



NEW YORK STATE
SMOKERS'
QUITLINE:
*What's New in
Marketing &
Outreach*
– September 2018



Roswell Park Cessation Services (RPCS)

Today's Presenters

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Objectives

A demonstration of the enhanced ***nysmokefree.com***, including the new Online News Room, which launched in August 2018

Results of the Quitline's **2018 Healthcare Provider Communication Preferences Survey**

A brief overview of the Quitline's **Patient Referral Programs**, including the benefits of including patient referrals as a continuum of care



nysmokefree.com

Samantha Killion

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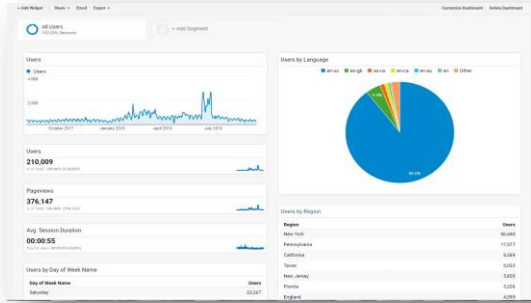
samanthamkillion



skillio

How did we get here?

ANALYTICS REVIEW/ANALYSIS



USER FEEDBACK & SURVEYING

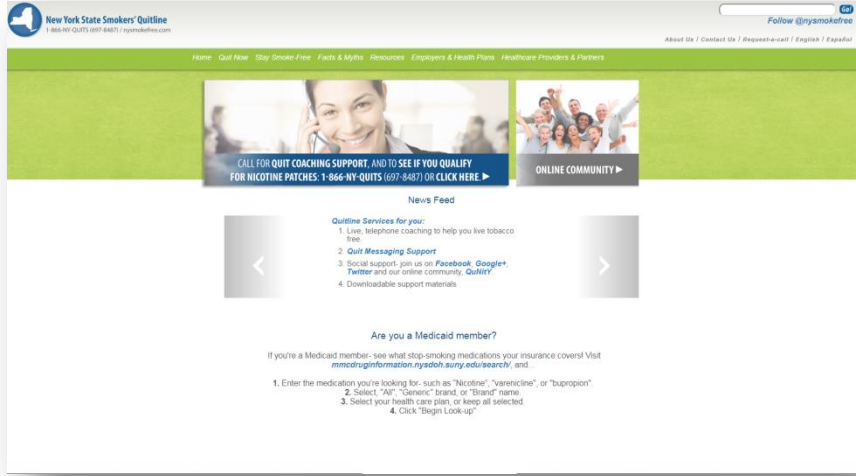


ESTABLISHED GOALS & MESSAGING



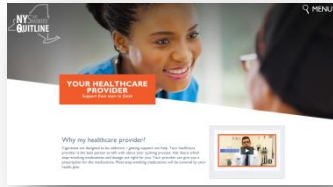
BEST PRACTICES





What to expect

TALK WITH YOUR HCP



HEALTH PLAN BENEFITS



COMBINATION THERAPY



WELLNESS



DOWNLOADABLE LITERATURE



NEW LOOK, LOCAL RESOURCES

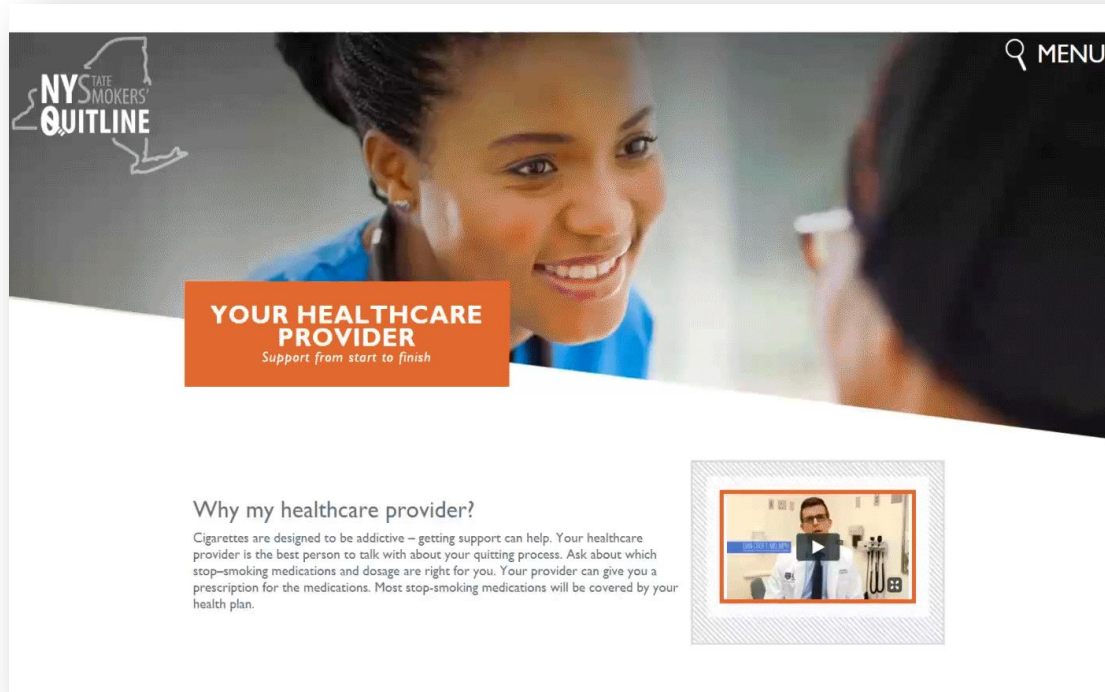


ONLINE NEWS ROOM



What to expect

HOW TO: TALK WITH YOUR HCP



NY STATE SMOKERS' QUITLINE

YOUR HEALTHCARE PROVIDER
Support from start to finish

Why my healthcare provider?

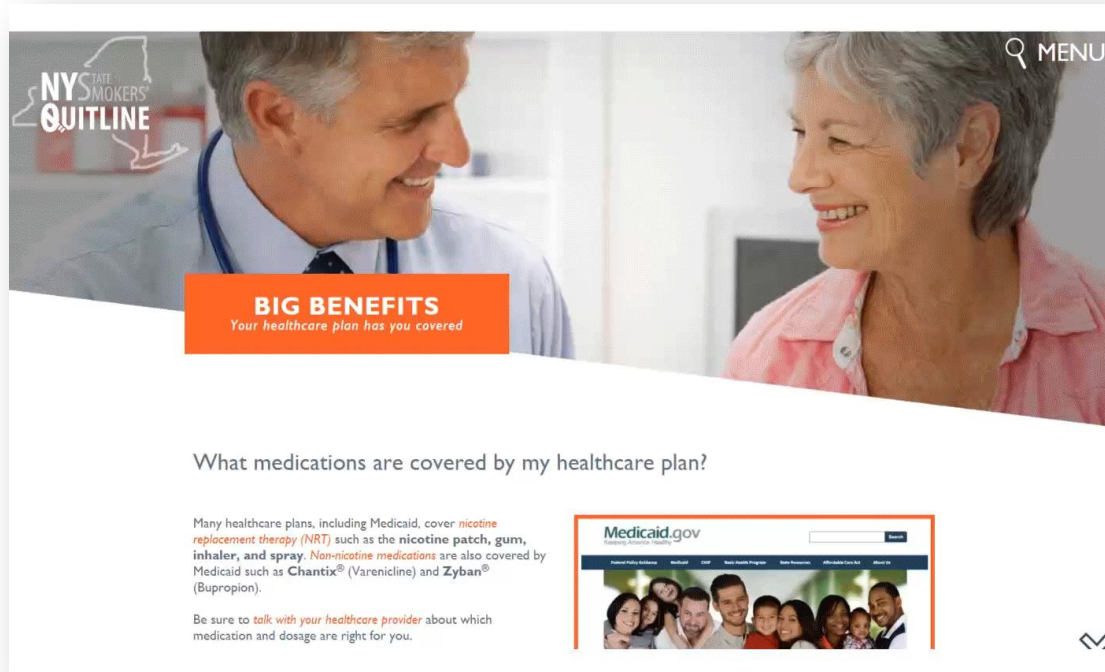
Cigarettes are designed to be addictive – getting support can help. Your healthcare provider is the best person to talk with about your quitting process. Ask about which stop-smoking medications and dosage are right for you. Your provider can give you a prescription for the medications. Most stop-smoking medications will be covered by your health plan.

SEARCH MENU

VIDEO: A healthcare professional in a clinical setting.

What to expect

HEALTHCARE PLAN BENEFITS



The screenshot shows the New York State Smokers' Quitline website. At the top left is the logo "NY STATE SMOKERS' QUITLINE" with a map of New York. In the top right corner, there is a search icon and the word "MENU". The main image features a doctor and an elderly woman smiling. Below the image is an orange banner with the text "BIG BENEFITS" and "Your healthcare plan has you covered". The main heading is "What medications are covered by my healthcare plan?". The text below explains that many healthcare plans, including Medicaid, cover nicotine replacement therapy (NRT) such as the nicotine patch, gum, inhaler, and spray. It also notes that non-nicotine medications like Chantix® (Varenicline) and Zyban® (Bupropion) are covered by Medicaid. A small screenshot of the Medicaid.gov website is shown to the right, featuring a search bar and a navigation menu. At the bottom right of the page is a small logo.

NY STATE SMOKERS' QUITLINE


SEARCH MENU

BIG BENEFITS
Your healthcare plan has you covered

What medications are covered by my healthcare plan?


Many healthcare plans, including Medicaid, cover **nicotine replacement therapy (NRT)** such as the **nicotine patch, gum, inhaler, and spray**. **Non-nicotine medications** are also covered by Medicaid such as **Chantix®** (Varenicline) and **Zyban®** (Bupropion).

Be sure to **talk with your healthcare provider** about which medication and dosage are right for you.




Medicaid.gov
Building Smoother Healthier

Home Policy Information Medicaid CHIP State Health Programs State Resources Affordable Care Act About Us



What to expect

COMBINATION THERAPY



NY STATE SMOKERS' QUITLINE

TREATMENT THAT WORKS
Medications - proven to help

PF 10

About Stop-Smoking Medications

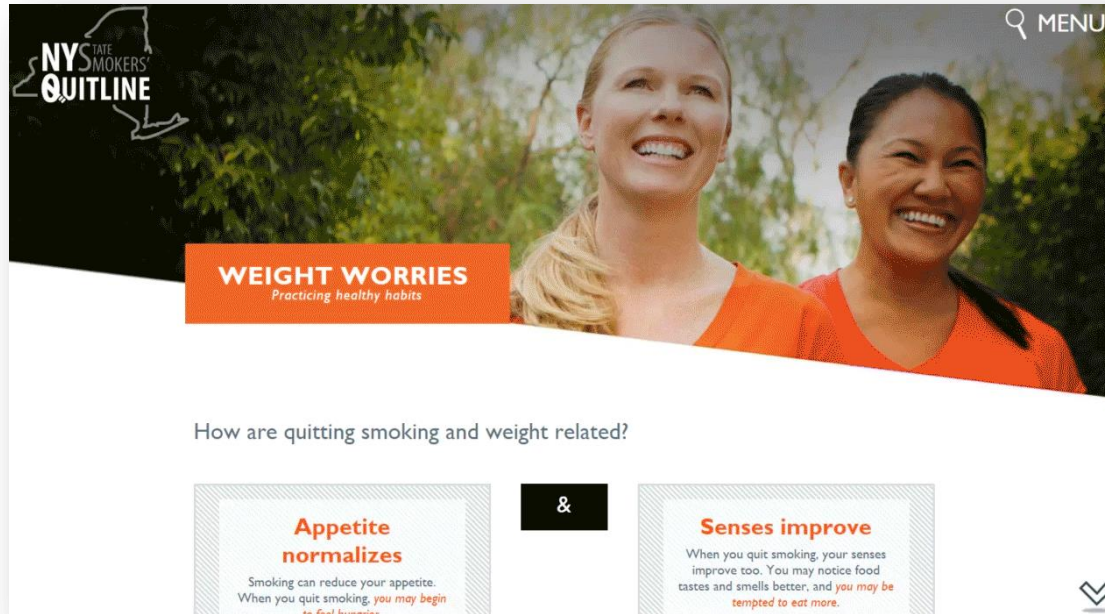
There are seven stop-smoking medications approved by the FDA (Food and Drug Administration) – the nicotine patch, gum, lozenge, spray, inhaler, and non-nicotine medications Chantix® and Zyban. All of these medications have been proven to double the chances of successful quitting.

Heavy, light, and even recently-quit smokers can benefit from using stop-smoking medications. Your healthcare provider can give you a prescription for medication covered by your health plan.

Most stop smoking medications are covered by health insurance plans. Your healthcare provider can advise you on which medications are right for you. Your healthcare provider can give you a prescription for your health plan covered medication.

What to expect

WELLNESS



The screenshot shows the New York State Smokers' Quitline website. At the top left is the logo for the 'NY STATE SMOKERS' QUITLINE' with a map of New York. At the top right is a search icon and the word 'MENU'. The main header features a photograph of two smiling women, one white and one Black, both wearing orange shirts. Below the photo is an orange banner with the text 'WEIGHT WORRIES' and the subtitle 'Practicing healthy habits'. The main content area has the heading 'How are quitting smoking and weight related?'. Below this are two columns of text separated by an ampersand symbol. The left column is titled 'Appetite normalizes' and explains that smoking reduces appetite and quitting leads to increased hunger. The right column is titled 'Senses improve' and explains that quitting smoking improves senses, making food taste and smell better, which may lead to eating more. A checkmark icon is in the bottom right corner of the content area.

NY STATE SMOKERS' QUITLINE

SEARCH MENU

WEIGHT WORRIES

Practicing healthy habits

How are quitting smoking and weight related?


Appetite normalizes
Smoking can reduce your appetite. When you quit smoking, you may begin to feel hungrier.

&

Senses improve
When you quit smoking, your senses improve too. You may notice food tastes and smells better, and you may be tempted to eat more.





What to expect

DOWNLOADABLE LITERATURE



PRINT MATERIALS
Brochures, handouts, cards, and more

Brochures

-  Break Loose (Large)
-  Break Loose (Mini)
-  Staying Tobacco Free
-  Lung Cancer Screening

What to expect

NEW LOOK, LOCAL RESOURCES



The screenshot displays the New York State Smokers' Quitline website. At the top left, the logo features the text "NYS STATE SMOKERS' QUITLINE" with a map of New York State. In the top right corner, there is a magnifying glass icon followed by the word "MENU". The main visual is a diverse group of people of various ages and ethnicities. An orange banner with the text "LOCAL RESOURCES" and the tagline "Help is around the corner" is overlaid on the image. Below the banner, a text prompt reads: "Looking for a local program to help you quit? Select your region from the list below to find a program near you!". Underneath this text, the heading "NYS REGIONS" is centered above four icons representing different regions: CAPITAL REGION, CENTRAL REGION, METRO REGION, and WESTERN REGION. Each icon shows a map of New York State with a blue dot indicating the region's location.

What to expect

ONLINE NEWS ROOM

NY STATE SMOKERS' QUITLINE

NEWS ROOM
Get the latest news and media resources

LATEST PRESS RELEASES

- Attention Parents: That USB Drive for Back-to-School Might Be an E-Cigarette*
- New York State Smokers' Quitline Launches Enhanced Website*
- CDC's New Tips® Campaign Underscores Importance of Smokers' Quitlines*

LATEST NEWSLETTERS

- The Check-Up | Vol. 1, Issue 2*
Quick tips and reminders for healthcare providers in their quest to assist tobacco-using patients to become and stay tobacco-free. [View this issue.](#)
- Quitters Always Win! | Spring 2018*

Check it out.

nysmokefree.com



@nysmokefree



@NYSSmokersQuitline



NYSSmokersQuitline

Thank you!

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samanthamkillion



skillio

Healthcare Provider 2018 Communication Preferences Survey



Tony Astran, MPA, APR

Healthcare Provider 2018 Communication Preferences Survey



PHYSICIANS



NURSES



**SOCIAL
WORKERS**



**RESPIRATORY
THERAPISTS**



DENTISTS

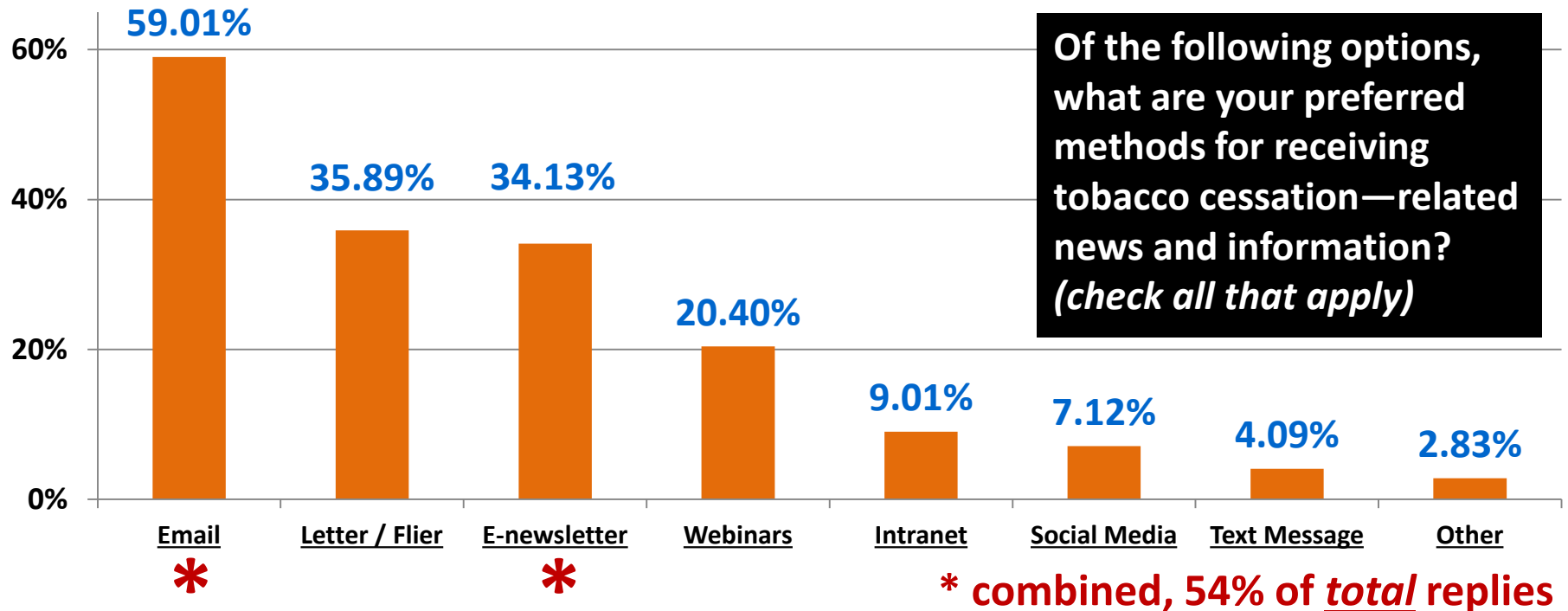


**MENTAL
HEALTH
PRACTITIONERS**

- 85,000+ emails to licensed providers
- 1,588 fully completed surveys
- Late-January through Mid-March 2018
- 15 questions; four minutes

Healthcare Provider 2018

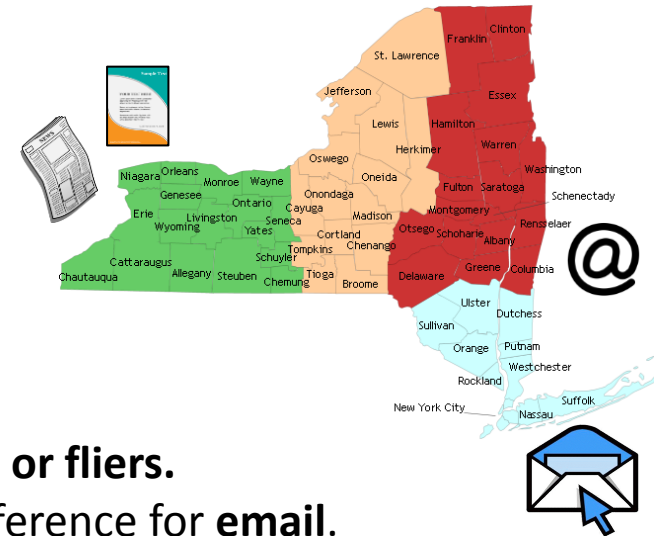
Communication Preferences Survey



Healthcare Provider 2018

Communication Preferences Survey

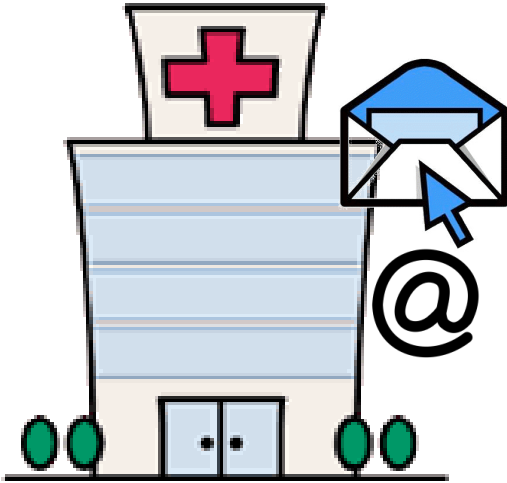
| | <u>Western</u> | <u>Central</u> | <u>Capital</u> | <u>Metro</u> | <u>OVERALL</u> |
|------------------------|----------------|----------------|----------------|---------------|----------------|
| Email | 56.88% | 47.44% | 64.42% | 60.49% | 59.01% |
| Letter or Flier | 41.56% | 36.54% | 36.20% | 34.08% | 35.89% |



- The **Western Region** had a stronger preference for **letters or fliers**.
- The **Capital Region** and **New York City** had a stronger preference for **email**.
- The **Central Region** had *far less* of a preference for **email** compared to other regions. They also, however, tended to check fewer boxes in response to this question.

Healthcare Provider 2018

Communication Preferences Survey



HCPs at **Academic Medical Centers** and **Hospitals** reported greater preference to receiving **electronic communication**. Conversely, HCPs at **Dental Practices** and **Private Practices** reported greater preference to receiving **printed materials**.

Healthcare Provider 2018

Communication Preferences Survey

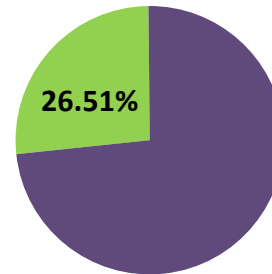
Those who reported the most referrals:

- Nurses
- Respiratory Therapists
- Administrators
- HCPs at Primary Care Clinics

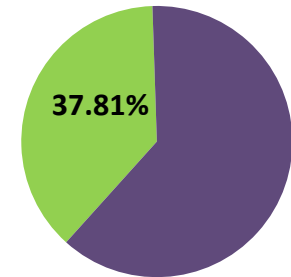
Those who reported the least referrals:

- HCPs at Private Practices
- HCPs located in the Metro Region
- HCPs at very small organizations
(10 or fewer employees)

Direct Referrals to the NYSSQL



Indirect Referrals to the NYSSQL
(verbal mention / offer a brochure)









Healthcare Provider 2018

Communication Preferences Survey

Most respondents across all healthcare disciplines who visit *nysmokefree.com* find **patient referral information and forms (#1)** or brochures and fact sheets for patients (**#2**) to be most useful.

The screenshot displays the 'Healthcare Provider Resources' page on nysmokefree.com. The page is organized into three columns: PROVIDERS, PATIENTS, and OFFICE. Each column features a title, a brief description, an image of a resource, and a button to access it.

| PROVIDERS | PATIENTS | OFFICE |
|--|--|--|
| <p>Medication dosage, treatment options, programs, and more.</p>  <p>Smoking Cessation Medication Prescribing Chart – Instructions, and FAQ</p> <p>Download</p> | <p>Materials and local resources to help your patients quit smoking.</p>  <p>Materials</p> <p>Where to start, and helpful guidelines to be more prepared for a quit-attempt.</p> <p>Learn more</p> | <p>Tools and resources to help your healthcare organization run more efficiently.</p>  <p>Health Systems Change</p> <p>The modern-day healthcare approach to tobacco cessation requires healthcare systems to change and adapt using policy, strategic planning, and integrations into systems and electronic infrastructures.</p> <p>Show</p> |
|  <p>Talk To Your Patients.ny.gov</p> <p>A website tailored to New York State healthcare professionals with extensive resources to use for helping tobacco-using patients quit. Includes treating nicotine addiction, prescribing cessation medications, and other helpful links.</p> <p>Show</p> |  <p>Local Programs</p> <p>Resources for in-person support nearby.</p> <p>Learn more</p> |  <p>Billing Codes</p> <p>ICD-10 Codes (International Classification of Diseases) for Tobacco/Nicotine Dependence and Secondhand Smoke Exposure</p> <p>Show</p> |

Healthcare Provider 2018

Communication Preferences Survey

Top three barriers to discussing Medicaid-covered tobacco-use treatment benefits with Medicaid beneficiaries who use tobacco:

- *Patients reject information about cessation assistance (37.59%)*
- *Other patient issues take priority (30.42%)*
- *I am not aware of the benefits or what is covered (29.91%)*



Healthcare Provider 2018

Communication Preferences Survey



Top three tobacco- and cessation-related topics of most interest to HCPs:

- *Effective counseling for your patients to quit smoking (66.56%)*
- *Pharmacotherapy and other evidence-based treatments for tobacco addiction (55.54%)*
- *The Quitline's Opt-to-Quit™ patient referral program (50.57%)*

Healthcare Provider 2018

Communication Preferences Survey

| WHO | WHAT | WHERE |
|--|---|--|
| Nurses; respiratory therapists | Insurance; Medicaid benefits | Metro and Western Regions; hospitals and academic medical centers |
| Social workers; mental health professionals | NYSSQL materials; education on e-cigarettes and pharmacotherapy | Central and Capital Regions; behavioral health organizations and academic medical centers |
| Physicians; social workers | Opt-to-Quit™ | Metro Region (especially Long Island) and Capital Region; primary care clinics |
| All – but especially mental health professionals | NYSSQL materials; education on side effects of NRT and the science of addiction | Small private practices and behavioral health organizations throughout New York State <i>except</i> the Metro Region |

Assisting Tobacco-Using Patients or Clients



Patricia Bax, RN, MS, NCTTP, ACB



**Department of
Health**



**New York State
Smokers' Quitline**

The NYSSQL supports health systems change by:

- **Providing quality cessation services, especially to priority populations**
- **Informing callers about and assisting with access to available insurance benefits**
- **Encouraging callers to talk to their regular healthcare provider about cessation**
- **“Closing the loop” with healthcare providers who refer patients to the Quitline**
- **Educating providers about guideline-concordant tobacco dependence treatment**

Patient Referral Program (formerly known as Provider Referral Program)



REFERRAL PROCESS

1

Quitline Contact Information

2

Fax

3

Secure Online Referral

4

Opt-to-Quit™

New York State Smokers' Quitline

NYS Quitline Refer-to-Quit Online

Welcome

Mr. [REDACTED] MS, LMHC, CASAC
[REDACTED]

Group Members

If any of these information is incorrect, please notify NYS Quitline as soon as possible.

| | |
|--------------------------|---|
| New | Enter a new referral to NYS Quitline |
| Change | Change or Delete or Print a referral that has not been processed yet. |
| Progress | View status / progress in Quitline to contact your client. |
| Stats | View Historical Referral Counts and Statistics. |
| Profile | Modify / Update Provider Information |
| Log Out | Log out of Quitline Fax-to-Quit Online system |

Referring Provider

Referral No: NEW

Mr. [REDACTED] MS, LMHC, CASAC

Fax:(000) 000-0000

If any of these information is incorrect, please call NYS Quitline to correct it or change it in your profile page.

Reference Code (OPTIONAL)



Tobacco User Information

First Name: Last Name:
 Address 1:
 Address 2:
 City:
 State: (Only New York State residents are eligible for Quitline services) Zip:
 Phone: eMail:

Enter Phone with Area Code + 7 Digit Number.

When should we call?

Week: During the Week Time: Morning 9a-12p Gender: Language: English Date of Birth:

Enter in mm/dd/yyyy format or pick from the pop-up calendar.

SEND PROGRESS REPORT:

- Secured Site Access (online)
 Fax (provider secured)
 DO NOT SEND PROGRESS REPORT

If a selection is not indicated, no progress report will be made available.

Additional Provider to Receive Quitline Reports:

Mark and complete this section, ONLY if you wish the follow-up report to be sent ALSO to another person. REFERRERS AUTOMATICALLY WILL GET THE REPORTS.

(Please provide complete address including phone and fax numbers)

Provider First Name: Provider Last Name:
 Group/Agency/
 Hospital/Organization:
 Address:
 City: State:
 Zipcode:
 Phone: Fax:

Enter Phone and Fax numbers with Area Code + 7 Digit Number.

REFERRAL PROCESS

1

Quitline Contact Information

2

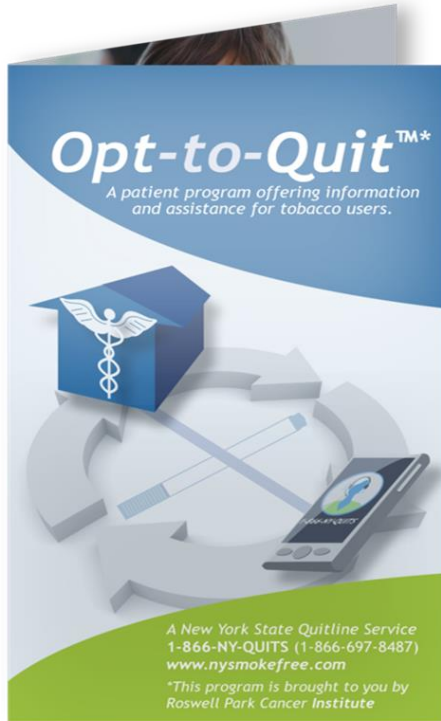
Fax

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.

Content:

- Reached/not reached
- Outcome and quit status
- NRT eligibility/status

Report Data:

- Individual and aggregated patient activity data available

| | |
|---|---------------------------------|
| New York State Smokers' Quitline | 1-866-NY-QUITS (1-866-697-8487) |
| Patient stamp, label, OR info (name, record number, DOB, date) | |
| Refer-to-Quit Progress Report 1-866-QUIT-FAX (1-866-784-8329) | |
| The Quitline has a secure Online Referral Service , allowing providers to refer tobacco users electronically with a valid provider e-mail address and to also access downloadable progress reports. | |
| For more information, or to register for the Online Referral Service , please contact the Quitline at 1-866-NY-QUITS (1-866-697-8487). | |
| Reaching Referred Clients: <ul style="list-style-type: none"> • A minimum of five telephonic attempts are made to reach a tobacco user. • When contact is made, the tobacco user is offered free Quitline cessation services. • If no contact, a letter is sent encouraging the tobacco user to contact the Quitline for help to quit. • The outcome of the intervention or attempt to reach the tobacco user is documented below. | |
| Call Outcomes | |
| Date Progress Report Generated: Status: <ul style="list-style-type: none"> ○ Reached/ Completed ○ Declined services at this time ○ A minimum of 5 attempts were made with no response from client ○ Wrong number or client no longer lives there ○ Phone disconnected | |
| Quit Status | |
| <ul style="list-style-type: none"> ○ Already quit ○ Client wants to quit ○ Client has chosen a quit date ○ Client has not determined a quit date but plans to quit with in 30 days ○ Not ready to quit at this time | |
| NRT Eligibility/Status | |
| <ul style="list-style-type: none"> ○ Eligible- sent a 2 week supply of: ○ Ineligible for a 2 week supply of NRT Reason: ○ Already received NRT and is using NRT ○ Already received NRT and not using NRT yet ○ Sent NRT but has discontinued use of NRT Reason: | |

New York State Smokers' Quitline



1-866-NY-QUITS
(1-866-697-8487)

Referral History and Counts

From: To: [Refresh](#)

[Main](#)

Total Number of Referrals Received for the group

| Code | Count |
|--------------|----------|
| Total | 0 |

Total Closed Referrals

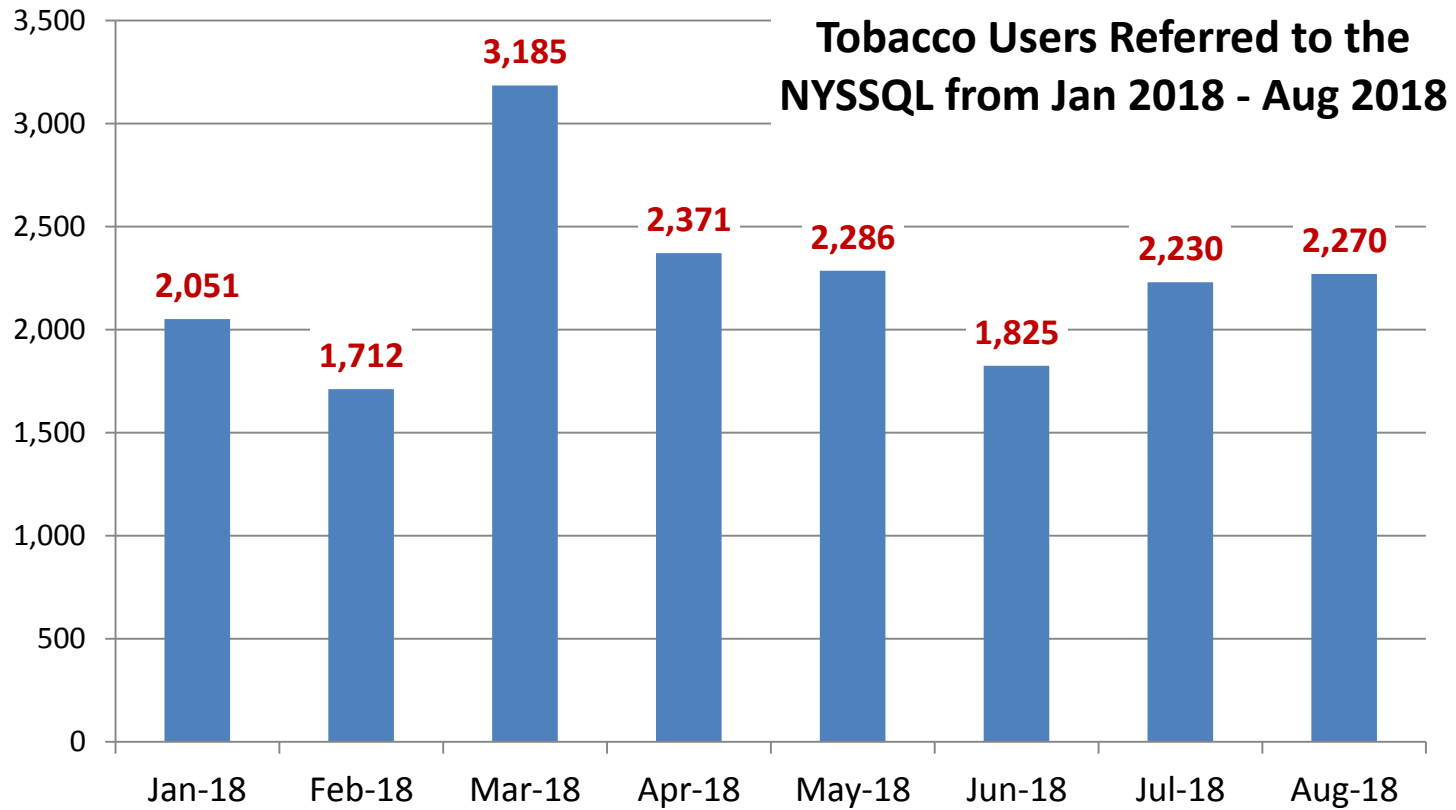
Reflects activity in the specified period and may include referrals made before 09/02/2018

| | |
|---|----------|
| Agreed to Interview | 0 |
| Refused Interview | 0 |
| Moral Support only | 0 |
| Wrong Number | 0 |
| Number not in Service | 0 |
| Closed after five unsuccessful attempts | 0 |
| Total Closed Referrals | 0 |

Client Specific Information in downloadable format

List of clients referred in the period set above and the status of their callbacks in Comma separated Values (CSV) format. This file can be opened in Microsoft Excel or Notepad.

[DOWNLOAD](#)



Provider Tools



Proud member of
Opt-to-Quit™

A patient program offering information and assistance for tobacco users.

Click this banner for more information

Developed by the Tobacco Control Program at Roswell Park Cancer Institute

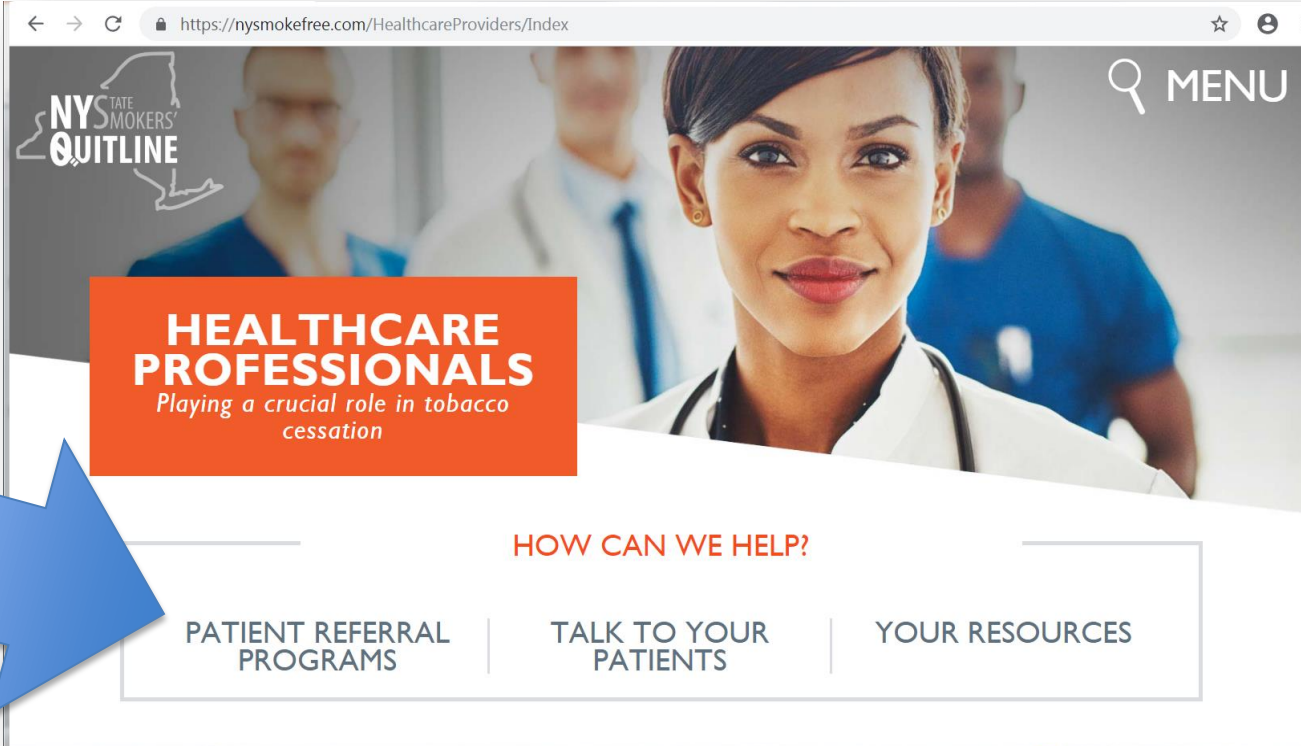
Proud member of
Opt-to-Quit™ A patient program offering information and assistance for tobacco users.

Click this banner for more information

Developed by the Tobacco Control Program at Roswell Park Cancer Institute



Interested in Starting a Referral Program....



The screenshot shows a web browser window with the URL <https://nysmokefree.com/HealthcareProviders/Index>. The page features a header with the "NYS STATE SMOKERS' QUITLINE" logo and a "MENU" button. The main content area has a large orange box with the text "HEALTHCARE PROFESSIONALS" and the subtitle "Playing a crucial role in tobacco cessation". Below this, a section titled "HOW CAN WE HELP?" contains three columns: "PATIENT REFERRAL PROGRAMS", "TALK TO YOUR PATIENTS", and "YOUR RESOURCES". A large blue arrow points from the left towards the "PATIENT REFERRAL PROGRAMS" column.

HEALTHCARE PROFESSIONALS
Playing a crucial role in tobacco cessation

HOW CAN WE HELP?

- PATIENT REFERRAL PROGRAMS
- TALK TO YOUR PATIENTS
- YOUR RESOURCES

Discussion



Contact us anytime!

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Thank YOU!
*Together We
Will Make a
Difference!*

