

# ADDRESSING TOBACCO IN HEALTHCARE: THE QUITWORKS SOLUTION FOR MASSACHUSETTS

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QuitWorks is a program of the Massachusetts Department of Public Health in collaboration with all major health plans

## QuitWorks Recognition Program

More than 22,000 patients from across Massachusetts have been referred to the QuitWorks program since its inception in 2002. Over the last eight years private practices, individual providers, health care systems, and hospitals have used QuitWorks to give their patients access to the counseling and medicines necessary to quit smoking for good.

To recognize referring providers, QuitWorks has established a recognition program to honor providers that make patient referrals regularly. QuitWorks recognizes individual providers and organizations in two ways:

1. Recognition based on total annual referrals from July 1<sup>st</sup> through June 30<sup>th</sup> each year
2. Recognition based on lifetime referrals, counting all referrals to date from you or your institution

Based on referral benchmarks your organization surpasses, recognition may include:

1. Mention on the QuitWorks website homepage
2. Certificates or plaques issued by the Department of Public Health
3. An on-site social event
4. Announcement of achievement at the Great American Smoke Out event held each November at the Massachusetts State House

More information on recognition categories and benchmarks can be found at [www.quitworks.org](http://www.quitworks.org).

Wouldn't you love to double your patients' chances of quitting smoking?

When you refer them to QuitWorks, your patients can be screened for a **FREE two-week supply of nicotine patches** - and receive **FREE phone-based counseling!**

**QUITWORKS**  
A solution for providers to help patients quit smoking

## Top QuitWorks Referring Providers for FY 2010

Individual Providers	Referrals
Douglas Karrel, MD (Adams Internists)	30
Steven Lacy, MD (Mid-Upper Cape CHC)	25
Robert Ajello, MD (Greenfield Pulmonary and Sleep Medicine)	23
<b>Practices</b>	
Valley Medical Group	43
Adams Internists	33
Cumming Center Medical Associates	28
<b>Community Health Centers</b>	
Mid-Upper Cape CHC	42
Greater Lawrence Family Health Center	33
Codman Square Health Center	30
<b>Smaller Hospitals</b>	
Brockton Hospital	109
Morton Hospital & Medical Center	78
Lowell General Hospital	72
<b>Larger Hospitals/Systems</b>	
Southcoast Hospitals Group	670
UMass Memorial Health Care	630
Caritas Christi Health Care	549
Harvard Vanguard Medical Associates	459

## Enrollment Updates

QuitWorks received an all-time high level of referrals this year, with 5,785 enrollments from July 1, 2009 to June 30, 2010.

• • ► **FREE nicotine patches for your eligible\* patients!**

[www.QUITWORKS.org](http://www.QUITWORKS.org)  
\*medical restrictions apply

Start using QuitWorks. Visit [www.QuitWorks.org](http://www.QuitWorks.org) and download an enrollment form.