

Quit Partner Provider Referral Presentation Summary

Slide 1



Slide Title

Quit Partner Provider Referral

Slide Text and Image Description

Image only: Minnesota Department of Health and Quit Partner logos

Slide Notes

This presentation describes why and how health care providers can refer patients to Quit Partner.

Slide 2

About Quit Partner

- Minnesota's free way to quit nicotine, including smoking, vaping, and chewing
- One-on-one coaching and other tools available 24/7
- Free quit medications (patches, gum, lozenges)
- Sign up online or over the phone
- Interpreters available



Slide Title

About Quit Partner

Slide Text and Image Description

Image: Quit Partner logo with phone number (1-800-QUIT-NOW) and web address (QuitPartnerMN.com)

Text:

- Minnesota's free way to quit nicotine, including smoking, vaping, and chewing
- One-on-one coaching and other tools available 24/7
- Free quit medications (patches, gum, lozenges)
- Sign up online or over the phone
- Interpreters available

Slide Notes

- Quit Partner is Minnesota's free way to quit nicotine, including smoking, vaping and chewing.
- Quit Partner can support an individual's quit with free one-on-one coaching and other helpful tools.
- Quit Partner is here to help 24/7.
- Using coaching and medication together can more than double a person's chances of successfully quitting.
- To learn more or sign up, visit www.QuitPartnerMN.com or call 1-800-QUIT-NOW (784-8669).

It's very easy to refer your patients to Quit Partner for cessation support!

Slide 3

Offerings: Quit With Free Helpful Tools

Quit your own way by choosing which free tools you'd like to try.



Two Weeks of Free Quit Medications*

Text Messages**

Emails**

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QuitPartnerMN.com | 1-800-QUIT-NOW

*18+ **13+ 3

Slide Title

Offerings: Quit With Free Helpful Tools

Slide Text and Image Description

Images: Nicotine patch, talk bubble icon representing text messages, and email icon.

Text: Quit your own way by choosing which free tools you'd like to try. Two weeks of free quit medications (18+), text messages (13+), emails (13+).

Slide Notes

Minnesota residents can sign up for individual support tools. There are three options:

- A two-week starter kit of quit medications (patches, gum or lozenges). Any Minnesota resident who is at least 18 years old can sign up for this tool two times per year.
- Text message support, including tips, reminders and encouragement sent straight to the individual's phone.
- Regular emails to support an individual's quit.
- Emails and text message support are available to any Minnesota resident who is at least 13 years old.

Slide 4

Offerings: Quit With Free Coaching

Get free one-on-one coaching over the phone or online from trained coaches.
By signing up, you can access these helpful tools:



Coaching over the phone or online



Welcome Package



Free Medications*



Text Messages**



Emails**

QuitPartnerMN.com | 1-800-QUIT-NOW

DEPARTMENT OF HEALTH *18+ **13+ 4

Slide Title

Offerings: Quit With Free Coaching

Slide Text and Image Description

Images: Icon of a person on the phone representing a coach, icon of a welcome package, nicotine patch, talk bubble icon representing text messages, and email icon.

Text: Get free one-on-one coaching over the phone or online from trained coaches. By signing up, you can access these helpful tools: coaching over the phone or online, welcome package, free medications (18+), text messages (13+), emails (13+).

Slide Notes


Individuals who are uninsured or underinsured can also sign up for the free Quit Partner coaching program. The coaching program includes:

- Up to 5 coaching calls
- Up to 4 weeks of quit medications (also known as nicotine replacement therapy); patches, gum, and lozenges are available; combination therapy is allowed
- A welcome package, which is tailored based on information shared during enrollment
- The option to sign up for email and text message support.

Individuals can enroll two times per year.

Note: Underinsured means an individual's health insurance does not cover counseling and medication.

Slide 5



The slide features four circular logos arranged horizontally. From left to right: 1. A teal wreath containing the text 'THE AMERICAN INDIAN QUITLINE' and 'CALL 1-833-541-QUIT'. 2. A light blue circle with the text 'MY LIFE MY QUIT' in green and purple. 3. A yellow circle with a black outline of a head and a puzzle piece inside. 4. An orange circle with a black outline of a pregnant woman. Below the logos is a green banner with the text 'Quit Partner: Specialized Programs'. At the bottom left is the Michigan Department of Health logo, and at the bottom right is the number '5'.

Slide Title

Quit Partner: Specialized Programs

Slide Text and Image Description

Images only: Logo for the American Indian Quitline; logo for My Life, My Quit; icon representing the behavioral health program; icon representing the pregnancy and post-partum program

Slide Notes

Quit Partner is a family of programs. In addition to the general program described in the previous slides, Quit Partner offers four specialized programs for specific populations.

Slide 6

The American Indian Quitline



Free help for American Indians through a dedicated team of American Indian quit coaches

Offerings include:

- Extra coaching calls
- Extra quit medications
- Email and text message options
- Can enroll two times over 12 months

aiquit.com | 1-833-9AI-QUIT (new number as of April 2020)

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Slide Title

The American Indian Quitline

Slide Text and Image Description

Image: American Indian Quitline logo with phone number 1-833-9AI-QUIT

Text: Free help for American Indians through a dedicated team of American Indian quit coaches

Offerings include:

- Extra coaching calls
- Extra quit medications
- Email and text message options
- Can enroll two times over 12 months

aiquit.com | 1-833-9AI-QUIT (new number as of April 2020)

Slide Notes

Quit Partner's American Indian Quitline offers a dedicated team of American Indian coaches who understand and respect American Indian cultures and traditions.

American Indian Quitline coaches are trained as tobacco treatment specialists. They have a deep understanding of the barriers to cessation for American Indians and knowledge about cultural healing practices, including the ceremonial uses of tobacco.

Individuals who sign up for this program will receive:

- Up to 10 coaching calls
- Up to 12 weeks of quit medications: (also known as nicotine replacement therapy); patches, gum, and lozenges are available; combination therapy is allowed
- The option to take advantage of other resources, like emails and text messages, that are tailored to American Indian communities

Individuals can enroll twice per year. This program is available to all Minnesota American Indians, regardless of insurance status. To learn more or sign up, visit www.aiquit.com or call 1-833-9AI-QUIT (note: this is a new phone number as of April 1, 2020).

Slide 7

For Youth: My Life, My Quit



Free confidential help for teens

Offerings include:

- Coaching calls
- Youth-specific support materials

Text “Start my quit” to **1-855-891-9989** or call to talk

MyLifeMyQuit.com

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Slide Title

For Youth: My Life, My Quit

Slide Text and Image Description

Image: My Life, My Quit logo

Text: Free confidential help for teens. Offerings include:

- Coaching calls
- Youth-specific support materials

Text “Start my quit” to 1-855-891-9989 or call to talk | MyLifeMyQuit.com

Slide Notes

As of April 1, 2020, Minnesota has its first youth cessation program, My Life, My Quit. My Life, My Quit supports teens ages 13-17 who are trying to quit nicotine, including vaping, smoking, and chewing.

It was created with the help of youth and makes it easy to text or call a coach. Individuals who sign up for this program will receive:

- Confidential help through up to five coaching sessions
- Youth-specific support materials

Teens can enroll twice per year. They do not need parent permission to enroll. This program is available to all Minnesota teens, regardless of insurance status. The My Life, My Quit website also offers free resources for healthcare providers, educators, and community organizations. To learn more or sign up, visit www.mylifemyquit.com or text “start my quit” to 1-855-891-9989 (or call to talk).


Slide 8

Behavioral Health Program

For people living with mental illnesses and/or substance use disorder

Offerings include:

- Extra coaching calls
- Extra quit medications
- Email and text message options



QuitPartnerMN.com | 1-800-QUIT-NOW

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Slide Title

Behavioral Health Program

Slide Text and Image Description

Image: Icon representing the behavioral health program

Text: For people living with mental illnesses and/or substance use disorder

Offerings include:

- Extra coaching calls
- Extra quit medications
- Email and text message options

QuitPartnerMN.com | 1-800-QUIT-NOW

Slide Notes

Quit Partner offers a behavioral health program to support individuals living with a substance use disorder and/or a mental illness (such as anxiety, depression, schizophrenia, ADHD, PTSD, or bipolar disorder). During the Quit Partner enrollment process, individuals have the option to enroll in this specialized program, which includes additional coaching calls and quit medications.

Individuals who sign up for this program will receive:

- Up to 7 coaching calls, plus access to unlimited support calls. For example, if an individual is having a bad day and wants a cigarette, they can call a Quit Partner coach for immediate support.

- Up to 12 weeks of quit medications (also known as nicotine replacement therapy); patches, gum, and lozenges are available; combination therapy is allowed
- The option to take advantage of other resources, like emails and text messages

Coaches have received extensive training to help support this population on their quit journey. They are all Tobacco Treatment Specialists and have also received additional behavioral health and substance use training.

Coaches can help individuals understand their tobacco use in connection to their mood, thoughts, and behaviors. Coaches can also help participants order quit medications, develop coping techniques and a quit plan, provide relapse prevention tips, and provide support to help participants stay quit. Participants can call any time for additional support.

Like the regular Quit Partner coaching program, this program is available to underinsured and uninsured Minnesota residents. Individuals can enroll twice per year. To learn more or sign up, visit www.QuitPartnerMN.com or call 1-800-QUIT-NOW (784-8669).


Slide 9


Pregnancy & Post-Partum Programs

For pregnant and post-partum individuals

Offerings include:

- Extra coaching calls
- Extra quit medications
- Email and text message options

An orange circle containing a black line-art icon of a pregnant woman, facing right.

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QuitPartnerMN.com | 1-800-QUIT-NOW

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Slide Title

Pregnancy and Post-Partum Programs

Slide Text and Image Description

Image: Icon representing the pregnancy and post-partum program

Text: For pregnant and post-partum individuals

Offerings include:

- Extra coaching calls
- Extra quit medications
- Email and text message options

QuitPartnerMN.com | 1-800-QUIT-NOW

Slide Notes

Quit Partner offers a specialized program to serve pregnant and post-partum individuals. During the Quit Partner enrollment process, eligible individuals have the option to enroll in this program, which includes additional coaching calls and quit medications.

Individuals who sign up for this program can receive:

- Up to 9 coaching calls (five during pregnancy and 4 postpartum). Participants will work with a dedicated female coach.
- Up to 8 weeks of quit medications (also known as nicotine replacement therapy); patches, gum, and lozenges are available; combination therapy is allowed

- Individuals can receive 4 weeks of quit medications during pregnancy and 4 weeks postpartum
- Medical consent is required for all quit medication orders
- The option to take advantage of other resources, like emails and text messages

Like the regular Quit Partner program, this program is available to underinsured and uninsured Minnesota residents. Individuals can enroll twice per year. To learn more or sign up, visit www.QuitPartnerMN.com or call 1-800-QUIT-NOW (784-8669).

Slide 10



Helping Patients Quit

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Slide Title

Helping Patients Quit

Slide Text and Image Description

Image only: Health care provider and patient smiling at each other

Slide Notes

You can help your patients quit commercial tobacco by talking to them about Quit Partner and the evidence-based cessation services available to them.

The Minnesota Department of Health has a provider FAQ document available to help support you and your colleagues as you refer your patients to Quit Partner. The document is available at [Frequently Asked Questions about Cessation Referral](https://www.health.state.mn.us/communities/tobacco/initiatives/cessation/docs/referralfaq.pdf) (<https://www.health.state.mn.us/communities/tobacco/initiatives/cessation/docs/referralfaq.pdf>) (PDF).

Slide 11



Slide Title

All Minnesota Residents Have Access to Cessation Support

Slide Text and Image Description

Image only: Venn diagram with health plan quitlines on one side, Quit Partner on the other, and the state of Minnesota in the middle

Slide Notes

In Minnesota, everyone has access to free cessation support, either through their health insurer or from Quit Partner.

It is important to direct individuals who use commercial tobacco to these services. They are evidence-based and provide comprehensive counseling and support to individuals at any stage of readiness. Individuals can access support from home, and all support is free.

Slide 12

More Cessation Interventions Needed

- Over 70% of Minnesotans who smoke see a physician each year
- About half of Minnesotans who smoke made a quit attempt in the past year
 - 12% quit successfully
- While nearly all individuals who smoke that visited a physician were asked about their smoking status, only about half were referred to cessation support
- Brief cessation advice from a clinician yielded a 66% increase in successful quit rates

Slide Title

More Cessation Interventions Needed

Slide Text and Image Description

Text only:

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- About half of Minnesotans who smoke made a quit attempt in the past year
 - 12% quit successfully
- While nearly all individuals who smoke that visited a physician were asked about their smoking status, only about half were referred to cessation support
- Brief cessation advice from a clinician yielded a 66% increase in successful quit rates

Slide Notes

According to the 2018 Minnesota Adult Tobacco Survey:

- More than 70% of individuals who smoke visited a physician in the past year.
- About half (46%) of adults who smoke (260,000 individuals) made a quit attempt within the previous 12 months; of those who made a quit attempt, 12%, or 76,000 individuals, were successful.
- And while nearly all individuals who smoke who visited a physician reported that they were asked if they smoke (95.4%), only about $\frac{3}{4}$ (76.4%) of those patients were advised to not smoke, and only about half (55.2%) were referred to cessation support (e.g. medications, counseling or both).


According to the updated Treating Tobacco Use and Dependence: PHS Clinical Practice Guidelines, brief cessation interventions are clinically effective and cost effective. **Brief cessation advice from a clinician**

yielded a 66% increase in successful quit rates – and individuals who smoked cited a physician’s advice to quit as an important motivator for attempting to stop smoking.

Slide 13

Importance of the Referral Process

Clinic Intervention	Referral to Quit Partner
<ul style="list-style-type: none">▪ 5-10 Minutes<ul style="list-style-type: none">▪ Ask▪ Advise▪ Brief Provider Counseling	<ul style="list-style-type: none">▪ 3-6 minutes<ul style="list-style-type: none">▪ Ask▪ Advise▪ Assess & Assist (Connect)<ul style="list-style-type: none">▪ Referral to Quit Partner

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Slide Title

Importance of the Referral Process

Slide Text and Image Description

Text only: Clinic Intervention

- 5-10 minutes
 - Ask
 - Advise
 - Brief Provider Counseling

Referral to Quit Partner

- 3-6 minutes
 - Ask
 - Advise
 - Assess & Assist (Connect)
 - Referral to Quit Partner

Slide Notes

Minnesota has had a referral process for cessation support since 2007.

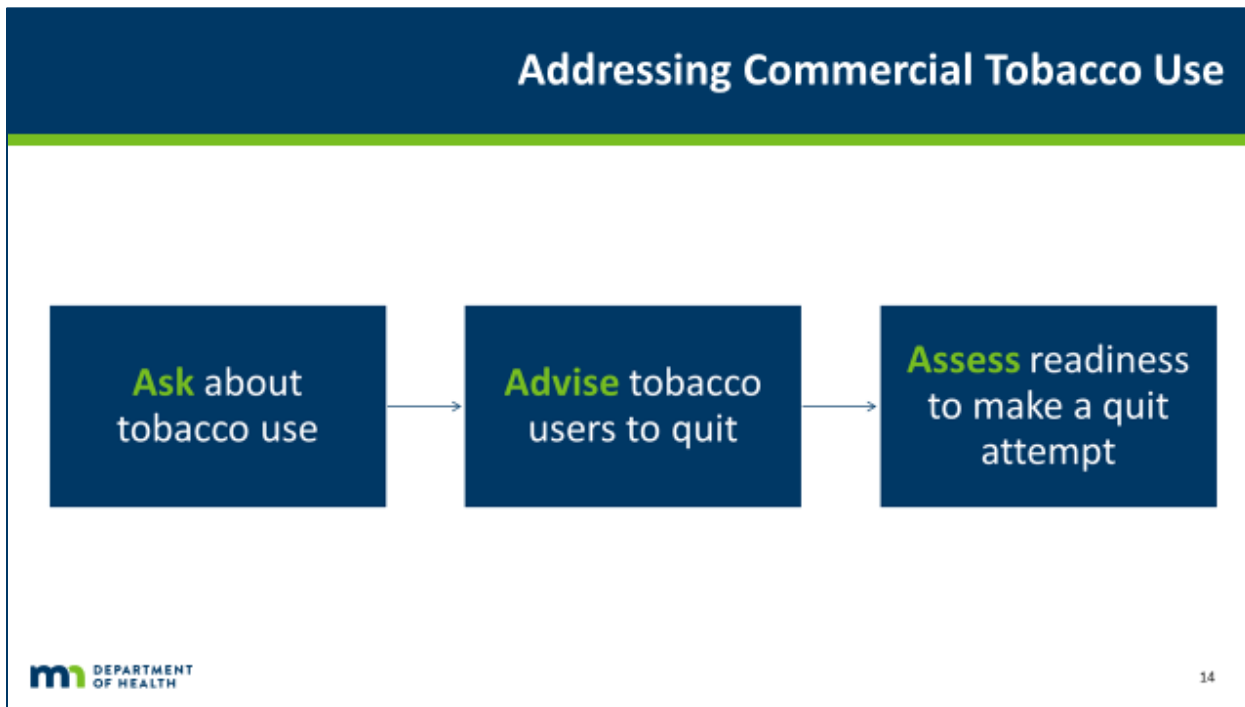
- For over a decade, physicians, nurses, and other clinic staff have been successfully referring their patients to free cessation support offered through Minnesota's quitline.

According to the 2020 Surgeon General's Cessation Report:

- People who use phone coaching and medication are more than twice as successful in their quit attempts than those who do not use any support to quit.
- More intensive counseling, provided over several weeks, results in higher likelihood of successfully quitting.
- Patients receiving the full five 5 A's, particularly beyond only asking about commercial tobacco use, increased use of counseling, medication & combined use of counseling and medication during a quit attempt.

Quit Partner's tobacco cessation coaches have extensive training to guide individuals through behavioral counseling and medication support. Coaches are dedicated to working with participants one-on-one to create a quitting plan that will work for them. In short, it's quicker and more effective to refer a patient to quit services through Quit Partner than to provide a single counseling session in your office.

Slide 14



Slide Title

Addressing Commercial Tobacco Use

Slide Text and Image Description

Image: Flowchart with arrows from one item to the next

Text:

- **Ask** about tobacco use
- **Advise** tobacco users to quit
- **Assess** readiness to make a quit attempt

Slide Notes

The 5 A's for smoking cessation, developed by the US Public Health Service, is a systematic approach for working with each patient who uses commercial tobacco.

At each visit, it is important to ASK the patient about their tobacco use, to ADVISE them about the benefits of quitting, and to ASSESS their readiness to quit. Depending on their response to this third question, you will proceed in one of two ways. We will cover those ways on the next few slides.

Slide 15

Ask – Advise – Assess

- **ASK** about smoking status or use of other tobacco products, such as e-cigarettes and screen for secondhand smoke exposure *each time you see the client*
 - EXAMPLE: “Have you used commercial tobacco in the past 30 days, including e-cigarettes?”
- **ADVISE** about importance of quitting; make it clear, strong, and personal
 - EXAMPLE: “Quitting smoking and use of all tobacco, including e-cigarettes, is one of the most important things you can do to protect your and your family’s health.”
- **ASSESS** willingness to quit within the next 30 days
 - EXAMPLE: “Based on what we’ve talked about today, how likely would you be to try to quit within the next month?”

Slide Title

Ask – Advise – Assess

Slide Text and Image Description

Text only:

- **ASK** about smoking status or use of other tobacco products, such as e-cigarettes and screen for secondhand smoke exposure *each time you see the client*. EXAMPLE: “Have you used commercial tobacco in the past 30 days, including e-cigarettes?”
- **ADVISE** about importance of quitting; make it clear, strong, and personal. EXAMPLE: “Quitting smoking and use of all tobacco, including e-cigarettes, is one of the most important things you can do to protect your and your family’s health.”
- **ASSESS** willingness to quit within the next 30 days. EXAMPLE: “Based on what we’ve talked about today, how likely would you be to try to quit within the next month?”

Slide Notes

After you’ve ASKED and ADVISED, it’s time to ASSESS your patient’s readiness to quit in the next 30 days. There are two directions that the conversation could go, and we recommend specific ways to respond in each.

First, if your patient says that they *would* like to quit in the next 30 days, you can move on to the next step in the process, which is to ASSIST them with their quit attempt. More on that later. However, if they are *not* ready, there is a motivating tool called the 5Rs that could help to encourage a desire to try to quit. If your patient states that they are not interested in quitting tobacco, go over the 5Rs with them.

Slide 16

Client *not* ready to quit? Use the 5 R's

Relevance	<ul style="list-style-type: none">• Encourage the patient to indicate why quitting is personally relevant
Risks	<ul style="list-style-type: none">• Ask the patient to identify potential negative consequences of commercial tobacco use
Rewards	<ul style="list-style-type: none">• Ask the patient to identify potential benefits of stopping commercial tobacco use
Roadblocks	<ul style="list-style-type: none">• Ask the patient to identify barriers or impediments to quitting
Repetition	<ul style="list-style-type: none">• The motivational intervention should be repeated every time an unmotivated patient has an interaction with a clinician. Commercial tobacco users who have failed in previous quit attempts should be told that most people make repeated quit attempts before they are successful.

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Slide Title

Client *not* ready to quit? Use the 5 R's

Slide Text and Image Description

Text:

- Relevance - Encourage the patient to indicate why quitting is personally relevant
- Risks - Ask the patient to identify potential negative consequences of commercial tobacco use
- Rewards - Ask the patient to identify potential benefits of stopping commercial tobacco use
- Roadblocks - Ask the patient to identify barriers or impediments to quitting
- Repetition - The motivational intervention should be repeated every time an unmotivated patient has an interaction with a clinician. Commercial tobacco users who have failed in previous quit attempts should be told that most people make repeated quit attempts before they are successful

Slide Notes

The 5 R's can act as a motivational tool. They are aimed at trying to move your patients into a frame of mind to consider making a quit attempt.

- Relevant – e.g. Do they have a child with a chronic disease, such as asthma, in the home and are they concerned about their child's health?
- Risk – e.g. Can you tie the risk of continuing using tobacco to another health related condition they may suffer from? (Hint: you can tie commercial tobacco use to almost any other health condition.)
- Reward – e.g. One example is saving money or spending on other things.

- Roadblocks – Once a roadblock is identified, such as stress as a barrier, help your patient work through *other* ways that they may be able to handle stress in their life.
- Repeat this process – take notes, and check in on what you discussed! It improves the relationship with the patient, makes them feel heard, and provides support and understanding.

Slide 17



Slide Title

Client *ready* to quit? Complete the 5 A's

Slide Text and Image Description

Image: Flowchart with arrows from one item to the next

Text:


- **Ask** about tobacco use
- **Advise** tobacco users to quit
- **Assess** readiness to make a quit attempt
- **Assist** with the quit attempt
- **Arrange** follow up care

Slide Notes

If, after you asked, advised, and assessed, you've found that your patient *is* ready to quit, you have just two more steps to follow. These are the final two steps in the 5 A's - **assisting** them with their quit attempt and **arranging** for follow up care.

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Assist



- Suggest and encourage using problem-solving methods and skills
- Discuss how to increase social support
- Provide materials on cessation medication and counseling
- Refer to Quit Partner

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Slide Title

Assist

Slide Text and Image Description

Image: Health care provider smiling and reaching out to a patient

- Text: Suggest and encourage using problem-solving methods and skills
- Discuss how to increase social support
- Provide materials on cessation medication and counseling
- Refer to Quit Partner

Slide Notes

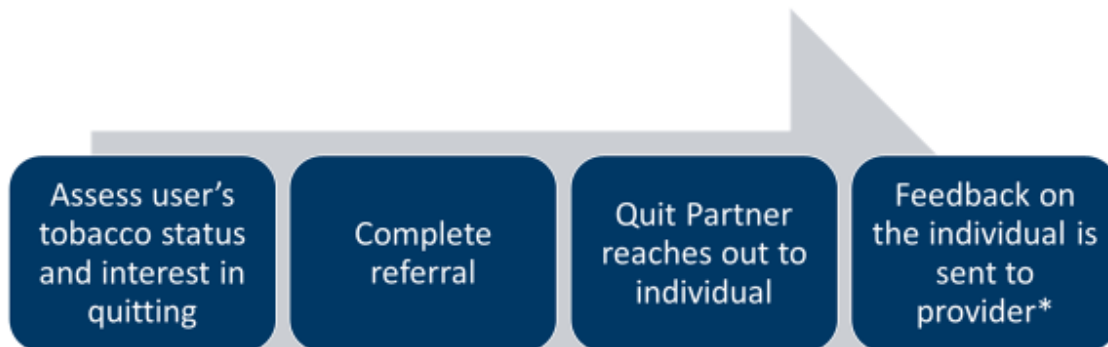
ASSIST by providing some or all of the following supports to your patient:

- Suggest coping mechanisms (such as taking a walk, deep breathing, meditation, chewing a straw) for quitting and managing cravings
- Suggest how the patient can best feel supported during their quit journey. For example, they may seek family or friend support by telling them that they are trying to quit, sharing their quit date, and letting them know how they can help.
- Provide information on Quit Partner or other cessation resources, including nicotine replacement therapy
- And REFER to Quit Partner, if the patient agrees!

We will go over the referral process on the next few slides

Slide 19

How does referral work?



Slide Title

How does referral work?

Slide Text and Image Description

Image: Flowchart with arrows from one item to the next

Text:

- Assess user's tobacco status and interest in quitting
- Complete referral
- Quit Partner reaches out to individual
- Feedback on the individual is sent to provider (HIPAA-compliant organizations)

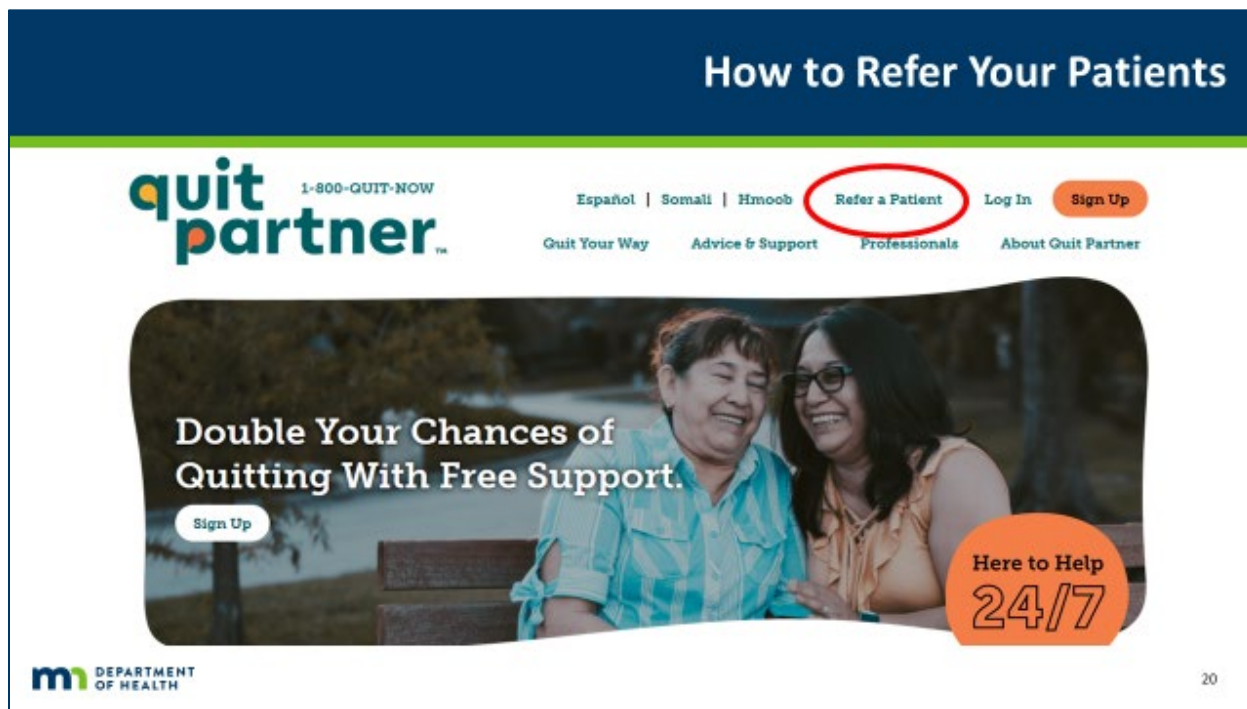
Slide Notes

Rather than having to know which quitline service a patient qualifies for, providers can simply refer all patients to Quit Partner.

From there, Quit Partner calls the individual and goes through an enrollment process to identify the appropriate program based off the individuals' health insurance and needs.

At the end of the process, Quit Partner provides feedback to you on how the referral went.

Slide 20



Slide Title

How to Refer Your Patients

Slide Text and Image Description

Image only: Screenshot of the Quit Partner homepage with the “Refer a Patient” link circled

Slide Notes

We encourage health care providers to refer patients to Quit Partner to help them start their quit journey. Once you make a referral, Quit Partner will contact your patient within 24 hours to assess their eligibility and connect them to the right program.

It’s easy to refer patients by web or fax. Go to QuitPartnerMN.com and click “Refer a Patient” at the top of the page. That will take you to a site where you can fill out a web form or download a fax form.

Slide 21

Online Web Referral

Provider Web Referral

Patient Information

* Patient's first name

* Patient's last name

* Patient's DOB

* Primary phone type

* Patient's primary phone

Slide Title

Online Web Referral

Slide Text and Image Description

Image only: Screenshot of the Provider Web Referral form

Slide Notes

This is the web referral form. You can fill out the web form and submit it online. Anyone can fill out the referral form and send it (e.g. nurse, rooming staff, doctor, etc.), so it can fit into any point of the clinical workflow.

Some key things to remember when completing the online web referral form:

- Fill out the entire form
- Confirm the patient's phone number is correct
- If you check the consent to text, the patient will receive text message reminders for calls
- Check the consent to leave a voicemail; given HIPAA, call agents cannot leave a voicemail for the participant without consent.
 - If the call agent can leave a voicemail, than they are able to leave a phone number to call back if the participant does not answer the initial outreach call.
- Quit Partner will send referral outcome data to your clinic via fax, unless you select 'secure email' and provide a valid and secure email address. If you select this option, we will send patient outcome data via email to the address included on the web referral form.

Slide 22

Fax Referral



Free help to
quit your way

Quit Partner Fax Form
Fax to: **1-800-261-6259**

PROVIDER INFORMATION (PRINT CLEARLY)
Feedback will only be sent to HIPAA covered entities to the fax number listed below.

Provider First Name _____ Provider Last Name _____
Contact First Name _____ Contact Last Name _____
Name of Health System/Hospital/Health Center/Community Organization: _____
Name of Department or Clinic (if applicable): _____
Address _____
City _____ State _____ Zip _____
Phone (____) _____ - _____ Fax for HIPAA covered entity (____) _____ - _____

Type of HIPAA Covered Entity: Healthcare Provider Health Plan Healthcare Clearing House Not Covered Entity
As a HIPAA covered entity you are authorized to receive personal health information for the individual being referred.
As a Not Covered Entity, personal health information will not be shared back for the individual being referred.

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Slide Title

Fax Referral

Slide Text and Image Description

Image only: Screenshot of the fax referral form

Slide Notes

This is the new (as of April 2020) fax referral form. Print the form, fill it out, and then fax it the number at the top of the form. Anyone can fill out the referral form and send it (e.g. nurse, rooming staff, doctor, etc.), so it can fit into any point of the clinical workflow.

Some key things to remember when completing the fax referral form:

- Fill out the entire form
- Confirm the patient's phone number is correct
- If your patient has a contraindication for nicotine replacement therapy (NRT), please identify and sign the form. The person signing the form must be able to prescribe.
- Check the consent to leave a voicemail; given HIPAA, call agents cannot leave a voicemail for the participant without consent.
 - If the call agent can leave a voicemail, than they are able to leave a phone number to call back if the participant does not answer the initial outreach call.
- Quit Partner will send referral outcome data to your clinic via fax, so please ensure that you provide a valid fax number for your site.

Slide 23

Successful Referrals - Options to Check



- Check the consent to leave a voicemail option
- Check the text message option on the web referral form

Checking these options will help ensure your patient and Quit Partner connect successfully

Slide Title

Successful Referrals – Options to Check

Slide Text and Image Description

Image: Icon of a form with an item checked

Text:

- Check the consent to leave a voicemail option
- Check the text message option on the web referral form

Checking these options will help ensure your patient and Quit Partner connect successfully

Slide Notes

Check the consent to leave a voicemail option so the Quit Partner call agent can leave a message with a call back number.

If you are using the web referral form, check the text message option so that Quit Partner can send your patient text message notifications that someone will be calling. These can help encourage the patient to pick up.

Slide 24

Successful Referrals – Prepare Your Patient

Talk to your patient about what to expect after the referral is made

- Quit Partner will reach out within 24 hours
- They should look out for a call from “quitline help” or a numeric phone number
- They will be able to ask more questions about the programs to find the best fit

Talk to your patient about the specialized program options



Slide Title

Successful Referrals – Prepare Your Patient

Slide Text and Image Description

Image: Icon of a person with a headset typing on a keyboard

Text: Talk to your patient about what to expect after the referral is made

- Quit Partner will reach out within 24 hours
- They should look out for a call from “quitline help” or a numeric phone number
- They will be able to ask more questions about the programs to find the best fit

Talk to your patient about the specialized program options

Slide Notes

- Quit Partner will reach out to your patient within 24 hours. For HIPAA purposes, “tobacco” is not identified on caller ID. Typically, the caller ID shows “quitline help” or a numeric phone number.
- Quit Partner will make three call attempts to reach your patient.
- Your patient can ask more questions about the programs during enrollment to find the best fit for them.


Slide 25

What can an individual expect during the first call?

Quit Partner will...

- Confirm contact info
- Determine the patient's tobacco history and readiness to quit
- Describe the programs and tools available to the patient
- Answer quit medication questions
- Transfer the caller to their health plan if the patient has health insurance

The patient can accept or decline enrollment



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Slide Title

What can an individual expect during the first call?

Slide Text and Image Description

Image: Icon of a mobile phone

Text: Quit Partner will...

- Confirm contact info
- Determine the patient's tobacco history and readiness to quit
- Describe the programs and tools available to the patient
- Answer quit medication questions
- Transfer the caller to their health plan if the patient has health insurance

The patient can accept or decline enrollment

Slide Notes

What should your patient expect during the first phone call? Quit Partner will:

- Confirm the participant's contact information.
- Determine the participant's tobacco history and readiness to quit
 - Coaches are equipped to work with participants at any stage of readiness
- Describe the programs and tools available to the participant
 - Coaches can answer questions about quit medication (also known as nicotine replacement therapy (NRT)) and complete an order for NRT (patches, gum, lozenges) to be mailed to the participant's home

- However, they cannot prescribe cessation medications

If the participant has health insurance, they will be transferred to their health plan line. At the end of the initial call, the participant will ultimately accept or decline enrollment into quitline services.

Slide 26

Arrange

Whatever cessation route your client takes, it is vital to follow up with them to monitor progress

- Follow up to monitor progress and provide support
- Encourage the client
- Express genuine willingness to help
- Ask about concerns or challenges
- Invite them to talk about their success



Slide Title

Arrange

Slide Text and Image Description

Image: Drawing that says, "I Quit!!"

Text: Whatever cessation route your client takes, it is vital to follow up with them to monitor progress

- Follow up to monitor progress and provide support
- Encourage the client
- Express genuine willingness to help
- Ask about concerns or challenges
- Invite them to talk about their success

Slide Notes

The final step in the 5A process would be to arrange for follow-up specifically on the patient's tobacco use and quit attempt.

Feedback is provided for all referrals to Quit Partner and more information on that will be provided on the next slide. This feedback can be very helpful in follow-up with the patient on their quit journey!

Slide 27

Feedback to the Provider

If your organization is covered by HIPAA, you will receive feedback from Quit Partner, including:

- When a referral is received
- If the patient enrolls in coaching (or if the patient is unreachable)
- If the patient orders nicotine replacement therapy, including type and dosage
- If the patient dis-enrolls
- When the patient completes the program



Slide Title

Feedback to the Provider

Slide Text and Image Description

Image: Feedback loop icon

Text: If your organization is covered by HIPAA, you will receive feedback from Quit Partner, including:

- When a referral is received
- If the patient enrolls in coaching (or if the patient is unreachable)
- If the patient orders nicotine replacement therapy, including type and dosage
- If the patient dis-enrolls
- When the patient completes the program

Slide Notes

When you make a referral, make sure to provide a good fax number for receive communication back on all patients referred to Quit Partner.

All referral outcome data comes back via paper-based fax, unless you select 'secure email' (on the online web referral form only) and provide a valid and secure email address. If you select this option, patient outcome data will come back via email.

Slide 28

Let Your Patients Know about Quit Partner



Toolkit Materials

Resources to let your patients know about Quit Partner

www.quitpartnermn.com/downloadable-materials

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Slide Title

Let Your Patients Know about Quit Partner

Slide Text and Image Description

Image: Screenshots of Quit Partner promotional materials, including flyers and a postcard

Text: Toolkit Materials – Resources to let your patients know about Quit Partner

www.quitpartnermn.com/downloadable-materials

Slide Notes

Whether or not your patient is ready for a referral, you can hand them information about Quit Partner so that they can learn more after their visit.

Download and print materials to hand out to your patients at quitpartnermn.com/downloadable-materials. Available materials include flyers, postcards, and a palm card, available in English, Spanish, Somali, and Hmong.

Slide 29

The slide features a dark blue header with the Minnesota Department of Health logo (a stylized 'm' with a green leaf) and the text 'DEPARTMENT OF HEALTH'. Below the header is a thin green horizontal line. The main content area is white and contains the text 'Questions?' in a large, bold, dark blue font, followed by the email address 'cessation@state.mn.us' in a smaller, dark blue font. At the bottom left is a smaller version of the Minnesota Department of Health logo. At the bottom center is the website 'WWW.HEALTH.MN.GOV'. At the bottom right is the slide number '29'.

Slide Title

Questions?

Slide Text and Image Description

cessation@state.mn.us

Slide Notes

Please send questions to cessation@state.mn.us.

Minnesota Department of Health
Tobacco Prevention and Control – Cessation Unit
651-201-3535
cessation@state.mn.us
www.health.state.mn.us

December 2020

To obtain this information in a different format, call 651-201-3535.