

ADDRESSING TOBACCO IN HEALTHCARE: SOLUTIONS FOR MASSACHUSETTS

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

Patrick Administration Announces Unprecedented Drop in Heart Attacks, Asthma, and Birth Complications when Smoking Cessation Benefit Used

Beginning in July 2006, MassHealth began providing coverage of smoking cessation as part of the state's health care reform initiative. The Massachusetts Tobacco Cessation and Prevention Program (MTCP) worked closely with MassHealth to design a barrier-free benefit that includes all FDA approved medications to quit smoking, behavioral counseling, and features very low co-pays to increase ease of access.

In the first two and a half years of the benefit over 75,000 MassHealth members used it to try to quit smoking. This represents 40% of smokers on MassHealth, a level unprecedented in the nation.

Researchers from MTCP found that up to 38% fewer MassHealth cessation benefit users were hospitalized for heart attacks in the first year after using the benefit and 17% fewer benefit users visited the emergency room for asthma symptoms in the first year after using the benefit. Researchers also found that there were 17% fewer claims for adverse maternal birth complication since the benefit was implemented.

"It is clear from these latest findings that the Commonwealth's efforts to help people quit smoking are a sound investment," said Executive Office of Health and Human Services Secretary JudyAnn Bigby.

Smoking remains the number one preventable cause of illness and death in the Commonwealth and in the United States. More than 8,000 Massachusetts residents die annually from the effects of smoking, and tobacco use is associated with \$4.3 billion in excess health care costs in Massachusetts each year.

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

www.QUITWORKS.org
*medical restrictions apply



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

QuitWorks Recognition

The Massachusetts Department of Public Health presents the **2009 Make Smoking History Award** to

Southcoast Health System

In recognition of the organization's outstanding leadership and commitment to tobacco cessation counseling and their use of the QuitWorks program

Southcoast Health System has achieved smoking cessation counseling rates of over 90% and in nearly 5 years of participation referred 2,597 patients to QuitWorks, the most among more than thirty healthcare organizations in Massachusetts.

Southcoast Health System was recognized by Public Health Commissioner John Auerbach on November 18, 2009 at a special event in conjunction with the Great American Smokeout.

Enrollment Updates

- Since July, over 300 providers have used QuitWorks for the first time.
- Since April 2002, 22,742 tobacco users have been referred to QuitWorks.
- Seventy-nine percent of patients contacted by QuitWorks have made serious quit attempts, and 25% of those have quit.

Make Smoking History.

For more information:
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