



WEBINAR TITLE

**SYSTEMS CHANGE TO REDUCE TOBACCO USE
IN CLINICAL SETTINGS :
THE NUTS AND BOLTS**

PRESENTER

Donna D. Warner, MA, MBA

OBJECTIVES

At the end of this webinar, participants will be able to:

1. Explain what is meant by a 'system' in healthcare facilities to address tobacco use
2. Identify the principles and components of real-world clinical systems that work
3. Describe how to achieve and sustain high performance on tobacco interventions and reduce patient population smoking rates

Donna Warner, MBA, MA is the former Director of Cessation Policy and Program Development for the Massachusetts Tobacco Cessation and Prevention Program, on loan from the University of Massachusetts Medical School. In this role, she worked chiefly on program aimed at integrating tobacco interventions into healthcare. In 2000, she formed a partnership with all major health plans to launch QuitWorks, a quitline referral program for healthcare providers, and also sponsored development of the UMass Medical School's certification program for tobacco treatment specialists—programs that continue today. She later served as the MTCP lead to design and implement the state's highly successful Medicaid cessation benefit and also helped implement the first fully-electronic quitline referral program. Ms. Warner co-founded, and for 7 years, led the Multi-State Cessation Collaborative for Health Systems Change to address tobacco use--a learning partnership of 20 states and national partners.

Since retiring from the Commonwealth of Massachusetts in 2010, Donna has continued her work on healthcare policy and systems as a consultant to CDC, Office on Smoking and Health, though McKing Consulting, and with Harvard Catalyst/Massachusetts Prevention and Wellness Trust Fund, providing technical assistance to implement clinic-community electronic referrals. She is co-author with Dr. Thomas Land of several recent health systems publications, as well as a policy paper and case studies on successful tobacco intervention systems in clinical settings. She was lead author on *Integrating Tobacco Cessation Quitlines in Healthcare: Results from a 10-Year Public Health Initiative in Massachusetts*. Donna has served on many national task groups and committees, including CDC/OSH Best Practices Expert Panels. She has presented and conducted training programs widely for national and state-specific audiences.

Ms. Warner holds an M.A. from Harvard University, an M.B.A. from Northeastern University, and certification in advanced alcoholism clinical skills from Boston University, School of Social Work. She currently resides in Rhinebeck, New York where she is an active participant in lifetime learning, historic preservation, and community projects.