



Clinical Champion Update

Date: 11/3/20

Subject: Smoking Cessation

Thanks to the stress of COVID 19, cigarette sales are unexpectedly high this year. Altria, formerly known as Philip Morris, said that the surge is reversing a long-term decline.

So yet again, in this pandemic, smokers face worse health outcomes- both due to the smoke and tar causing inflammatory damage to lungs, and also suspected increase ACE2 enzyme making smokers more susceptible to COVID 19.

HOW MANY OF THESE TOOLS DO YOU USE FOR EACH OF YOUR SMOKING PATIENTS?

Charting logistics to make smoking cessation counseling happen;

- Team approach- Providers and MA's each have a role in addressing smoking cessation with patients. It's important to review these together.
- The MA should begin with asking every patient, "Are you a smoker?" This can be followed up with updating social history, pack years, etc.
- The smoking cessation template is then pulled into the visit along with the tobacco dependence diagnosis- The provider will then have the tools and data in place to address smoking cessation with the patient
- It's important to treat tobacco dependence as a medical diagnosis and address it at each visit. It's even more critical now with smoking rates increasing due to stresses related to the COVID-19 pandemic
- Providers must enter the appropriate time spent on the discussion under the PE and billing tab to ensure proper reimbursement
- While we no longer are performing CO testing- it's still a useful piece of data to bring up during the visit for discussion. It can be found under the VS tab. Be sure you are not billing for this test

Tim Sweeney is available as a resource and tobacco cessation specialist. A great introduction to him and smoking cessation work can be found in his video.

The video can be found off the main VMG page --> Services --> Special Programs --> Smoking Cessation --> Video link.

<https://quitterswin.blog/vmg/>

Some stats from Tim:

- Total VMG patients currently receiving 2-3 positive texts each week is 1250
- Additional 120 Cooley-Dickinson patients (through a contractual agreement with CDPHO)
- For the month of September, text messages resulted in 40 to 160 "clicks-thru" per post at the QuittersWin web site. That implies a capacity to learn/read/connect beyond the text.
- 3 in-person groups are now meeting in 1 Zoom meeting (8-12 pts present)
- Tim's main request of providers would be to gauge pts interest receiving texts and he offers the following language to assist w/ enrollment:
"I see you have a cell phone. Let me have Tim text you his program info and then you can get back to him whenever you feel like it's a good time." 😊
Providers then send him cases with pt consent.

Treatment Options:

- Quitworks- is a great resource for patients who have reached their maximum on their prescription plans for NRT or their insurance does not cover NRT.
 - You place the referral in the computer under orders. (Also recommend you give the 800 number to the patient so they can call themselves if motivated to do so). The QUITWORKS smoking coach will call them to help create a quit plan. QUITWORKS encourages the patient to complete all 5 coaching phone calls but they do not have to do that to get the free NRT.
 - The patient only has to talk to them once to get 4 weeks of NRT. They will have to speak to them again if they want 4 more weeks of NRT.
 - Total amount NRT is 8 weeks in a calendar year.
 - Quitworks will attempt to contact them 4 times, if they do NOT reach the patient after 4 attempts they will send them a letter with information on it on how to access the program when they are ready to pursue smoking cessation.

- And patients do not need to have the referral from VMG to access the program they can call the number themselves to set up coaching and to get NRT anytime.
 - QUITWORKS is open 24 hours a day and 7 days a week. 1-800-784-8669
- Treatment Guidelines on Intranet page outline Chantix, Patch Plus treatments and Bupropion.

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