

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

QuitWorks Services for Your Patients

The Massachusetts Smokers' Helpline, funded by the Massachusetts Department of Public Health, provides evidence-based smoking cessation services to patients that you refer to the QuitWorks program. The Helpline offers support to all Massachusetts tobacco users--whether they are just thinking about quitting, are ready to make a serious quit attempt, or have already quit and want help to stay quit.

Here is what QuitWorks and the Helpline will do:

- Make up to five attempts to contact your patient, within 3 business days of receiving your referral
- Complete a 10-15 minute intake, assessment and brief motivational call with every referred patient contacted and mail a cessation booklet
- Offer a two-week starter kit of nicotine patches to patients who pass a medical screener and send the product to their home
- Offer patients information about a website for smokers (www.trytostop.org) and community tobacco treatment programs
- Attempt to conduct a follow-up evaluation call at seven months with all QuitWorks patients
- Schedule up to five telephone-based counseling sessions with each patient that elects counseling.

For patients who choose to continue with counseling, the first counseling call is the most comprehensive session and takes about 45 minutes to complete. The focus of this call is on preparing smokers to quit, developing a quit plan, and setting a quit date. The second session supports the smoker on his/her Quit Day and with his/her Quit Plan. The three follow-up sessions last about 10-15 minutes each and focus on relapse prevention. All sessions are scheduled based on client interest and availability.

• • ► **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 Recognitions

The Massachusetts Department of Public Health recognizes two healthcare institutions in January 2010.

UMass Memorial Medical Center

Walter Ettinger, MD, President, and Nancy Kruger, DNSc, RN, Chief Nursing Officer, accepted the QuitWorks recognition award. UMMHC has referred more than 1,618 patients to QuitWorks since 2003. Staff members from two units were recognized for their efforts to increase referrals during a recent internal competition: Lakeside 3 Heart/ Vascular ICU at the University Campus and South 6 Family Medicine at the Memorial Campus.

Lowell General Hospital

Members of the Respiratory Therapy Department as well as the Center for Community Health and Wellness at Lowell General Hospital were recognized for their work in referring more than 244 patients to the QuitWorks program since July 2004. A plaque was presented to Amy Hoey, CNO and Vice President of Patient Care, and Pam Gordon, Clinical Manager of the Sleep Lab and Respiratory Therapy.

New Enrollment Record Set

In December 2009, QuitWorks received a record-breaking number of enrollments--526 referrals received from over 300 providers. Since July 1, 2009, providers have referred over 2,100 patients.

Start using QuitWorks. Visit www.QuitWorks.org and download an enrollment form.