

Tobacco Cessation Reaching The Medicaid Population



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*Maryland Tobacco Control Conference
Navigating the Changing Landscape: The Future of Tobacco Control in Maryland*

May 11, 2017

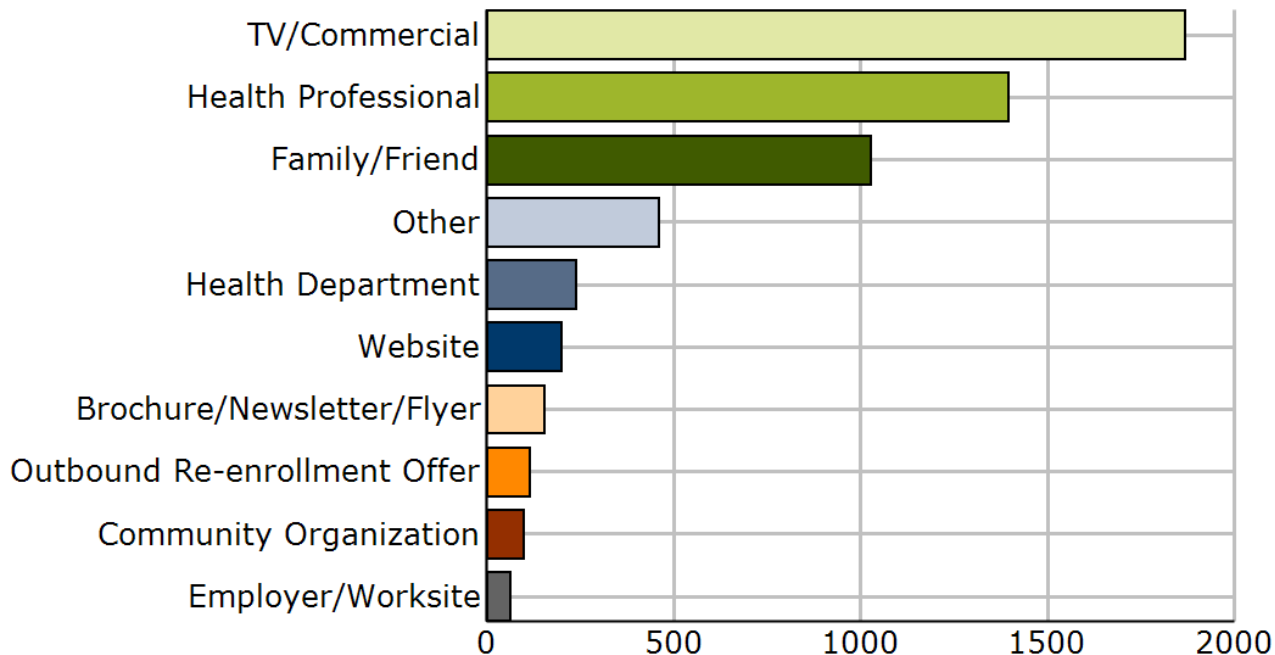
Maryland Tobacco Quitline (QL) Callers

How Heard About

As of this year (7/1/16 – 3/31/17)...

How Maryland callers reported that they heard about the Quitline

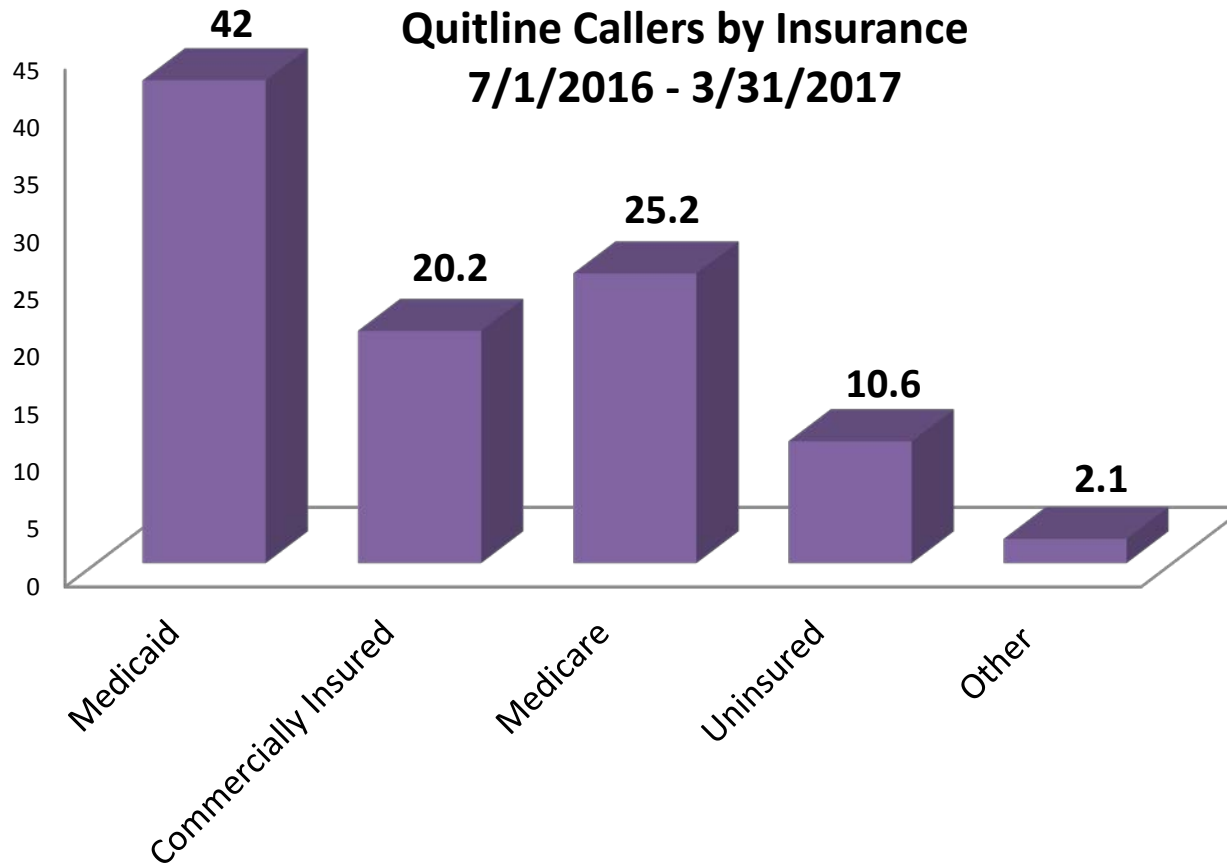
Top 10 How Heard About (Contract YTD)



Maryland Tobacco Quitline (QL) Callers

As of this year (7/1/16 – 3/31/17)...

- Over two-fifths (**42%**) of all callers reported that they were insured by Medicaid.



Communication Strategies:
Changing Patient Health Behaviors
through Provider Interventions

Physician Brief Intervention is a Best Practice

- “All *physicians* should strongly advise every patient who smokes to quit because evidence shows that physician advice to quit smoking increases abstinence rates.”
- “Minimal interventions lasting less than 3 minutes increase overall tobacco abstinence rates.”
- “Every tobacco user should be offered at least a minimal intervention, whether or not he or she is referred to intensive intervention.”

Recommendations with Strength of Evidence = A

Fiore et al. (2008). Treating Tobacco Use and Dependence: Clinical Practice Guideline 2008 Update.

SBIRT for Tobacco Cessation in Healthcare Settings

- Addressed State Medicaid representatives and the MCO Board of Medical Directors.



- Contacts established at the organizational level of all (total 8) Maryland MCOs.
 - Human Resources, Provider Relations, communications, healthcare, and provider and consumer network representatives.



- Target Audience: MCOs, primary care practices sites, individual providers, and non-clinical staff.



Project Activities

- CPT codes were opened to providers for reimbursement for both intermediate (CPT 99406) and intensive (CPT 99407) cessation interventions.
 - Critical in promoting provider use of the intervention strategies taught in our trainings.
- In-person training for MCOs spanned from September 2013 to December 2014.
 - Tailored and delivered training on the A3C brief intervention model and basic Motivational Enhancement skills to Medicaid personnel in all Maryland MCOs.



Project Activities

- Sent prepared communications to MCOs, provider practices, and individual providers.
- Provided available resources, including Quitline materials, to MCOs and practices.

Maryland's
1-800 QUIT NOW
SmokingStopsHere.com

START LIVING TOBACCO FREE. WE CAN HELP.

It's free. It's confidential. It works.

1-800-784-8669 SmokingStopsHere.com Text message support.

Quitline services provided 24 hours a day, 7 days a week.

Maryland Department of Health and Mental Hygiene 1-877-777-6534 (TTY)

Maryland's 1-800 QUIT NOW
SmokingStopsHere.com

WHY SHOULD YOU USE THE MARYLAND TOBACCO QUITLINE, 1-800-QUIT-NOW?

IT'S FREE. IT'S CONFIDENTIAL. IT WORKS.

- All services and materials provided by the Quitline are FREE.
- We respect your privacy and won't judge you. Many of our Quit Coaches™ have used tobacco themselves. We are here to support your choice to live healthier.
- We can help you quit any kind of tobacco use – cigarettes, cigars, or smokeless. We can even give you information to help someone you care about to quit.
- We're here whenever you need us. A real person will always answer the phone.
- We really can help you. People who call us are more successful in quitting.

OUR QUIT COACHES CAN HELP YOU ON YOUR PATH TO A HEALTHIER, TOBACCO-FREE LIFE TODAY!

CALL the Maryland Tobacco Quitline today.
GET HELP you need to make a change.
24 hours a day, 7 days a week.
QUIT NOW and start enjoying a healthier you.

Maryland's 1-800 QUIT NOW
SmokingStopsHere.com

1-800-QUIT-NOW
1-800-784-8669
TTY: 1-877-777-6534
Servicios también en Español
(Services also available in Spanish)

Scan this code to visit us online.

MARYLAND
Department of Health and Mental Hygiene

YOU CAN QUIT

MARYLAND TOBACCO QUITLINE



- Online trainings were launched in June 2015 and remain free and accessible.



“Connect to Quit Corner” Provider Messages

Connect to Quit Corner

Did you know?

Ask. Advise. Assess. Connect to Quit.

The Maryland Tobacco Quitline:

- Offers **4 FREE** telephone-based quit counseling sessions to tobacco users ready to quit
- Offers **FREE** Nicotine Replacement Therapy (NRT) to assist adult tobacco users with their quit attempt
- Offers web-based and text-based services
- Operates **24** hours a day, **7** days a week



Connect tobacco-users directly to the Maryland Quitline using
MDQuit's Fax Referral program.

It's free. It's effective. It's simple.

Visit <http://mdquit.org/fax-to-assist> to get started today!

MDQuit.org

Marvland's Tobacco Resource Center - Linking Professionals to Best Practices

Maryland's

1-800



QUIT NOW

SmokingStopsHere.com

“Connect to Quit Corner”

Provider Messages



Connect to Quit Corner

Ask. Advise. Assess. Connect to Quit.

Delivering a brief tobacco intervention to your patients is as easy as A-3-C!

1. **A**sk every patient about their tobacco use at every visit.
2. **A**dvice current tobacco users to quit in a clear, strong, and supportive manner.
3. **A**ssess the patient’s readiness to quit.
4. **C**onnect consenting patients directly to the Maryland Quitline using MDQuit’s Fax Referral program. It’s free. It’s effective. It’s simple.

Visit <http://mdquit.org/fax-to-assist> to get started!

MDQuit.org

Maryland’s Tobacco Resource Center - Linking Professionals to Best Practices

Maryland’s

1-800



QUIT NOW

SmokingStopsHere.com

“Connect to Quit Corner”

Provider Messages

Connect to Quit Corner

Ask. Advise. Assess. Connect to Quit.

“The way in which you talk with patients about their health can substantially influence their personal motivation for behavior change.”

(Rollnick, Miller & Butler, 2008)



Motivational enhancement techniques include:

1. Non-judgmental, reflective listening
2. Expressing genuine empathy
3. Exploring ambivalence about both the pros & cons of quitting tobacco
4. Avoiding arguing with or confronting the patient
5. Supporting self-efficacy or confidence to quit

Learning motivational enhancement techniques requires time and practice.

To learn more, visit <http://www.motivationalinterview.org/>

MDQuit.org

Maryland's Tobacco Resource Center - Linking Professionals to Best Practices

Maryland's
1-800  **QUIT NOW**
SmokingStopsHere.com

“Connect to Quit Corner”

Provider Messages

Connect to Quit Corner

Ask. Advise. Assess. Connect to Quit.

Did you know?

When addressing tobacco dependence...

- Combining long-acting nicotine replacement treatment (NRT) options—like the patch—with short-acting NRT—such as the gum, lozenge, or spray—can support quitting.
- Combination pharmacotherapy—using Varenicline & Bupropion SR together—appears to be more effective than use of either alone (Ebbert et al., 2009).



To learn more about best practices for addressing tobacco dependence,

Visit <http://mdquit.org/cessation-programs>

MDQuit.org

Maryland's Tobacco Resource Center - Linking Professionals to Best Practices

Maryland's

1-800



QUIT NOW

SmokingStopsHere.com

“Connect to Quit Corner” Consumer Messages

Connect to Quit Corner



Have you heard?

The Maryland Quitline now offers specialized services for adolescents aged 13 to 17!

That's right. Youth tobacco-users who are ready to quit can receive **5 FREE** telephone-based quit counseling sessions delivered by Youth Quit Coaches!

Connect directly to the Maryland Quitline by calling 1-800-QUIT NOW (1-800-784-8669) or by visiting <http://smokingstopshere.com>.

“Connect to Quit Corner” Consumer Messages

Connect to Quit Corner

Have you heard?

The Maryland Quitline now offers specialized services for pregnant women!

That’s right. Pregnant tobacco-users who are ready to quit can receive **10 FREE** telephone-based quit counseling sessions—both before & after childbirth—to help prevent postnatal relapse to tobacco use.



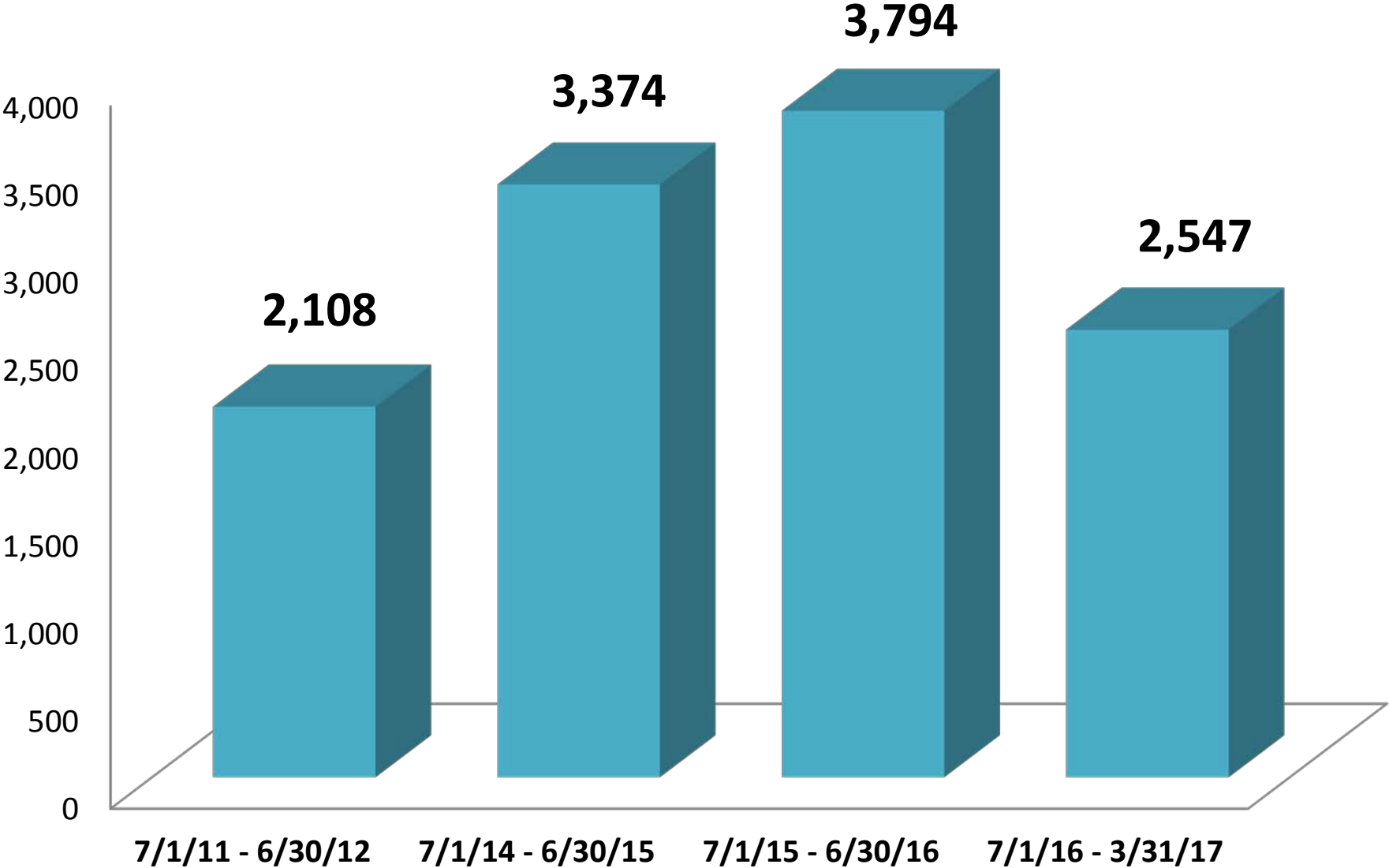
Connect directly to the Maryland Quitline by calling 1-800-QUIT NOW (1-800-784-8669) or by visiting <http://smokingstopshere.com>.

Project Outcomes

- Over the project period these messages reached a conservative estimate of 7,437 providers and over 72,000 consumers affiliated with one or more of the eight (8) MCOs.
- In-person training for MCOs spanned from September 2013 to December 2014.
 - Total of 181 Medicaid personnel across all Maryland MCOs.
- Continued promotion and uptake of online training for healthcare providers.

Maryland Quitline (QL) Callers - Medicaid Only

How Heard About



Continued Work...

- Communications via MCOs.
- Target promotions during Medicaid enrollment periods.
- Investigate feasibility of adding prompts in EHRs.
 - alert providers that their patient is a Medicaid recipient
 - offer targeted advice and treatment for patients who screen positive for tobacco use
 - provide Quitline participant feedback
- Create and send communications highlighting the importance of addressing secondhand smoke exposure with families to MCOs, provider practices, and patient touch points (e.g., WIC offices).

Newsletter



Questions/Comments



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