

Medi-Cal Incentives to Quit Smoking (MIQS)

A project of the Office of the Medical Director, California Department of Health Care Services

General Fact Sheet

Medi-Cal members who smoke have a great new reason to quit!

\$20 gift card now available* for calling the California Smokers' Helpline at 1-800-NO BUTTS and developing a "quit smoking" plan.

BACKGROUND

Smoking is a risk factor for the development of heart disease, lung disease, cancer, and type 2 diabetes and makes the complications of these conditions worse. Medi-Cal members are particularly at risk, because they smoke at higher rates than non-members. The Medi-Cal Incentives to Quit Smoking (MIQS) Project (project period 9/2011-9/2016) aims to reverse these trends and motivate smoking cessation by incentivizing attempts to quit smoking through the California Smokers' Helpline, a free telephone-based counseling service operated by University of California, San Diego. The California Diabetes Program is leading the outreach efforts to promote the MIQS Project to health plans, providers, and Medi-Cal Beneficiaries.

HOW THE INCENTIVE WORKS FOR MEMBERS

The MIQS Project seeks to motivate Medi-Cal members to quit smoking by offering a \$20 gift card to members who call the California Smokers' Helpline and enroll in its free telephone-based support services. All Medi-Cal members who smoke are eligible. To receive the \$20 gift card the patient must be a current Medi-Cal member, have a Beneficiary Identification Card number, ask for the gift card, and complete the first counseling session.

PROJECT MESSAGE FOR PROVIDERS

- **ASK** all Medi-Cal members if they smoke.
- **ADVISE** them to quit smoking.
- **REFER** members who smoke to the California Smokers' Helpline at 1-800-NO BUTTS for cessation counseling in English, Spanish, Vietnamese, Korean, and Chinese.
- **MOTIVATE** members to call by telling them about the \$20 gift card.

DOWNLOAD RESOURCES AT www.caldiabetes.org

- Patient outreach flyers
- Other educational materials

FOR MORE INFORMATION:

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SACRAMENTO COUNTY PILOT

In March 2012, the MIQS Project pilot was launched in Sacramento County. Sacramento has a high smoking rate of 34.7% among Medi-Cal members, compared to 14% among non-Medi-Cal members in the county. The initial results were positive and the number of monthly Medi-Cal callers in Sacramento doubled.



*Made possible by a grant from the Centers for Medicare and Medicaid Services under the Medicaid Incentives for Prevention of Chronic Diseases program. Some conditions apply. One gift card per person while supplies last. Medi-Cal Managed Care plans may offer additional tobacco cessation services.

