

Opt-to-Quit™

*Designed for healthcare delivery systems,
to help patients stay tobacco free.*



1-866-NY-QUITS (1-866-697-8487) | nysmokefree.com

ABOUT: Opt-to-Quit™

The Opt-to-Quit™ Program

The Opt-to-Quit™ program is designed to support a hospital, clinic, office practice or program to provide tobacco using patients with help to stop smoking. The Opt-to-Quit™ program is a policy-driven system-wide solution for ensuring that stop smoking support is offered and accessible to patients once they leave the health care setting.

Why the Opt-to-Quit™ Program Makes Sense

The US Public Health Service Clinical Practice Guideline for Treating Tobacco Use and Dependence recommends that all health care providers and health delivery systems address tobacco use at each visit with tobacco using patients. The guideline also recommends using the 5 A approach (Figure 1). The Opt-to-Quit™ model aligns with these recommendations by establishing a system-wide approach to identify tobacco using patients, address their tobacco use, and offer them help to quit.

The Opt-to-Quit™ program is also in sync with the rapidly emerging emphasis on prevention and provider accountability in the health care setting as put forth by several national initiatives (Figure 2). The Opt-to-Quit™ program is designed to support an organization's tobacco cessation efforts. It provides an evidence-based follow-up service for tobacco using patients and Patient Activity Reports (PAR) for the organization.

Opt-to-Quit™ Options Fit and Change with your Facility

Transformations taking place in health care have resulted in a landscape where various levels of information collection, storage, and sharing exist. Opt-to-Quit™ offers a variety of ways to transfer patient data, from faxing to electronic medical record compatibilities. All of these systems are flexible enough to fit into your current program as well as adapt to changing program needs.

All Opt-to-Quit™ information exchange options are HIPAA compliant.

Figure 1

5 A's

- Ask (about tobacco use)
- Advise (to stop smoking)
- Assess (quit readiness)
- Assist (quitting directly or by referral)
- Arrange (follow-up support)

Figure 2

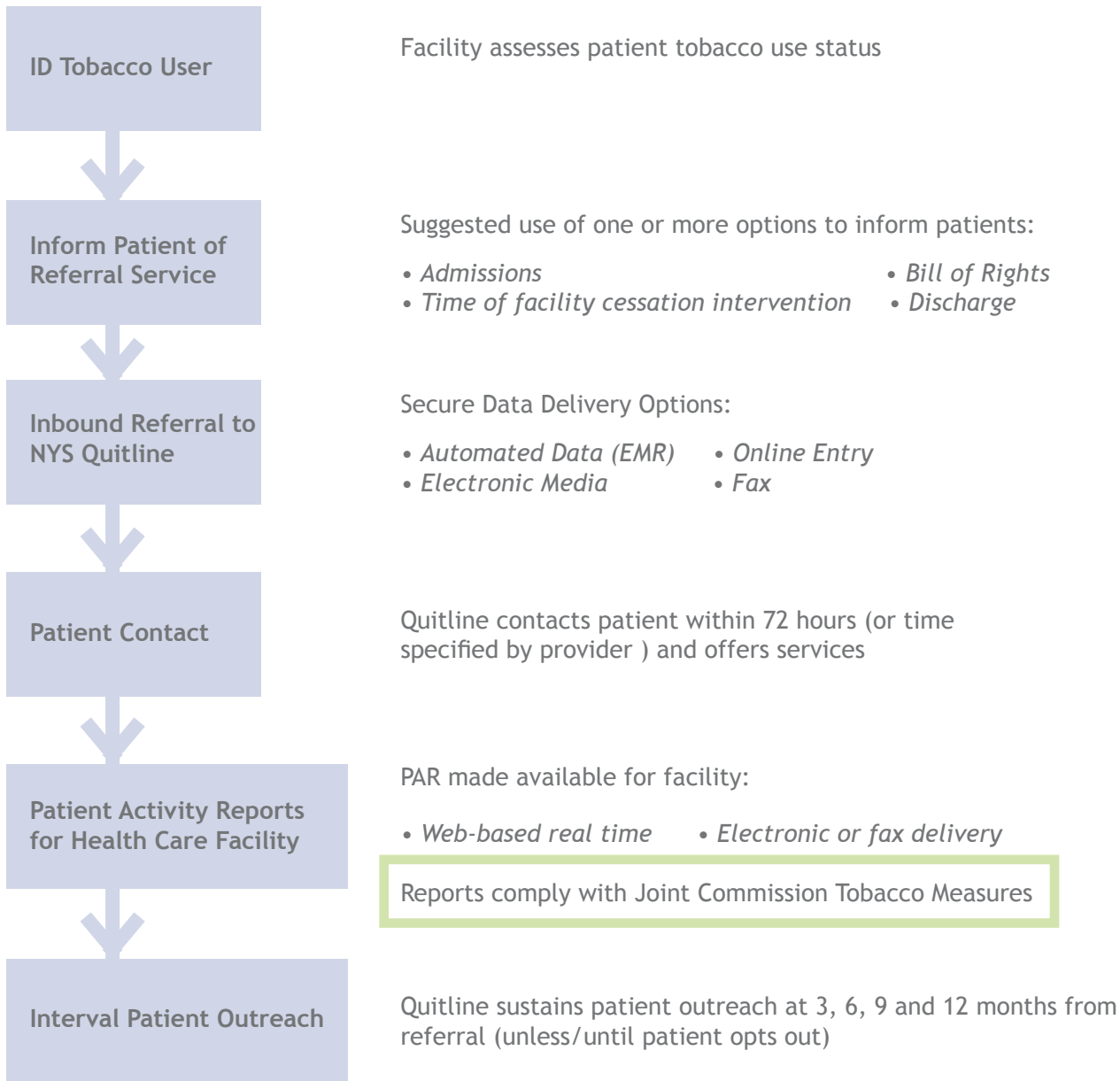
Health Care Initiatives Addressing Tobacco Use Interventions

- Health Care Reform Act
- Health Information Technology Project
- Meaningful Use Criteria
- Joint Commission Tobacco Measures

The Opt-to-Quit™ Model

Through the Opt-to-Quit™ model, the facility or program establishes a patient opt-out policy that triggers the referral process and links tobacco using patients to the evidence-based services of the New York State Smokers' Quitline. The Quitline accepts referred patient information through one of the secure information exchange options; patients are contacted by the Quitline within 72 hours or as specified by the provider. All patients are offered Quitline services at initial contact. The Quitline generates a PAR back to the facility which can be accessed on demand or via electronic or fax delivery. Quitline communications with the patient are continued at 3-month intervals for up to 12 months. The purpose of the extended contact is to motivate subsequent quit attempts, encourage tobacco using or recently quit patients to use Quitline services, and to offer access to appropriate levels of support.

QUICK VIEW: HOW Opt-to-Quit™ WORKS



New York State Smokers' Quitline Services

- One-on-one behavioral cessation coaching
- Free 2-week supply of nicotine patches
- Web-based support and information
- Linkages to health plan cessation services

Opt-to-Quit™ Assistance Available

- Policy Development
- Staff Training
- Technology Consultation
- Implementation

HELPFUL RESOURCES

What is the PHS Clinical Practice Guideline? U.S. Public Health Service. Agency for Healthcare Research and Quality. Rockville, MD. <http://www.ahrq.gov/clinic/tobacco/whatisphs.htm>

Resources to assist hospitals and health systems with additional cessation efforts. http://actiontoquit.org/hospital_cessation

Want to learn more?

Call us:
1-866-NY-QUITS (1-866-697-8487)

Email us:
quitsite@roswellpark.org



Opt-to-Quit™ was developed by Roswell Park Cancer Institute as a service for the New York State Smokers' Quitline.

