

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

"I Love QuitWorks"

After smoking for 44 years and trying to quit numerous times it was an emergency room visit to Caritas Carney Hospital in Boston that would change 57-year-old Corinne's life forever. Her attending physician looked at her and said - "It's time for you to pick a date and quit." She picked that day.

A nurse at the hospital visited with Corinne to talk with her about QuitWorks. She explained the program and how with a combination of stop-smoking medicines, like the nicotine patch, and counseling would give Corinne a better than average chance of staying quit for good.

Eighteen months later Corinne still has not had a cigarette. She attributes her success not to the nicotine patch, which she only used during the first week, but to her QuitWorks counselor. "My counselor was there for me and not just for the first phone call, but continually checking-in on me," said Corinne. "She made me aware of what was going to happen and what I was going to be feeling. There were no surprises. I knew I had her support and the support of my family."

After smoking nearly two packs of cigarettes a day, Corinne has enjoyed having her sense of smell back, getting out of the house for extended walks, and knowing that she will be able to welcome her soon to be grandchild to her smoke free home. "My 32-year-old son wanted me to quit since he was old enough to speak," exclaimed Corinne.

Years of sneaking out to the mailbox to grab a carefully hidden pack of smokes and 4 A.M. trips to the convenience store are now a thing of the past. "There is no way I could have done it without QuitWorks," stated Corinne. "The QuitWorks program exceeded my expectations and I would recommend it to anyone trying to quit."



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

Charlton Memorial Hospital

Two units at Charlton Memorial Hospital were recognized in February by the Massachusetts Tobacco Cessation and Prevention Program (MTCP) and local community partners for referring patients to QuitWorks. Moran 3 Pulmonary and Atwood 5 tied for completing the most referrals out of a total of 270 patients referred by the hospital. Charlton Memorial has participated in QuitWorks since 2004.

Massachusetts Medical Society

The Massachusetts Medical Society is recognized for its efforts to disseminate QuitWorks information to its members. The Society's promotions through newsletters and e-mail have contributed to the significant recent increase in utilization of QuitWorks by healthcare providers.

Enrollment Updates

The past six months has seen the largest-ever increase in the number of providers referring patients to QuitWorks. More than 900 providers have used QuitWorks for the first time and more than 100 institutions have increased the number of QuitWorks referrals, including Harvard Vanguard Medical Associates, UMass Memorial Medical Center, Beth Israel Deaconess, Boston Medical Center, Brigham and Women's Hospital, and Children's Hospital.

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

www.QUITWORKS.org
*medical restrictions apply

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