

# MN Clinic Fax Referral Program



## Minnesota Tobacco Quitlines

UCare Minnesota • ClearWay Minnesota • HealthPartners  
Metropolitan Health Plan • Medica • PreferredOne • MMSI  
Blue Cross and Blue Shield of Minnesota

# What is it?

- The MN Clinic Fax Referral Program allows you to easily refer any of your patients to appropriate tobacco quitline services via a single form. It is FREE for all Minnesotans.
- The program is sponsored by Call it Quits, a collaboration between seven of Minnesota's major health plans and ClearWay Minnesota.



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# The Collaboration



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# History

- Quitcard – 2002
  - Direct to provider educations/mailings
- Pilot - 9/05 – 9/07
  - 50 Fairview Physicians Associates (FPA) clinics
  - Centralized Triage System
- Statewide Launch - Oct 2007
  - 700+ Registered Clinics
  - 27% Overall Enrollment Rate
- LGBT – April 2008
  - Priority population effort
  - Quitline staff training



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# Background

Evidence-based practice	Current practice	Making it EASY
Identify users	Easy	Easy
Advice to quit	Easy	Easy
Interest in quitting	Easy	Easy
Prescribe meds	Easy	Easy
Counseling	Hard	Easy Fax Referral
Follow-up	Hard	

# More for Less

## Clinic Intervention

- 5-10 Minutes
  - Ask
  - Advise
  - Brief Counseling
- 7-10% Quit

## Clinic Fax Referral

- 3-6 Minutes
  - Ask
  - Advise
  - Refer
    - 4-5 calls
    - 10-15 minutes counseling
- 15-40% Quit



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# Why phone counseling?

- Statistics show that fewer than 1 in 20 smokers will be successful in quitting tobacco and staying quit.<sup>1</sup>
- With tailored phone-based coaching, nearly 1 in 3 will be successful in quitting and staying quit.<sup>2</sup>

<sup>1</sup> CDC Analysis of data from the 2000 National Health Interview Survey indicated that 4.7% of smokers quit and maintained abstinence for 3-12 months.

(CDC. *Cigarette Smoking Among Adults* – United States, 2000. MMWR. 2002;51:642-645)

<sup>2</sup> Free & Clear performance metrics for Blue Cross and Blue Shield of Minnesota, 2009.

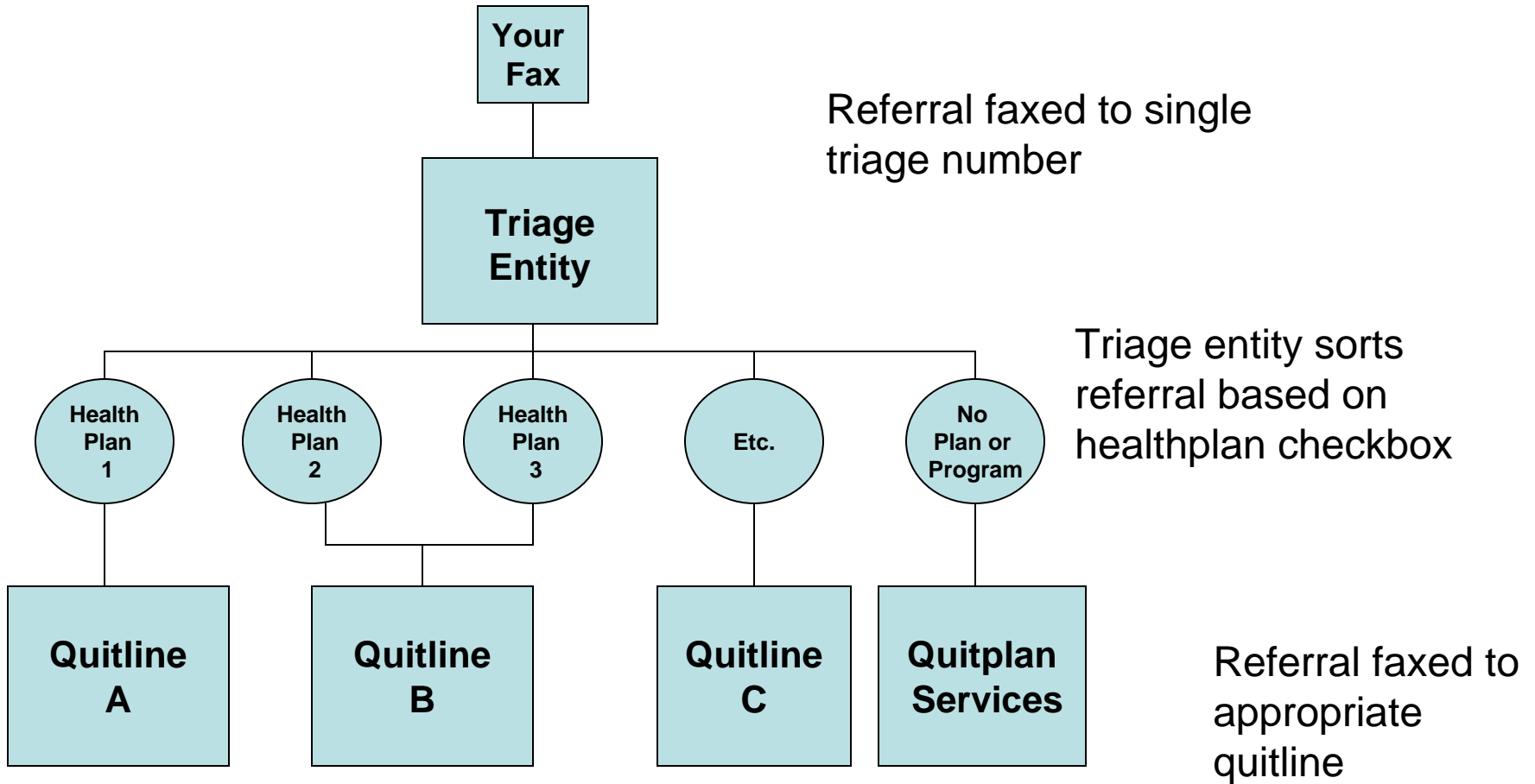
Based on a 30 day quit rate and a 6 month follow-up.



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# Services for Minnesota



# Program Components

- A series of individually-tailored calls from a quitline coach
- Unlimited inbound calls to a quitline coach
- Program materials mailed to each participant
- Quit Aids (nicotine gum, patch, lozenge) available via direct mail to enrolled participants\*

\* costs vary depending on benefits of the individual



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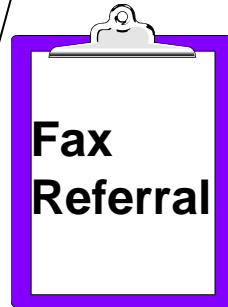
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# How it Works

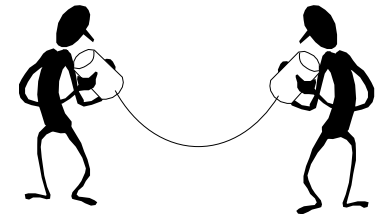
Tobacco status assessed & asked if interested in quitting



Patient fills out fax referral /staff create EMR order for smoking cessation and obtain verbal consent



Designated staff fax referral/EMR to Central Triage



Quit lines contact patients

Feedback to clinic on result of patient contact



# Referral Form

## FOR OUTLINE USE ONLY:

**THIS INFORMATION WILL BE PROVIDED BACK TO THE CLINIC**

**Contact date:** \_\_\_/\_\_\_/\_\_\_ or \_\_\_ Did not reach after three attempts.

**Outcome:**  Enrolled in telephone counseling program  Declined

Not Reached

**Stage of readiness:** \_\_\_\_\_

**Planned Quit Date:** \_\_\_/\_\_\_/\_\_\_

**Comments:**



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# Compliance & Confidentiality

- HIPAA Approved Referral Form
  - Minimum Necessary
  - Cover Letters
- Aggregate Data Only
  - By Clinic
- Deidentified Referrals
  - Health Plan Identity Removed from Reports
- Collaboration Approved

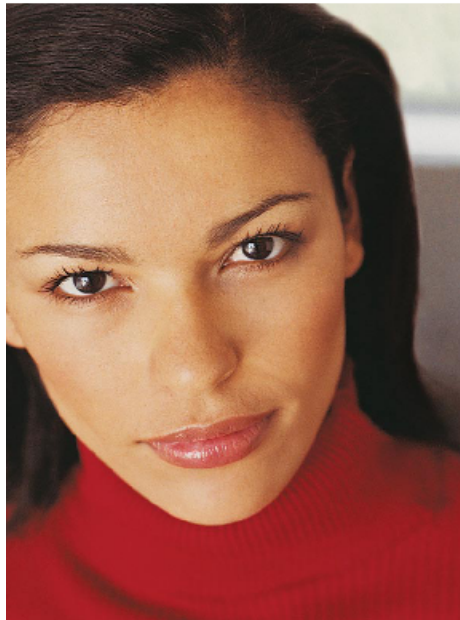


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# Patient Takeaway

Thinking about quitting tobacco? We can help.



You can quit tobacco with a **FREE** phone support program. To make it easy for you to get started, we'll call you. Ask your clinic staff how you can get a call.



## Free phone support can help you quit tobacco.

Thousands have quit successfully with help from a phone support program. People who use the program are more likely to be successful quitting tobacco than those who try to quit on their own.

### How does phone support work?

With this program, you'll talk with a tobacco cessation coach. He or she will help you develop a quit plan that fits your situation. Through a series of phone calls – scheduled at your convenience – your coach will help you deal with cravings and stresses as you quit.

### Is the program really free?

Everyone in Minnesota – whether or not they have health care coverage – is eligible for free phone support to quit tobacco.

### What about confidentiality?

This program is confidential. The same laws that protect your medical information also protect any personal information you give to the phone support program.

### How do I get started?

- 1 Complete the consent form from your clinic. It's your permission for a phone coach to call. Your clinic may use an electronic version of the form – if so, you'll give a verbal okay to be called.
- 2 Your clinic faxes the form to a phone coach.
- 3 Your coach will call within a few days to answer questions, talk with you about your situation, and get you started.

### What should I do if no one contacts me?

If you have not heard from the phone coach within three business days, please call your clinic.

### Supporting your success.

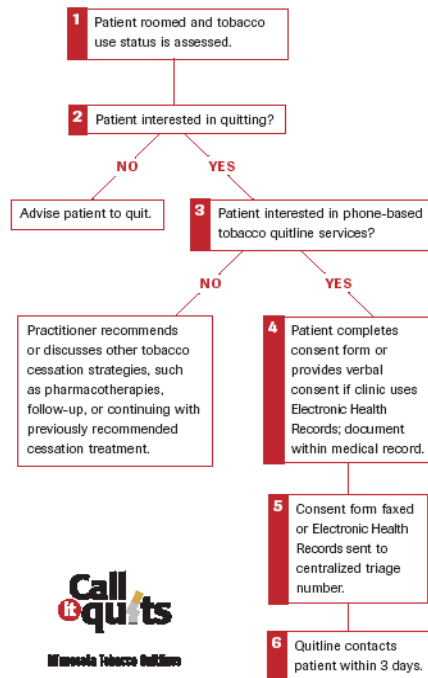
Studies show a phone support program helps people quit tobacco. Nicotine replacement therapies – such as the patch or gum – in combination with support from a phone coach increases quitting success even more.

This message funded by the Cross and the Shield of Minnesota, an independent branch of the Blue Cross and Blue Shield Association.  
F0662301 10/07

# Workflow & FAQ

## MN CLINIC FAX REFERRAL PROGRAM

### Clinic Fax Referral Process



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### Step-by-Step Process

- 1 Patient visits clinic. Ask patient if he or she uses tobacco.
- 2 If yes, advise the patient to quit and assess his or her willingness to try.
- 3 If patient is interested in quitting, briefly explain about the tobacco quitline (free, professionals give practical tips and strategies for quitting, follow-up calls, much better chance of quitting vs. on your own).
- 4 If the patient is interested in using quitline services, sign him or her up for the program by having the patient complete the middle section of the form. NOTE: Be sure to have the patient sign and initial, giving permission for the quitline coach to call. If your clinic uses Electronic Health Records, create an order for tobacco cessation and obtain verbal consent from the patient; document within medical record.
- 5 Give the signed form to the designated contact person in your clinic. The contact person will fax the form to the centralized triage number.
- 6 After the quitline contacts the patient, your clinic will receive a follow up fax providing information on the outcome.

Phone-based tobacco quitline services are available to ALL Minnesotans

## MN CLINIC FAX REFERRAL PROGRAM

### Frequently Asked Questions

#### Q. What is the MN Clinic Fax Referral Program?

A. The MN Clinic Fax Referral Program allows you to easily refer any of your patients to appropriate tobacco quitline services via a single form. When you advise patients to quit smoking or using tobacco, you can connect them to practical, effective help with this program. A quitline coach proactively contacts your patient who is interested in quitting after you receive the patient's consent to refer him or her to the quitline. The MN Clinic Fax Referral Program is supported by the collaborative, Call it Quits.

#### Q. What is Call it Quits?

A. Call it Quits is a collaboration among seven of Minnesota's major health plans (UCare Minnesota, HealthPartners, Metropolitan Health Plan, Medica, PreferredOne, MMSI, Blue Cross and Blue Shield of Minnesota) and ClearWay Minnesota (the state-funded quitline for uninsured and underinsured). The goal of this collaboration is to make it easier for you to connect your patients to appropriate tobacco quitline services.

#### Q. How does the referral program work?

A. As you talk about tobacco use during a clinic visit, you can offer your patient the option of having a quitline coach call as a resource to support quitting. If your patient agrees and signs a consent form, the clinic faxes the information to a centralized triage number. (If your site uses Electronic Health Records you will create an order for tobacco cessation instead of filling out a consent form.) A trained coach from the quitline, appropriate to that patient's health care coverage, will then contact the tobacco user.

#### Q. Does the patient's health plan affect whether or not I can refer? What if the patient is uninsured?

A. Everyone in Minnesota can take advantage of a quitline that offers personal support – whether or not they are covered by a health plan. The MN Clinic Fax Referral Program connects each referred patient to the appropriate quitline services.

#### Q. What about confidentiality?

A. Your patient is signing a consent form (verbal okay if your site uses Electronic Health Records) that allows the quitline to contact him or her and to share the intervention results with the clinic. The consent does not authorize release to any other parties. The consent form complies with all HIPAA regulations.

#### Q. What is the cost?

A. All of the tobacco quitline phone support services are FREE.

#### Q. Who do I contact if I have questions?

A. Contact your clinic administrator.

# Effectiveness

- 700+ Clinics Registered
  - Medical
  - Dental
  - Public Health
  - Behavioral Health
- Approx. 250 Clinics Actively Referring
- 27% Overall Enrollment Rate

More than 1 out of 4 referrals resulting in enrollment which is comparable to other recruitment methods



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# Room to Grow

- SHIP Coordinators
  - Provide clinic with registration form
  - Engage clinics who are already registered but not actively referring.
- Clinic
  - Register!



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# Register to Participate

- You will receive
  - Packet of materials
    - Poster
    - Patient Take-Away
    - Workflow / Q&A
  - Referral Form will be pre-populated with clinic info and emailed to you
  - Access to web-based reporting site



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# Clinic Experience

## **Apple Valley Medical Clinic**

**Ila Roske, LPN, Quality Improvement Supervisor**

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**(952) 997-9354**



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# THANK YOU

**Together we'll make it easier for your patients to take the next step toward becoming tobacco free.**

*Email:* [clinic\\_fax@bluecrossmn.com](mailto:clinic_fax@bluecrossmn.com)

*More Information:* [www.preventionminnesota.com](http://www.preventionminnesota.com)



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