Michigan Tobacco Quitline
Partnership with MCC

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Michigan Department of Health and Human Services
Michigan Tobacco Quitline History

- Began in 2003
- Free nicotine replacement therapy started in 2004.
- Purpose is to serve the most vulnerable in the state.
- The vendor was selected through a competitive RFP.
- Over 128,700 people have called the Quitline for help since it went live.
Michigan Tobacco Quitline

- 1-800-QUIT-NOW (784-8669)
- 1-855-DEJELO-YA (335-35692)
- https://michigan.quitlogix.org
- Enrollment available 24 hours/7 days a week.
- Fax, web and e-referral options are available for providers.
Michigan Tobacco Quit Line Services

• All Michigan Callers Receive
  • Information & Referral, Online Coaching Program, Text Messaging
• Medicaid, Dual-Eligible, Veterans & Youth under 18
  • Counseling
    • 4 sessions for general enrollees
    • 10 sessions for prenatal
• Medicare, Uninsured, Prenatal, Cancer Patients & County Health Plan
  • Counseling (same as above)
  • Up to 4 weeks of nicotine patch, gum or lozenge
MCC Partnership Since 2012

- Highest number of MMC-specific fax referrals: 95 in 2013.
- First year of the MOQC program had over 1,000 referrals.
- **4,347 Cancer survivors have enrolled since 2012.**
- Quit rate of 26.3%
  - Overall Quit Rate 31.96%
Cancer Survivor Data

- A total of 2,291 nicotine replacement shipments were placed to enrolled patients.
- Survivor enrollees completed an average of 2.5 of 4 coaching calls.
- Percentage of cancer survivor tobacco users who reported being referred to cessation resources increased from 60% to 79.5% since the MCC and MOQC projects began.
Michigan Oncology Quality Consortium

A Partnership Update
March 28, 2018
Okemos, MI
Goal and Approach

- Every patient who uses tobacco is identified, advised to quit, and offered scientifically sound strategies & treatments
- Every visit (treatment and survivorship)

- Collaboration
- Continuous improvement
- Data
Process

- **ASK** about tobacco use for every patient at every visit and document in the medical record (6th vital sign)

  → **ADVISE** patients IT MATTERS: Tobacco use can reduce the effectiveness of cancer treatment

  → **REFER** ALL current tobacco users to the Michigan Tobacco QuitLine (or other program)
## Tobacco Reduction and Prevention

**Patient Fax Referral Form**

Fax to: 1-800-261-6259

**Today's Date**

Use this form to refer patients who are ready to quit tobacco in the next 30 days to the Michigan Tobacco Quitline.

### PROVIDER: Complete this section

- **Provider Name**: [Name]
- **Contact Name**: [Name]
- **Office/Phone**: MDOC - Oakland
- **Email Address**: [Email]
- **Address**: 215 E. Mission St., Ste. 3E
- **City/State/Zip**: Marshall, MI 49068
- **Phone**: (269) 999 - 9999
- **Fax**: (269) 999 - 9999

**Does patient have any of the following conditions?**
- [ ] Pregnant
- [ ] Uncontrolled high blood pressure
- [ ] Heart disease

If yes, please sign to authorize the Michigan Tobacco Quitline to send the patient free, over-the-counter nicotine replacement therapy if available. If provider does not sign and the patient has any of the above listed conditions, the Michigan Tobacco Quitline cannot dispense medication.

**Provider Signature**

**Please Check:** [ ] Patient agreed with decision to be referred to the Michigan Tobacco Quitline.

### PATIENT: Complete this section

**Yes, I am ready to quit and ask that a quitline coach call me. I understand that the Michigan Tobacco Quitline will inform my provider about my participation.**

**Best times to call?**
- [ ] Morning
- [ ] Afternoon
- [ ] Evening
- [ ] Weekend

**May we leave a message?**
- [ ] Yes
- [ ] No

**Are you hearing impaired and need assistance?**
- [ ] Yes
- [ ] No

**Date of birth:**

**Gender:**
- [ ] Male
- [ ] Female

**Patient Name:** (Last) [Name]

**Address:**

**City:**

**State:**

**Zip Code:**

**Cell Phone:**

**Patient Signature**

**Date**

**PLEASE FAX TO: 1-800-261-6259**

Or mail to: Michigan Tobacco Quitline, c/o National Jewish Health, 1400 Jackson St., Suite 117A, Denver, CO 80206

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## How Was MOQC Doing?

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<tr>
<th>Measure ID</th>
<th>Is Higher vs. Lower Better?</th>
<th>Year</th>
<th># Practices with Data</th>
<th>MOQC Aggregate Data</th>
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<sup>a</sup>CORE21aa: Smoking status/tobacco use documented in past year  
<sup>b</sup>CORE22aa: Smoking/tobacco use cessation counseling recommended to smokers/tobacco users  
<sup>c</sup>CORE22bb: Tobacco cessation counseling administered or patient referred in past year
January 2017 . . .

- Re-set Expectations
  - Participation Requirements for all Practices
  - Established one for Tobacco Cessation

- Re-engaged Practices

- Established Value-Based Payment (VBR)
  - Partnership with BCBSM
  - MOQC practices organized into regional structure
  - 4 quality measures had to meet or exceed a target
  - Tobacco cessation counseling – one of four measures
Number of MOQC Practices Recruited To Quitline

- 2013: 9
- 2014: 14
- 2015: 19
- 2016: 20
- 2017: 38
Number of Referrals

Source: MI Quit line Reports and MOQC
Review of data, 2013-2017
Numbers rounded to nearest tenth
Tobacco cessation counseling administered or patient referred in past year

QOPI Measure CORE22bb

Spring 2017 (one round of data)
Selection of Quality Project

• Two of MOQC’s largest regions (metro Detroit) selected tobacco cessation as their quality project
• Approximately 25 oncology practices
• Developed strategies
  • Video of their provider/physician counseling
  • Patient/provider teaching aids
  • Extended counseling to hematologic patients
• Practices to be disseminated next month
• Improved selection of infographics for practices
### Where is MOQC Today?

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<th>Chi-Square Test 2015 vs. 2017 p-value&lt;sup&gt;2,3&lt;/sup&gt;</th>
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Tobacco Cessation

Calendar Year 2017

Target 45%

A: 75%
B: 56%
C: 57%
D: 67%
E: 41%
MOQC: 45%

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This Year . . .

• Recruitment of gynecologic oncology surgeons
• Abstracting tobacco measures for their patients
• Orientation to be initiated in May

• Break out session at June Biannual

• Last year for a tobacco measure to have VBR designation
Thank You From MOQC

Emily Mackler
Clinical Pharmacist

Sam Beusterien
Project Manager

Jennifer Yanchula
Outreach Manager

Shitanshu Uppal
Program Co-Director

Louise Bedard
Program Manager

Arthi Ramakrishnan
Project Manager

Mary Wines
Administrative Specialist
MOQC

Our mission is to be the best state in the nation for cancer care.