

Addressing Tobacco Use: Using 2 As and an R



Quitline Brief Overview:

Quitline Iowa Fax Referral Program

Quitline Iowa is a statewide toll-free telephone coaching service dedicated to help improve the health and well-being of Iowans.

Quitline Iowa's fax referral program is designed to give health care practitioners a quick and easy method for referring patients who currently use tobacco to effective cessation services. After identifying a patient's tobacco use status, providers ask the patient to fill out a simple form indicating their consent to receive cessation services, then fax the form to Quitline Iowa. Quitline will contact the patient directly to begin cessation coaching.

Why Quitline Iowa?

Numerous studies have shown that enrolling in tobacco cessation coaching through telephone Quitlines can more than double the chances of quitting successfully.

Quitline Iowa provides evidence-based, culturally competent tobacco cessation services to all Iowans. *Quitline will screen the client and then create a custom quit plan.* A certified Quit Coach will follow-up with a total of five coaching sessions.

How Do Health Care Providers Benefit?

The Agency for Health Care Policy and Research (AHCPR) guidelines for practitioners recommend that health care providers assess a patient's tobacco status and provide cessation assistance.

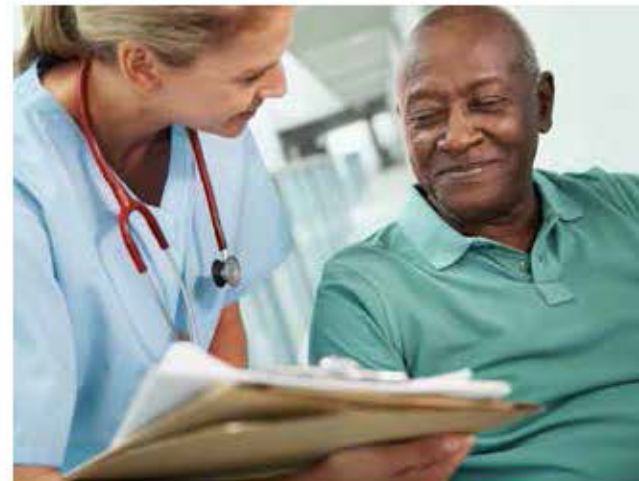
Limited time and resources, as well as lack of information on available community services may pose barriers to health care provider's ability to provide tobacco cessation assistance.

The fax referral program provides health care practitioners with an opportunity to outsource the steps to a telephone tobacco cessation service, which would alleviate some of the problems posed by lack of time and resources.

Why Fax Referral?

Research indicates that physician referral of patients to tobacco cessation programs is associated with a significantly higher participation rate than simply telling patients they should stop using tobacco. *Using the fax referral form to refer patients to Quitline Iowa for tobacco cessation coaching provides health care providers with a quick and easy way to direct their patients to make an attempt to quit tobacco.*

Fax referral also relieves the patients of the responsibility of initiating services, as Quitline Iowa will make the initial contact after they receive the fax referral form. Such proactive coaching may increase participation rates, as patients will not have the difficult step of making the first call.



Telephone Quitlines can more than double the chances of quitting successfully

3 Minutes, 3 Steps: Implementing a Brief Tobacco Intervention

Brief Intervention Steps:

1. Ask about tobacco use

- Health care practitioners should implement an office-wide system that ensures that tobacco use status is queried and documented at each visit.
- Determine if the patient is currently, formerly, or has never been a tobacco user.
- Determine what form of tobacco is used.
- Determine frequency of use.
- Document tobacco use status in the patient's medical record.

2. Advise patients to quit

- In a clear, strong, personalized manner urge every tobacco user to quit.
 - Advice should be: Clear: "I think it is important for you to quit smoking/using tobacco now and I can help you. Cutting down while you are ill is not enough. Strong: "As your clinician, I need you to know that quitting smoking/tobacco is the most important thing you can do to protect your health now and in the future. The staff and I will help you. Personalized: Tie tobacco use to current health or illness, its societal and economic costs, and its impact on children and others in the household.
- Assess patient's willingness to make a quit attempt: Determine patient's motivation and confidence levels toward quitting. Discuss patient's barriers to quitting.

3. Refer patient to Quitline Iowa

- Assist those interested in quitting by recommending participation in Quitline Iowa's free cessation services.
- If the patient would like assistance, ask them to fill in their personal information on the Quitline Iowa fax referral form and make sure they sign the form.
- On the fax referral form, fill out the provider information box. Quitline Iowa will fax back notice on whether or not your patient enrolled in Quitline Iowa Services.
 - Tip: Add the fax you receive from Quitline Iowa in the patients chart so it's easy to follow up with the patient when they return to the clinic.
- Verify the form is completed correctly and fax to Quitline Iowa at 1-800-261-6259.

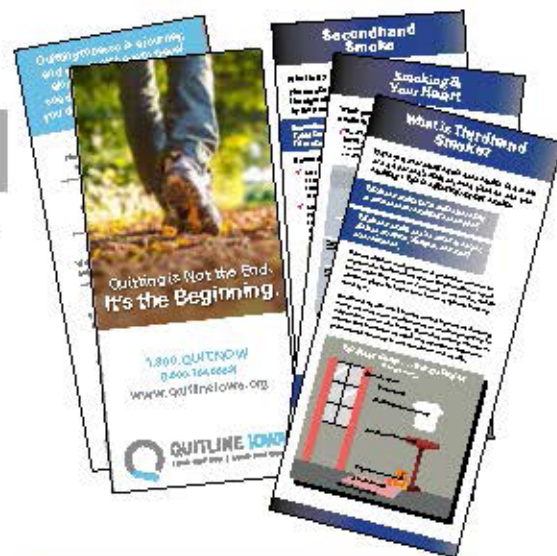
If the patient declines help at this time, give them the Quitline Iowa phone number (1-800-QUIT-NOW) and encourage them to call when ready to make a quit attempt.

Resources:

For additional Quitline Iowa rackcards, Quit Tip cards, trainings and other questions please contact:

Name:	Phone:
Organization:	Email:

For more information visit: www.quitlineiowa.org or take our online provider training at <http://quitlineiowaeducation.org/>.



Request Quitline materials to help aid in patient education.

3 Minutes, 3 Steps: Three Fax Referral Forms

Fax Referral Forms:

There are 3 fax referral forms for Quitline Iowa.

1. General Fax Form:

- This form is for any Iowan that wants to enroll in Quitline Iowa via a fax referral. Have the patient fill out the patient portion. The clinic fills out the clinic portion.
- Clinic should fax to 1-800-261-6259.

2. Medicaid Fax Form: Prior Authorization NICOTINE REPLACEMENT THERAPY

- This form is for any participant that is a Medicaid Fee for Service recipient. Fill this form out, if after careful discussion, the healthcare provider wants to prescribe the patient Nicotine Replacement Therapy such as gum, lozenge, patch, inhaler or nasal spray.
- Fax form to 1-800-261-6259.
- Quitline Iowa will send information to Medicaid to determine eligibility and Medicaid will contact the Pharmacy to fill the prescription if the participant qualifies.

3. Medicaid Fax Form: Prior Authorization SMOKING CESSATION THERAPY – ORAL

- This form is for any participant that is a Medicaid Fee for Service recipient. Fill this form out, if after careful discussion, the healthcare provider wants to prescribe the patient an oral cessation medication, such as Bupropion or Chantix®.
- Fax form to 1-800-261-6259.
- Quitline Iowa will send information to Medicaid to determine eligibility and Medicaid will contact the Pharmacy to fill the prescription if the participant qualifies.

The two Medicaid forms are only for Medicaid Fee for Service individuals. If your patient is part of an MCO please have the patient or clinic contact that particular MCO for cessation benefits. To access Medicaid forms go to: http://www.iowamedicaidpdl.com/pa_forms. For the general fax forms go to: <http://idph.iowa.gov/tupac/cessation>.

Below are the Customer Care lines for each MCO

Amerigroup Iowa, Inc.

Email: MPSWeb@amerigroup.com

Phone: 1-800-600-4441

Operating Hours: 8 AM - 8 PM, Monday to Friday

Website: <http://www.myamerigroup.com/IA>

AmeriHealth Caritas Iowa, Inc.

Email: members@amerihealthcaritasia.com

Phone: 1-855-332-2440

Operating Hours: 24 hours a day / 7 days a week

Website: <http://www.amerihealthcaritasia.com>

UnitedHealthcare Plan of the River Valley, Inc.

Phone: 1-800-464-9484

Operating Hours: 7:30 AM - 6 PM, Monday to Friday

Website: <http://www.uhcommunityplan.com>

Fax forms to:
1-800-261-6259.

To access Medicaid forms
goto: http://www.iowamedicaidpdl.com/pa_forms.

For the general fax forms
go to: <http://idph.iowa.gov/tupac/cessation>.



FAX Referral FAQ

Questions & Answers Here!



TOBACCO

QUITLINE IOWA

1 800 QUIT NOW | 1 800 784 8669

Iowa Department of Public Health

Fax Referral FAQs:

Q. Will I receive updates on my patients' status with the Quitline?

A. Yes. If you provide your return fax number on the referral form, the Quitline will fax back updates based on outcome of the referral to HIPAA-covered entities. This includes a message for the following outcomes: patient unreachable, patient declined to participate, enrolled, program complete, invalid referral and referral received.

Q. How soon will Quitline Iowa contact my patient after the referral is sent in?

A. The patient should receive their first call within one to two days after referral.

Q. How many attempts does Quitline Iowa make to contact a referred patient?

A. Three total attempts are made before the file is closed as unreachable. The patient can call back at any time to enroll, but the Quitline will not make any additional attempts after three unsuccessful attempts in a row have occurred.

Q. Does Quitline Iowa leave a message?

A. The Quitline will leave a message for anyone referred as long as the referral form indicates permission to leave voicemail.

Q. What number shows up on the patient's caller ID when Quitline Iowa calls?

A. 1-800-784-8669 (This is the numeric of 1-800-QUIT-NOW). We highly suggest telling your patient that this is the number that will be calling. This makes it more likely they will answer the phone.

Q. My patient never received a call from Quitline Iowa. Why?

A. The most common reason someone doesn't receive a call from Quitline Iowa is due to missing, incorrect or illegible information on the referral form. Please make sure the form is filled out in its entirety and that it is legible. Please also make sure that the patient telephone number provided on the form is correct.



Quitline makes three attempts to make contact with a patient.