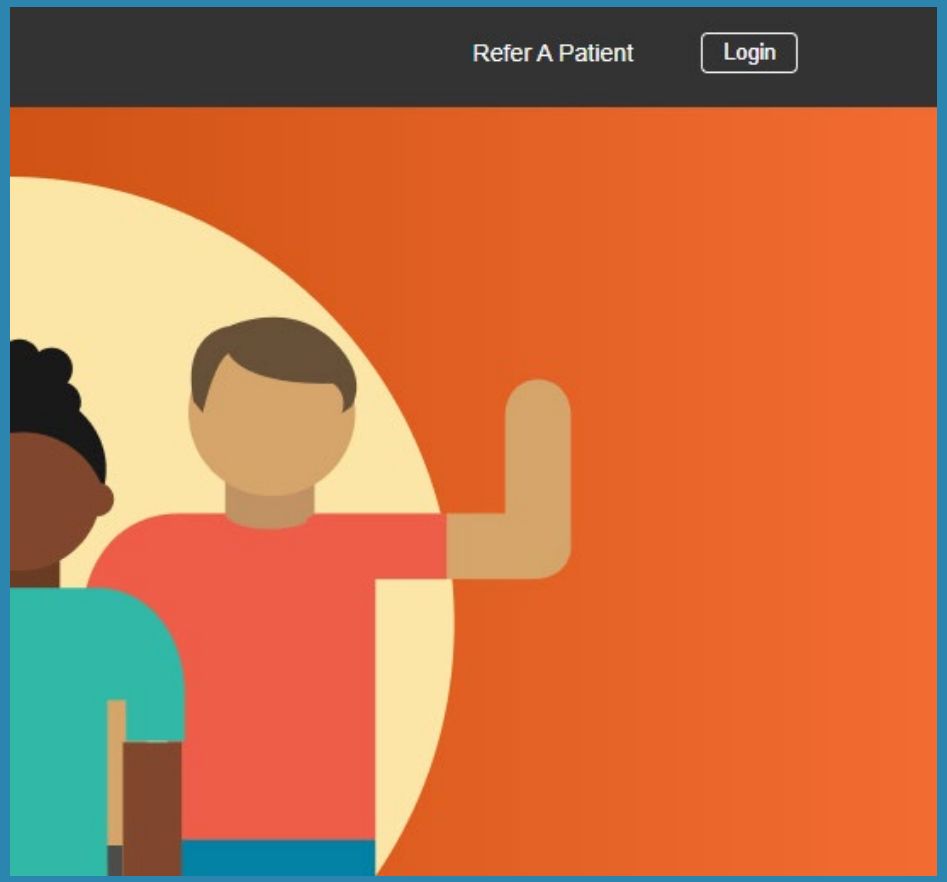
Website

https://www.quitnow.net/MS

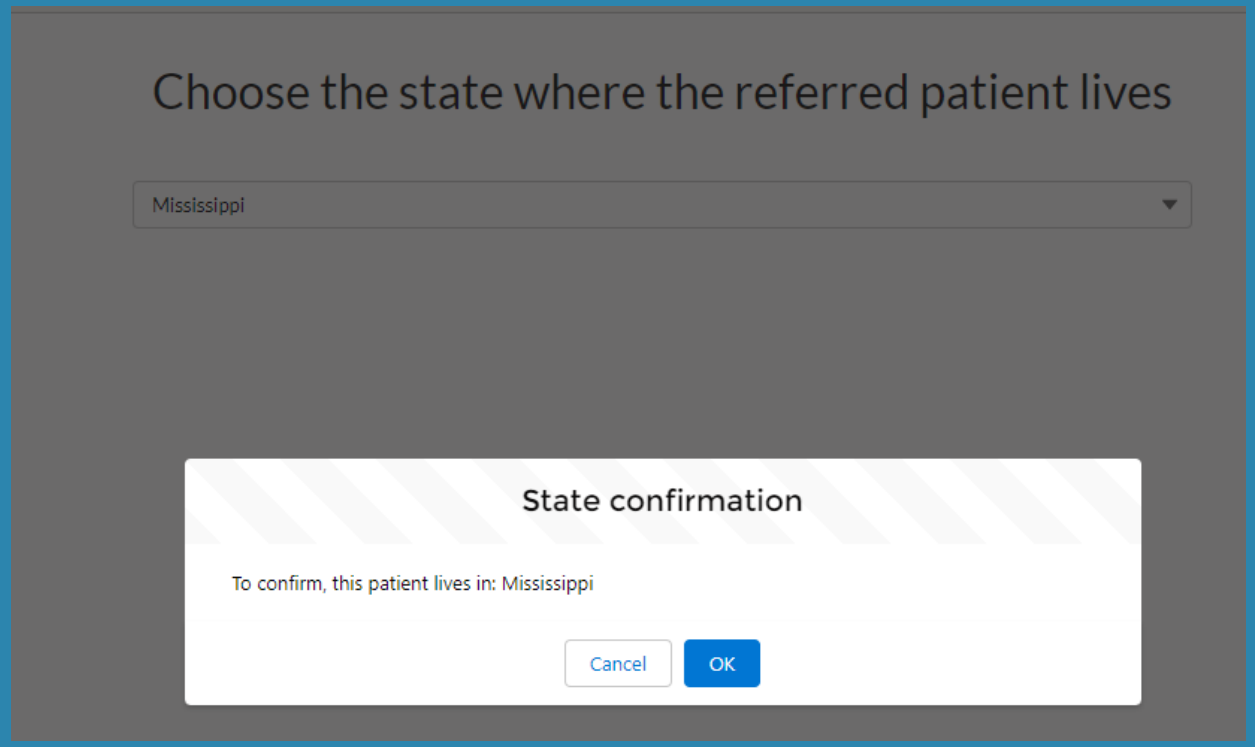


Making an Online Referral

1. Click “Refer A Patient”

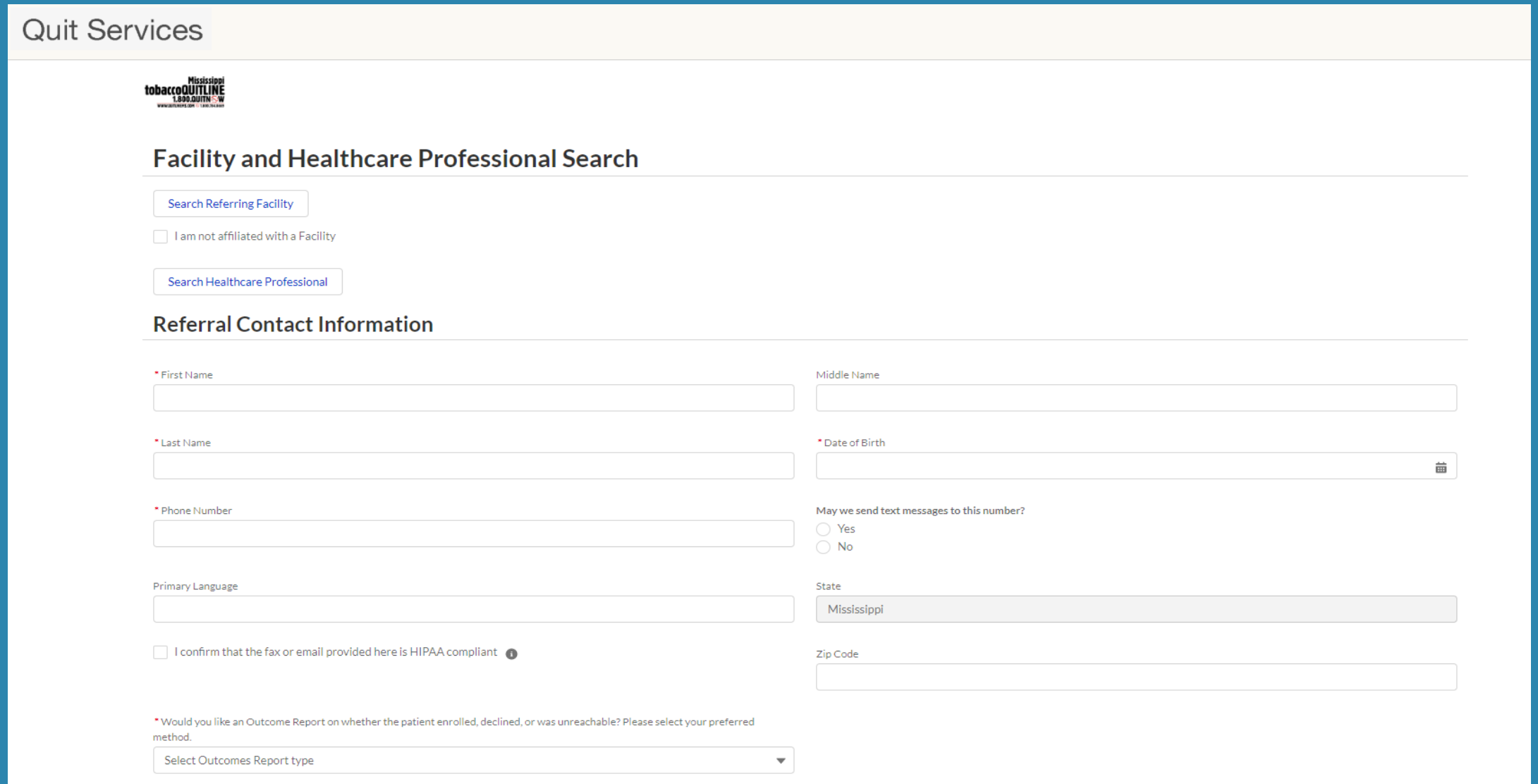


2. Select state, and click “Ok” to confirm



Making an Online Referral

3. Complete the form in its entirety.



Making an Online Referral

4. Click “Submit”

Best Contact Times

When are good Weekday times to call?

- [ ] Mornings (8am - 12pm)
- [ ] Afternoons (12pm - 4pm)
- [ ] Evenings (4pm - 8pm)

When are good Weekend times to call?

- [ ] Mornings (8am - 12pm)
- [ ] Afternoons (12pm - 4pm)
- [ ] Evenings (4pm - 8pm)

If your patient has any health conditions, use this section to pre-authorize NRT

* Note: as patients have different benefits, using this form does not guarantee they will get free quit medications.

* NRT Pre-Authorization

- ( ) No
- ( ) Yes

Confirmation

* [ ] By submitting this referral, you confirm that you obtained the patient’s consent to be contacted by Quit for Life at the phone number provided.

Making a Fax Referral

1. Ask about tobacco use status.
2. Determine if the Quitline services are appropriate for treatment.
3. For those who are interested in quitting and want to receive Quitline support, discuss the fax referral process.
4. Fill out and sign the fax referral form with your patient.
5. Fax the form to the Quitline at 1-800-483-3114.

Mississippi tobaccoQUITLINE 1.800.QUITNOW

Mississippi Tobacco Quitline fax referral form
Fax Number: **1-800-483-3114**

Referring facility and healthcare provider information:

☐ Clinic ☐ Pharmacy ☐ Hospital ☐ Other		☐ I certify that I am HIPAA covered entity
Facility name		Department
Fax number	Phone number	Facility NPI (National Provider Identifier)
Address	Zip	County
Referring health care professional		
Email		National Provider Identifier (NPI) Number

Would you like an Outcome Report on whether the patient enrolled, declined or was unreachable?

(Please select your preferred method)

☐ I want emailed outcome reports ☐ I want faxed outcome reports ☐ I do not want outcome reports

Use this section to pre-authorize NRT

*Note: As patients have different benefits, using this form does not guarantee they will get free quit medications.

Please check the box to Pre-Authorize NRT: ☐ I authorize use of any modality of NRT for which my patient has coverage at dosage consistent with FDA Approved package labeling.

Provider's name (Print)	Provider's signature

Referral contact information

You agree that we may contact you at the phone number you give us. Note that calls may be automated. Some messages may be pre-recorded.

First name		Middle name	Last name
State	Zip code	Phone number	Date of birth
Language preference ☐ English ☐ Other			
May we send text messages to this number? ☐ Yes ☐ No			
Patient signature box			Date

Best contact times:	When are good weekday times to call? ☐ Mornings (8 a.m.-12 p.m.) ☐ Afternoons (12 p.m.-4 p.m.) ☐ Evenings (4 p.m.-8 p.m.)	When are good weekend times to call? ☐ Mornings (8 a.m.-12 p.m.) ☐ Afternoons (12 p.m.-4 p.m.) ☐ Evenings (4 p.m.-8 p.m.)

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What to expect

Learn more about what's included in your program and explore the tools available to support your personalized Quit Plan.

Personalized Coach Support

Find a coach who will help you create a Quit Plan and offer guidance at every step. Connect via Text A Coach℠, chat, or call 1-855-260-9713 toll free.

One Stop for Online Resources

Get daily advice on how to manage triggers, track progress you've made, and connect with others who are trying to quit—all in one place.

Nicotine Replacement Therapy (NRT)

Get gum or patches—based on eligibility—at no additional cost to help curb cravings and double your chance of quitting for good.

Long-Term Success

Rest assured your Quit Plan is designed to help you make changes that last, with ongoing coach support throughout the program and beyond.

Lessons on Living Tobacco Free

Understand how to stay motivated, beat urges, and use medications to enjoy life free from tobacco.

Access Anywhere, Anytime

Use the mobile app to set your quit date, read tips to beat cravings, and message your coach for 24/7 support from wherever you are.

Billing Guide: MS Specific

Medicaid

- Covers counseling for all
  - Up to 12 in-person or TH counseling sessions per year
  - 99406 3-10 minutes
  - 99407 >10 minutes
- FDA approved cessation medications covered for all

Medicare

- Covers counseling for all
  - Two cessation attempts per 12-month period. Each attempt may include up to four counseling sessions for a total of eight counseling sessions per year.
- Coverage of prescription medication only with part D. Out-of-pocket for OTC cessation aids.

Private Insurance

- ACA requires private plans to cover counseling and FDA approved medications.

ICD-10 Codes

- F17.211
- F17.213
- F17.218

The ALA has a great billing guide online

Contact Information:

Beth Wilson
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601-853-3302