



Medi-Cal Incentives to Quit Smoking (MIQS)

Ask about **FREE** patches and \$20 gift card bonus! Call 1-800-NO-BUTTS.

The Provider Quitkit:

California Smokers' Helpline and the
Medi-Cal Incentives to Quit Smoking (MIQS) Project

Elisa Tong, MD, MA

Associate Professor of Internal Medicine, UC Davis

MIQS Outreach Principal Investigator



Objectives

- **Understand** the importance of addressing tobacco especially among Medi-Cal members
- **Connect** patients who smoke with the Helpline using the web-based referral
- **Promote** MIQS materials and messages to your patients
- **Evaluate** your local performance utilizing resources

If there is one thing you can do for your patients that will improve their health...

get them to quit smoking!



Overview

Medi-Cal Incentives to
Quit Smoking (MIQS)



Ask about **FREE** patches
and \$20 gift card bonus!
Call 1-800-NO-BUTTS.

Understand Medi-Cal and Tobacco

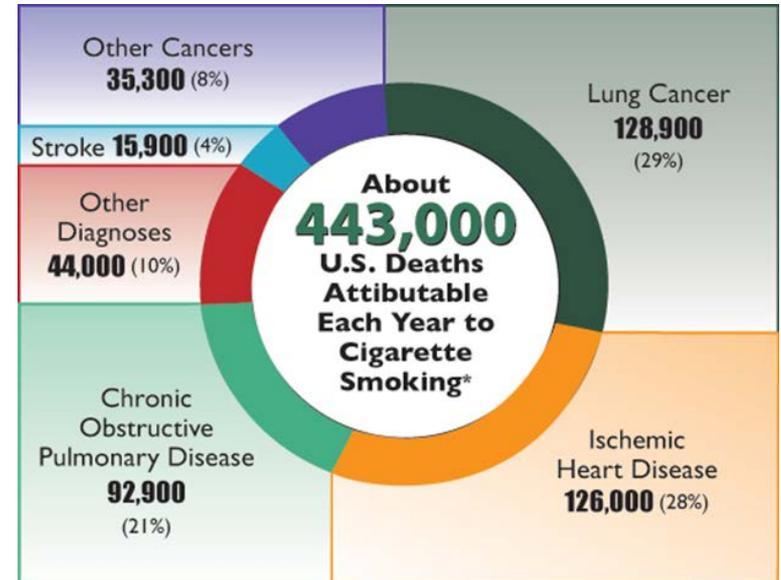
Connect to California Smokers' Helpline

Promote Medi-Cal Incentives to Quit Smoking (MIQS)

Evaluate local performance

Importance of Quitting Tobacco

- Leading preventable cause of death
- Immediate effects on cardiovascular and pulmonary system
- No safe level of smoke exposure, including nonsmokers (eg. kids)
- Worsens healing, infections, cancer treatment outcomes
- Smoker health care costs \geq \$2500/yr than nonsmoker



Tobacco and Chronic Disease

Contributes to & complicates chronic disease

- Cardiovascular risk reduced by 50% after one year of tobacco cessation

For diabetes, smoking:

- Increases insulin resistance
- Increases risk for developing diabetes (*Wili JAMA 2007*)
- Increases diabetes-related complications
- Doubles the risk of mortality compared to people with diabetes who do not smoke (*AI-Delaimy Diabetes Care 2001*)

How Tobacco Smoke Causes Disease

The Biology and Behavioral Basis
for Smoking-Attributable Disease

A Report of the Surgeon General



U.S. Department of Health and Human Services

Medi-Cal Members Smoke More

Smoking prevalence

- >3M smokers in CA
- 19.9% Medi-Cal vs. 12% general CA

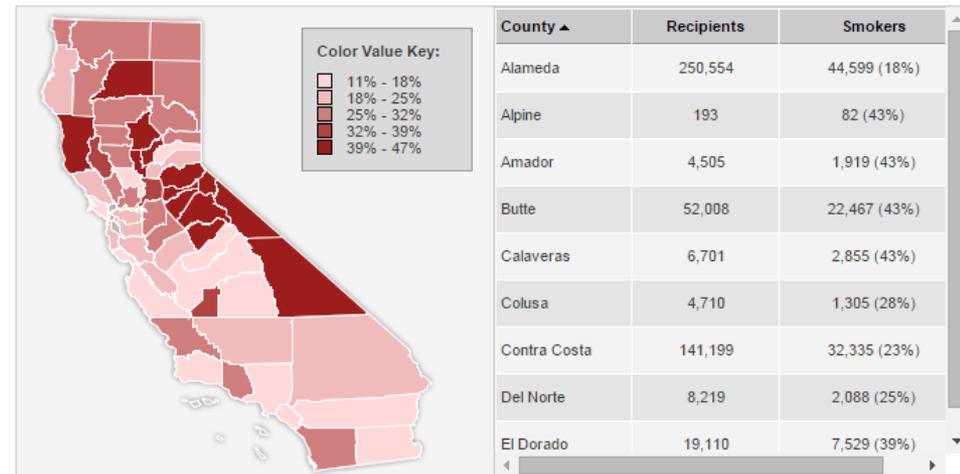
Some counties higher

- Rural counties: 40-45%
- Sacramento: 35%

CHIS Medi-Cal Smoking Prevalence Data by CA County, Interactive Map

2007 - 2009 California Health Interview Survey (CHIS)

(Click on individual county to view Medi-Cal smoking prevalence data)

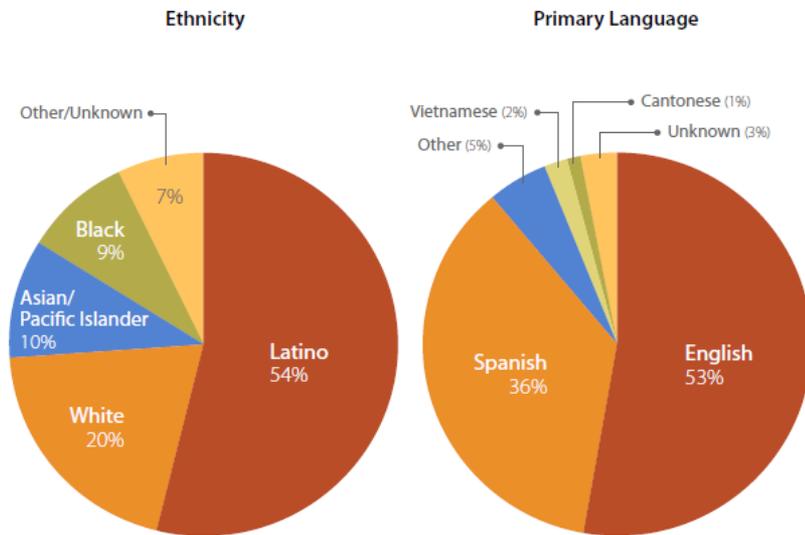


www.nobutts.org/miqs

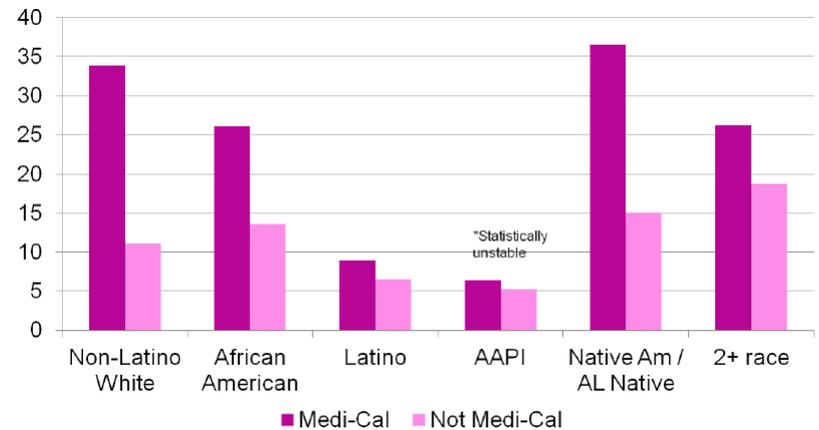
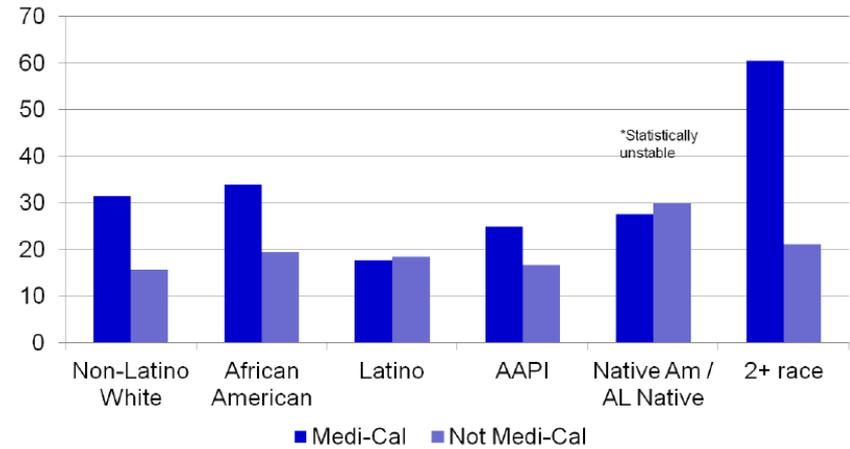
Diversity of Medi-Cal Members and Smokers

Member Demographics

Beneficiary Profile, by Ethnicity and Primary Language, 2011



Adult Male and Female Smokers by Race/Ethnicity



(CHIS 2007-9)

Who Qualifies for Medi-Cal?



Low-income individuals including:

- Families with children
- Seniors
- Persons with disabilities
- Foster care
- Pregnant women
- Diseases: TB, breast cancer, HIV/AIDS
- Refugees
- Recipient of SSI/SSP or CalWORKS

7.7 million persons

1 in 5 CA; ½ children

In 2014, 1.4 million more eligible (adults <138% FPL) → 30% of Californians

850,000 children from Healthy Families to Medi-Cal

Tobacco is a Medi-Cal Priority

Neal Kohatsu, MD, MPH (DHCS Medical Director) leading DHCS Quality Strategy



Priorities: Addressing Prevention

- Reduce smoking prevalence by 25%
- Promote evidence-based treatment
 - Counseling, California Smokers' Helpline
 - Pharmacotherapy coverage easier
- “100,000 lives saved” goal

DHCS



Department of
HealthCareServices
Toby Douglas, Director

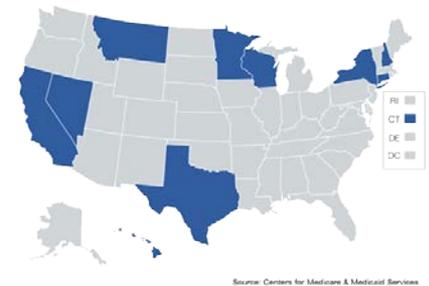
**Strategy for Quality Improvement
in Health Care**

August 2012

Medicaid Incentives to Prevent Chronic Disease Program

Funded by Centers for Medicare and Medicaid (CMS)

- 10 states awarded funding through ACA
- 2011-2016
- Priorities: Tobacco, Obesity, Diabetes



Economic incentives work 73% of the time on changing consumers' preventive behavior (Kane AJPM 2004)

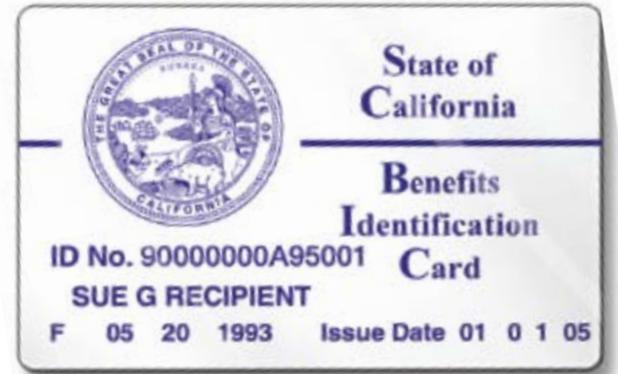
- Reviewed 47 randomized controlled trials
- Best with short-term, well-defined goals
- Little evidence for Medicaid



Medi-Cal Incentives to Quit Smoking (MIQS) project

Incentivize Medi-Cal members to quit smoking

- Free nicotine patches
- Bonus: ask for \$20 gift card



GOAL: Increase calls to the California Smokers' Helpline

- Free telephone-based counseling



MIQS Incentives

Incentives through 2015

- Have eligible 14 digit ID

Nicotine patches: Helpline screens

- Mailed free to smoker
- 1 month supply, refills as needed

Members **ASK** for the \$20 gift card

- Sent after completing the first counseling session
- Major stores: Walmart, Target, CVS



MIQS Team: Outreach

Department of Health Care Services

- Administrative Lead

UCD/UCSF (DHCS/CDPH)

- Outreach

California Smokers' Helpline

- Services, randomized trials

UCSF

- Cost-effectiveness

Advisory Committee

California Tobacco Control Program



Jessica Safier
Project Manager,
DHCS



Elisa Tong
Outreach PI



Dean
Schillinger
Outreach
Evaluation



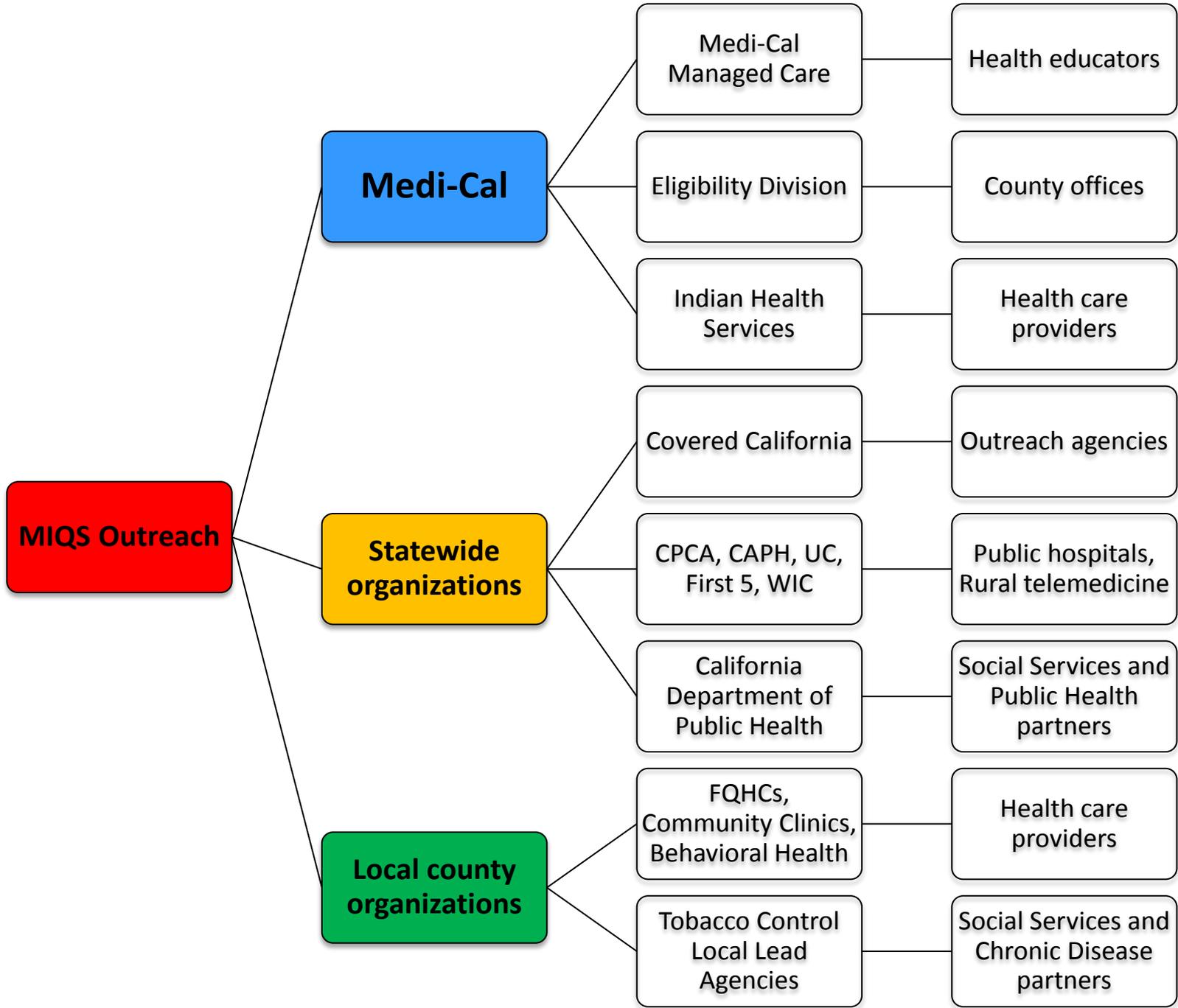
Cindy Vela
Outreach



Sue Kratochvil
Outreach



Susan Stewart
Outreach
Evaluation



Priority Population Community Outreach

- Latino
- African American
- Asian American
- Native American
- Pacific Islander
- LGBT



Robert Perez



Twlia Laster



*The National Center for
Reducing Asian American
Cancer Health Disparities*



Overview

Medi-Cal Incentives to
Quit Smoking (MIQS)



Ask about **FREE** patches
and \$20 gift card bonus!
Call 1-800-NO-BUTTS.

Understand Medi-Cal and Tobacco

Connect to California Smokers' Helpline

Promote Medi-Cal Incentives to Quit Smoking (MIQS)

Evaluate local performance

Every Encounter: An Opportunity to Quit

- 70% of smokers want to quit
- 30-second intervention from a provider can help someone to quit
- Greater patient satisfaction if provider offers smoking cessation interventions
- Every encounter by a health provider is an opportunity to address tobacco



If at first you don't succeed...



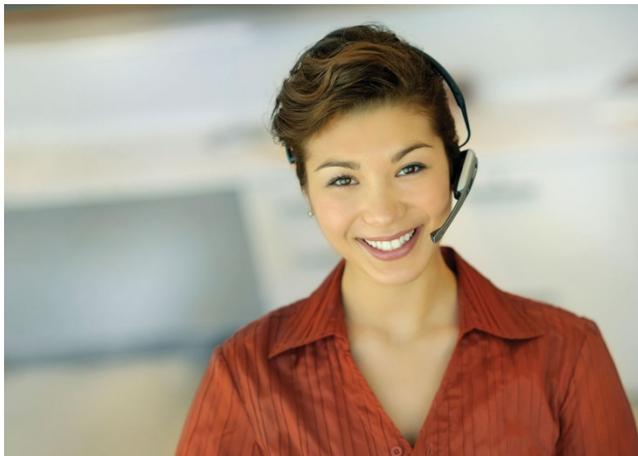
California Smokers' Helpline



Free telephone counseling
Operated by UC San Diego

Services:

- Self-help materials, referral to local resources, certificate for med coverage, and telephone counseling.
- Clients receive up to six follow-up sessions with a counselor
- Languages: Spanish, Chinese, Korean, Vietnamese
- M-F 7am-9pm; Sat/Sun 9am-5pm



Who Can Call the Helpline?

- Smokers
 - Teens
 - Pregnant
 - Chew
 - Thinking about quitting
- Friends or families of smokers
- Parents or guardians of child exposed to secondhand smoke



Real-world Effectiveness

EVIDENCE OF REAL-WORLD EFFECTIVENESS OF A TELEPHONE QUITLINE FOR SMOKERS

SHU-HONG ZHU, PH.D., CHRISTOPHER M. ANDERSON, B.A., GARY J. TEDESCHI, PH.D., BRADLEY ROSBROOK, M.S.,
CYNTHIA E. JOHNSON, B.A., MICHAEL BYRD, M.A., AND ELSA GUTIÉRREZ-TERRELL, M.A.

ABSTRACT

Background Telephone services that offer smoking-cessation counseling (quitlines) have proliferated in recent years, encouraged by positive results of clinical trials. The question remains, however, whether those results can be translated into real-world effectiveness.

Methods We embedded a randomized, controlled trial into the ongoing service of the California Smokers' Helpline. Callers were randomly assigned to a treatment group (1973 callers) or a control group (1309 callers). All participants received self-help materials. Those in the treatment group were assigned to receive up to seven counseling sessions; those in the control group could also receive counseling if they called back for it after randomization.

Results Counseling was provided to 72.1 percent of those in the treatment group and 31.6 percent of those in the control group (mean, 3.0 sessions). The rates of abstinence for 1, 3, 6, and 12 months, according to an intention-to-treat analysis, were 23.7 percent, 17.9 percent, 12.8 percent, and 9.1 percent, respectively, for those in the treatment group and 16.5 percent, 12.1 percent, 8.6 percent, and 6.9 percent, respectively, for those in the control group ($P < 0.001$). Analyses factoring out both the subgroup of control subjects who received counseling and the corresponding treatment subgroup indicate that counseling approximately doubled abstinence rates: rates of abstinence for 1, 3, 6, and 12 months were 20.7 percent, 15.9 percent, 11.7 percent, and 7.5 percent, respectively, in the remaining subjects in the treatment group and 9.6 percent, 6.7 percent, 5.2 percent, and 4.1 percent, respectively, in the remaining subjects in the control group ($P < 0.001$). Therefore, the absolute difference in the rate of abstinence for 12 months between the remaining subjects in the treatment and control groups was

AMONG services recommended by the U.S. Preventive Services Task Force, tobacco-cessation counseling is ranked in the highest priority category with the lowest delivery rate.¹ The clinical guidelines of the Public Health Service recommend use of the telephone to deliver cessation-counseling services, in part because such "quitlines" have the potential to reach large numbers of smokers.² In recent years, such programs have proliferated. Thirty-three states have established quitlines, and more are preparing to do so. Many other countries have established national quitlines.

The Public Health Service recommendation is based on positive results of clinical trials,³⁻⁵ but the question remains whether quitlines can translate these results into real-world effectiveness. Proven treatments sometimes fail in practice, because translation from clinical trials to service settings may involve changes in the conditions under which the original results were obtained.^{6,7} The staff may differ in skills and enthusiasm, and quality control, a critical element in behavioral interventions, may suffer under the pressure to meet clients' expressed needs. Given the increasing public investment in quitlines, it is therefore important to determine whether such services can maintain the effectiveness found in clinical trials. We examined the real-world effectiveness of the California Smokers' Helpline, a statewide quitline based on a successful clinical trial.⁸ In operation since 1992, the program has been the model for many other quitlines.⁹

The most rigorous way to assess effectiveness in practice would be to conduct a randomized, controlled trial in the context of service operation. However, few smokers calling a fully operational quitline would ex-

Double a smoker's chances
of long-term quitting (*Zhu
et al. NEJM 2002*)

Randomized controlled trial
with delayed counseling
for control group

No smoking (abstinence)

1 month: 21%

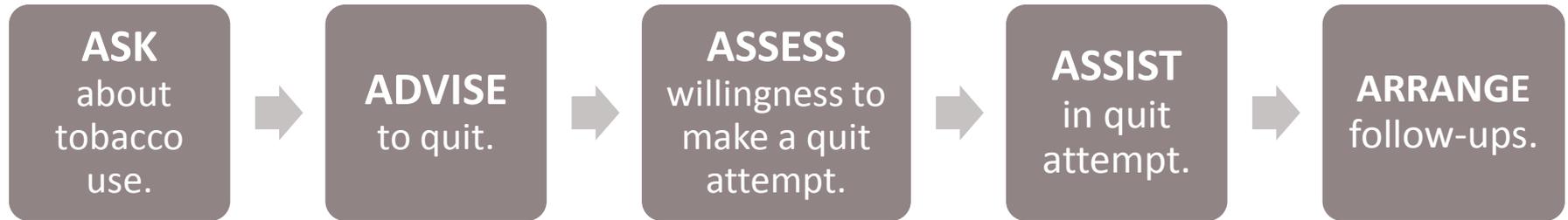
3 months: 16%

6 months: 12%

12 months: 7.5%

Smoking Cessation Models

Public Health Services - 5 A's Model (**gold standard**)



Ask, Advise, and Refer (AAR) Model

Connecting Patients to Helpline

Ask, Advise, Refer

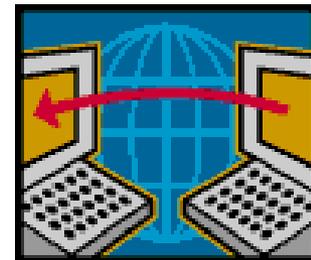
“Please call 1800 NO BUTTS”



Ask, Advise, Connect

“The Helpline will contact you in 1-2 days.”

- Web-based referral
- eReferral (UCs)
- Texting program



www.nobutts.org/referral

nobutts.org/referral/



Welcome to the California Smokers' Helpline Web-Based Referral Service

This system provides health professionals with a quick and easy method for referring their patients/clients who use tobacco to free, clinically proven cessation services.

Simply complete steps 1, 2, and 3 below for each patient you refer, and click "Save." Once the information is received, a Helpline representative will make five attempts to call the patient over one week.

If your parent or referring organization is not listed below, please visit our registration page [here](#).



Important Technical Note: To view this page properly, you must enable Javascript and use one of the following browsers: Firefox, Chrome, or Internet Explorer 10 or above. If you continue to experience technical issues, contact your technical support team or the California Smokers Helpline at (858) 300-1010.

For instructions on how to bookmark this web page on your Android tablet, please click here: <http://www.dummies.com/how-to/content/how-to-bookmark-a-web-page-on-your-android-tablet.html>. For instructions on how to bookmark this web page on your iPad, please click here: <http://www.dummies.com/how-to/content/how-to-use-bookmarks-on-the-ipad.html>.

Thank you for referring your patients/clients to the California Smokers' Helpline!

California Smokers' Helpline Web-Based Referral Registration

Welcome to the California Smokers' Helpline web-based referral registration. This system offers health professionals a quick and easy method for referring their patients who use tobacco to free, clinically proven cessation services.

If you are unable to find your "Parent or Umbrella Organization" or your "Referring Organization" from either of the drop-down lists below, please click "Can't find from list" and complete the required information.

Important Technical Note: To view this page properly, you must enable Javascript and use one of the following browsers: Firefox, Chrome, or Internet Explorer 10 or above. If you continue to experience technical issues, contact your technical support team or the California Smokers Helpline at (858) 300-1010.

You will be notified within 5 business days if your registration is approved.

Thank you for using the Helpline's web-based referral service!

Parent or Umbrella Organization :

Can't find from list

Referring Organization :

Can't find from list

Type of Organization:

Street Address :

City :

State :

Zip Code :

First Name :

Last Name :

Position / Title:

Phone :

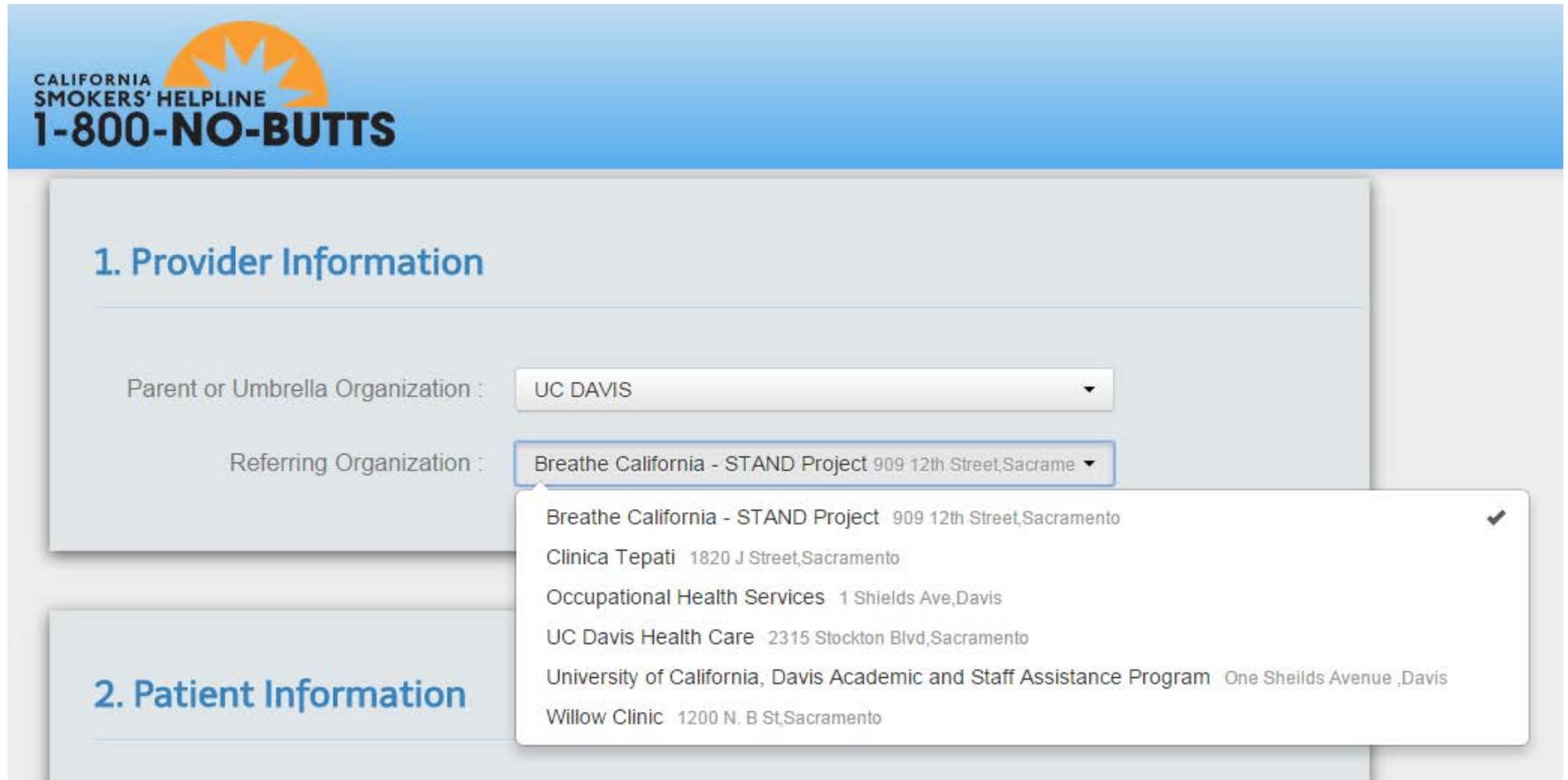
Ext:

Email :

Parent or Umbrella Organization

is part of or is
organization,
for example,
that is part of a
ment or a
m.

Step 1: Select Organization



CALIFORNIA SMOKERS' HELPLINE 1-800-NO-BUTTS

1. Provider Information

Parent or Umbrella Organization : UC DAVIS

Referring Organization : Breathe California - STAND Project 909 12th Street,Sacrame

- Breathe California - STAND Project 909 12th Street,Sacramento ✓
- Clinica Tepati 1820 J Street,Sacramento
- Occupational Health Services 1 Shields Ave,Davis
- UC Davis Health Care 2315 Stockton Blvd,Sacramento
- University of California, Davis Academic and Staff Assistance Program One Shields Avenue ,Davis
- Willow Clinic 1200 N. B St,Sacramento

2. Patient Information

Step 2: Enter Patient Contact Info



2. Patient Information

First Name :

Last Name :

Date of Birth : / /

Phone :

Alternate Phone :

Language : English Cantonese Korean
 Spanish Mandarin Vietnamese

Step 3: Confirm Verbal Consent



3. Patient Consent

Please read the following to the patient or parent/guardian of the patient and check the box to indicate that the patient provides consent:

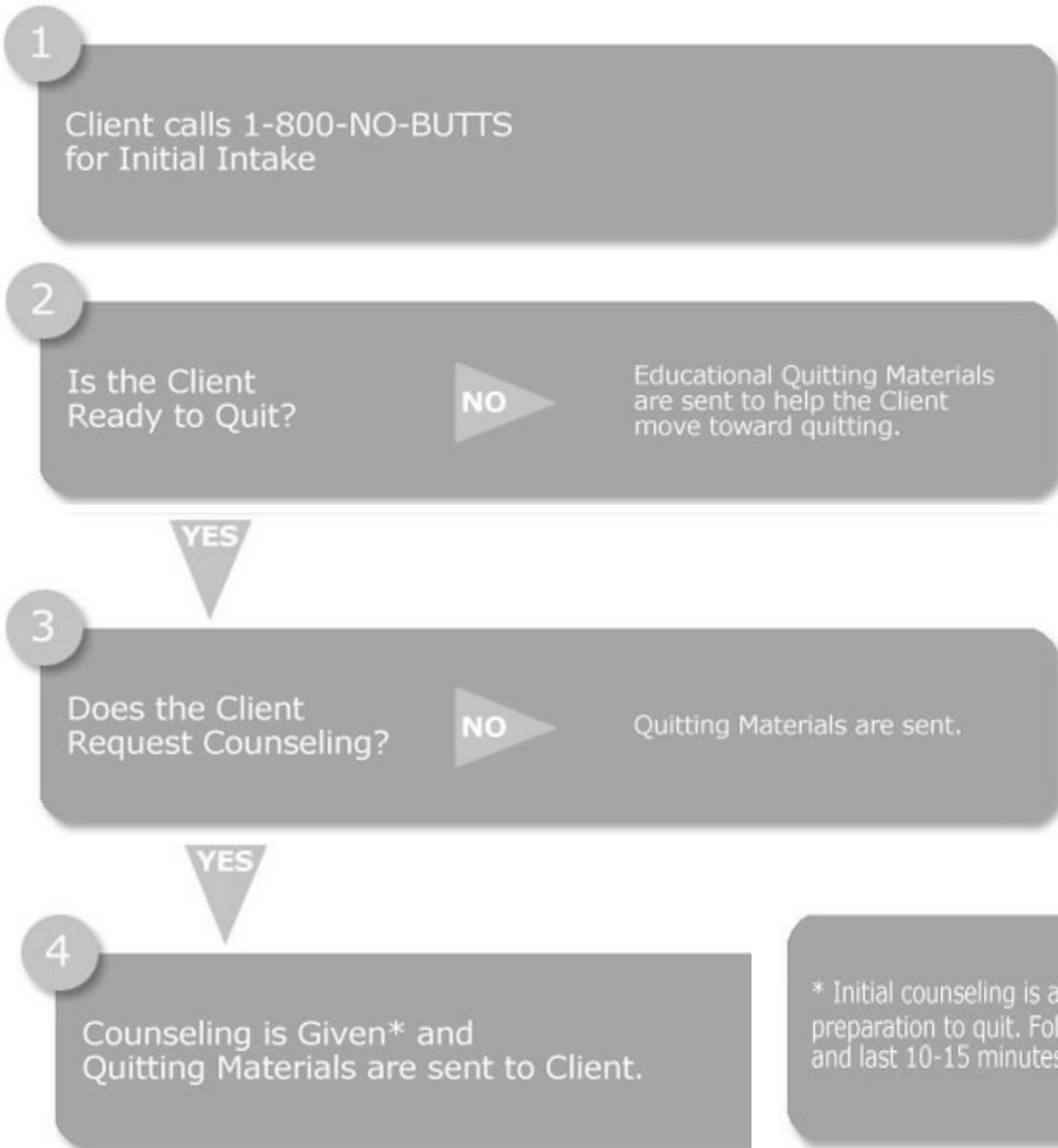
- I give my permission for the above-named organization to share my (or my child's) contact information with the California Smokers' Helpline. I give the Helpline permission to contact me (or my child) to provide help to quit smoking or other tobacco.*

Type the code from image:

42028431

Save

www.nobutts.org



Certificate of enrollment available after completing one counseling session

* Initial counseling is approximately 40 minutes long with a focus on preparation to quit. Follow-up calls are delivered at relapse-sensitive times and last 10-15 minutes. Follow-up calls are focused on relapse prevention.

YouTube Videos



California Smokers' Helpline

Home Videos Playlists Channels Discussion About Q

All activities



California Smokers' Helpline uploaded a video 4 days ago



How to Talk to Your Patients About Quitting Smoking

by California Smokers' Helpline · 4 days ago · 54 views

In this short video, Steve Schroeder, M.D., UCSF Professor of Medicine and Director of the Smoking Cessation Leadership Center, discusses the importance of asking and advising all...



California Smokers' Helpline uploaded a video 4 months ago



Overview of Helpline Services

by California Smokers' Helpline · 4 months ago · 23 views

The California Smokers Helpline offers free services to help you quit smoking in multiple languages-English, Spanish, Cantonese, Mandarin, Korean, and Vietnamese. When you call, a...



California Smokers' Helpline uploaded a video 4 months ago



Easy, Online Referral to Free Tobacco Treatment Program

by California Smokers' Helpline · 4 months ago · 52 views

Listen to Jyothi Marbin, MD, of UCSF Benioff Children's Hospital Oakland, and JoAnne Roy, LVN, of San Francisco General Hospital talk about the California Smokers' Helpline's free, web-based...



California Smokers' Helpline uploaded a video 4 months ago



Free, Evidence-Based Tobacco Treatment for Your Patients

by California Smokers' Helpline · 4 months ago · 5 views

Listen to Dr. Patricia Esselie talk about the benefits of the free, evidence-based, smoking cessation

How to refer & connect in 2 minutes



How the Helpline works



Benefits of Helpline web-based referral



Overview

Medi-Cal Incentives to
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Understand Medi-Cal and Tobacco

Connect to California Smokers' Helpline

Promote Medi-Cal Incentives to Quit Smoking (MIQS)

Evaluate local performance

Promote MIQS



Get our MIQS resources

Distribute MIQS materials: providers & patients

- Direct mail to patients who smoke
- Post materials in exam rooms or common areas
- Include in provider/patient newsletters
- Post MIQS badge/banner on social media

Connect within your county to sustain efforts

- Sacramento, Butte, El Dorado, Stanislaus, San Joaquin, Merced, LA, San Diego, Kern, San Bernadino, Riverside

Find MIQS info & resources

www.nobutts.org/miqs

Medi-Cal Incentives to Quit Smoking (MIQS) Tools for Provider Action



Medi-Cal Incentives to Quit Smoking (MIQS)

Ask about **FREE** patches and \$20 gift card bonus! Call 1-800-NO-BUTTS.

Free Nicotine Patches and Gift Card Incentive for Medi-Cal Members

Quitting smoking just got easier for Medi-Cal members! For a limited time through 2015 or while supplies last, the Medi-Cal Incentives to Quit Smoking (MIQS) Project is offering incentives to eligible Medi-Cal members age 18 and older who want to quit smoking or using other tobacco products. These incentives include free nicotine patches and a \$20 gift card bonus for members who call the [California Smokers' Helpline](#) at 1-800-NO BUTTS and enroll in Helpline counseling.

The nicotine patches and the gift card are mailed directly to the member's home. To be eligible for the \$20 gift card bonus when calling the Helpline, members must have a valid Medi-Cal Beneficiary Identification Card number and complete the first counseling session.

Help Medi-Cal Members Quit Smoking

Ask, Advise, Refer and Motivate:

- 1) **ASK** all patients if they smoke.
- 2) **ADVISE** them to quit smoking to improve their health.
- 3) **REFER** members electronically via the Helpline's web Referral Service for free, telephone-based cessation counseling in [English](#), [Spanish](#), [Vietnamese](#), [Korean](#) and [Chinese](#). Start with two easy steps:

1. First, register your organization at <http://nobutts.org/referral/register.aspx>.
2. Once you are registered and receive confirmation from the Helpline, go to <http://nobutts.org/referral/> to sign up your patients.

- 4) **MOTIVATE** Medi-Cal members to enroll in Helpline counseling by telling them about the free nicotine patches mailed to their homes and \$20 gift card bonus.

To order MIQS posters and postcards in multiple languages, please contact:

Cynthia Vela, MIQS Outreach Specialist, Phone: 916-703-5654, Email: cynthia.vela@dohcs.ca.gov

Sue Kratochvil, Outreach Specialist, Phone: 916-703-5652, Email susan.kratochvil@dohcs.ca.gov.

Sign Up For the MIQS Newsletter Here

[Sign Up Now](#)

This will open in another window

Read the MIQS E-Newsletters:

October 2014

August 2014

July 2014

May 2014

March 2014

January 2014

December 2013

November 2013

October 2013

August 2013

CHS Medi-Cal Smoking Prevalence Data by CA County, Interactive Map 2007 - 2009 California Health Interview Survey (CHIS)

(Click on individual county to view Medi-Cal smoking prevalence data)



MIQS Tools and Materials for Providers

Downloadable materials are for health care providers and social service organizations that serve Medi-Cal members. Materials include fact sheets, frequently asked questions, member outreach flyers, sample newsletter articles and social media messages in six languages; digital and print badges and banners; and Helpline materials order forms.

If you have questions about the Medi-Cal Incentives to Quit Smoking Project, contact:

Cynthia Vela, MIQS Outreach Specialist, Phone: 916-703-5654, Email: cynthia.vela@dohcs.ca.gov

Sue Kratochvil, Outreach Specialist, Phone: 916-703-5652, Email susan.kratochvil@dohcs.ca.gov

Webinars: Follow the link below to download and view a MIQS webinar.

WEBINAR: "Get in the MIQS - The Medi-Cal Incentives to Quit Smoking Project (MIQS)" Presented by Dr. Elisa Tong, MIQS Outreach Principal Investigator, this webinar explains the links between tobacco use and diabetes, provides an overview of the MIQS Project and the easy action steps to have the Helpline proactively contact and follow-up with your patients, and information about the incentives (free nicotine patches) that Medi-Cal patients can have mailed to them.

The Medi-Cal Incentives to Quit Smoking (MIQS) Project is funded by the California Department of Health Care Services through a grant from the Centers for Medicare and Medicaid (CMS), as part of the Medicaid Incentives for the Prevention of Chronic Disease (MIPCD) Program, under the Affordable Care Act. Some conditions apply, while supplies last.

Connect With Us:



Files

- [MIQS Post Street 08_25_14 \(999 KB\)](#)
- [MIQS Priority Asses Questions 08_25_14 \(329 KB\)](#)
- [MIQS Helpline Posters Six Languages \(3.4 MB\)](#)
- [MIQS Postcards Six Languages \(1.45 MB\)](#)
- [MIQS Provider Newsletter Sample Articles, Web Badges and Banners 08_25_14 \(1.63 MB\)](#)
- [MIQS Outreach Tools for Provider Action 07_23_14 \(5.78 MB\)](#)

MIQS eNewsletter

News from Medi-Cal Incentives to Quit Smoking Project

California Department of Health Care Services

To: elisa.tong@ucdmc.ucdavis.edu

[Visit our Website!](#)



Medi-Cal Incentives to Quit Smoking (MIQS)

Ask about **FREE** patches and \$20 gift card bonus! Call 1-800-NO-BUTTS.

News from Medi-Cal Incentives to Quit Smoking October 2014

Dear MIQS Partners,

The Medi-Cal Incentives to Quit Smoking (MIQS) Project thanks you for your ongoing support to help Medi-Cal members quit smoking. Thousands of Medi-Cal members have received free nicotine patches and \$20 gift cards with your help. Read more in this issue about our collaborations with health plans, and our new resources available to distribute to your patients and clients. Happy Fall!



Medi-Cal Calls to the Helpline Spiked in Summer 2014

The total number of Medi-Cal callers to the Helpline continues to increase substantially, with more than **65,000** total calls received by the end of September 2014. The 2014 total is a significant increase from the 55,000 calls received in 2013.

POSTCARDS and POSTERS

- English/Spanish
- Chinese (traditional/simplified)
- Vietnamese/Korean

Contact: cynthia.vela@dhcs.ca.gov

Medi-Cal Members: Special Offer to Help You Quit Smoking.



FREE
Nicotine Patches
Ask for a \$20 Gift Card Bonus*

Call the California Smokers' Helpline for free tips and a quit plan.

1-800-NO-BUTTS

When you call, have your Medi-Cal ID card ready.

CALIFORNIA SMOKERS' HELPLINE
1-800-NO-BUTTS

*Some conditions apply. One gift card per person, per year. While supplies last.
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www.NoButts.org/Medi-Cal



Miembros de Medi-Cal: Oferta Especial para Dejar de Fumar.



Parches de Nicotina GRATUITOS
Pida una tarjeta de regalo de \$20 dólares*

Llame a la Línea de Ayuda para recibir consejos gratuitos y un plan para dejar de fumar.

1-800-45-NO-FUME

Quando llame, tenga su tarjeta de Medi-Cal disponible.

LINEA DE AYUDA PARA FUMADORES DE CALIFORNIA
1-800-45-NO-FUME

*Algunas restricciones aplican. Una tarjeta por persona por año.
Oferta válida hasta agotar existencias.
© 2014 UCSD. Financiado por CMS. MIQS2-02/14

www.NoButts.org/Spanish/Medi-Cal



醫療白卡會員：我們為你提供特別的戒煙服務。



免費
的戒煙貼片
查詢20元的禮物卡*

想獲得免費的戒煙資料及訂個戒煙計劃，請即致電華語戒煙專線：

1-800-838-8917

來電時，請先預備好你的醫療白卡。

華語戒煙專線
1-800-838-8917

*因條件所限，每會員每年只可以獲得一張禮物卡，送完即止。
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www.NoButts.org/Chinese/Medi-cal



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www.NoButts.org/Medi-Cal



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*Some conditions apply. One gift card per person, per year. While supplies last.
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www.NoButts.org/Medi-Cal



Tailored Materials: Native American, African American, Pacific Islander, LGBT

Medi-Cal Members: Special Offer to Help You Quit Smoking.



FREE
Nicotine Patches
Ask for a \$20 Gift Card Bonus*



Call the California Smokers' Helpline for free tips and a quit plan.
1-800-NO-BUTTS

When you call, have your Medi-Cal ID card ready.

CALIFORNIA SMOKERS' HELPLINE
1-800-NO-BUTTS

*Some conditions apply. One gift card per person, per year. While supplies last.
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www.NoButts.org/Medi-Cal




When did smoking become part of us?

Poster

Thousands of Medi-Cal members are

QUITTING SMOKING
You can too! We can help.



FREE Nicotine Patches
and \$20 Gift Card Bonus*



Call the California Smokers' Helpline today!
1-800-NO-BUTTS

When you call, have your Medi-Cal ID card ready.
Nicotine patches are mailed directly to your home.
Remember to ask about the gift card bonus.

CALIFORNIA
SMOKERS' HELPLINE
1-800-NO-BUTTS

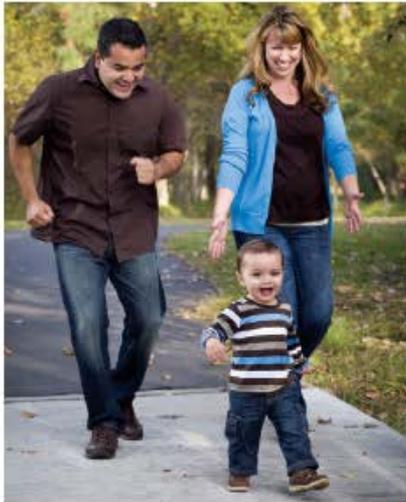


*Some conditions apply. One gift card per person. While supplies last.
Medi-Cal managed care plans may offer additional tobacco cessation services.
© 2015 UCSD. Made possible by a grant from the Centers for Medicare & Medicaid Services.

For more information visit:
www.NoButts.org/Medi-Cal

Promo Codes to Track Mailings

Medi-Cal Members: Special Offer to Help You Quit Smoking.



FREE
Nicotine Patches

Ask for a \$20 Gift Card Bonus*
(Promo Code 55)



Call the California Smokers' Helpline for free tips and a quit plan.

1 - 800 - NO - BUTTS

When you call, have your Medi-Cal ID card ready.

CALIFORNIA
SMOKERS' HELPLINE
1-800-NO-BUTTS

*Some conditions apply. One gift card per person, per year. While supplies last.

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www.NoButts.org/Medi-Cal



“Nicotine patch” stickers

FREE
Nicotine Patches
Mailed to Medi-Cal
Members
1-800-NO-BUTTS



Button & Badge Links to Patient Page www.nobutts.org/medi-cal



Medi-Cal Incentives to Quit Smoking (MIQS)
Ask about **FREE** patches and \$20 gift card bonus! Call 1-800-NO-BUTTS.

Medi-Cal Incentives to Quit Smoking (MIQS)



Ask about **FREE** patches and \$20 gift card bonus!
Call 1-800-NO-BUTTS.



California Smokers' Helpline

1-800-NO-BUTTS

Medi-Cal Members:
You Can Quit Smoking. We Can Help.



Free telephone support
The California Smokers' Helpline can help you quit smoking or other tobacco use. We have trained, caring professionals who will work with you to create a plan and stick to it.
Call 1-800-NO-BUTTS or click [here](#) to sign up online.

Free patches through the Helpline
Medi-Cal members can now obtain [free nicotine patches](#) directly from the Helpline. Research has shown that smokers who use counseling AND a quitting aid are more likely to quit for good. If you're eligible, the Helpline will send you a free 4-week supply of patches.

Bonus \$20 gift card offer
While supplies last, you may receive a [free \\$20 gift card bonus](#) for calling the Helpline. To be eligible, you must have a Medi-Cal ID card number, request the gift card when you call, and complete a counseling session to help you quit.

Getting quitting aids from your pharmacy
Medi-Cal members can also get quitting aids from their pharmacy. First, ask your doctor if a quitting aid is right for you and get a prescription. Three quitting aids are on the Medi-Cal Contract Drug List

• NicoDerm CQ® patches release a steady stream of nicotine into your body through your skin. They

Home
Language Services Available
Client Processing
Coverage
Promotional Materials
Newsletter
Local Tobacco Cessation Resources
Links
Partnerships
NoButts blog
About Us

Major funding for the California Smokers' Helpline provided by:



Provider Quitkit: Pg 1-2



The Provider Quitkit California Smokers' Helpline and the Medi-Cal Incentives to Quit Smoking Project

As a health care provider, you are the key to your patient's success! Quitting smoking is the single most important step your patients can take to improve their health. Referring your patients to the [California Smokers' Helpline](http://www.nobutts.org) at 1-800-NO-BUTTS can double their chances of quitting successfully.

This kit contains a list of smoking cessation resources, links to Helpline videos that help you talk to your patients about quitting smoking, a tobacco cessation guide for health professionals, links to the Web-Based Referral Service, and information on how to order free materials.

Resources

The California Smokers' Helpline
1-800-NO-BUTTS
www.nobutts.org
<https://www.facebook.com/nobutts.org>
www.nobutts.org/registerreferral

CSH Videos
[How to Talk to Your Patients About Quitting Smoking](#)
[Easy, Online Referral to Tobacco Treatment Program](#)

The Medi-Cal Incentives to Quit Smoking Project
www.nobutts.org/miqs and www.nobutts.org/med-cal

California Tobacco Control Program
<http://www.cdph.ca.gov/Programs/Tobacco/Pages/default.aspx>

California Department of Healthcare Services
<http://www.dhcs.ca.gov/Individuals/Pages/QuitSmoking.aspx>
https://www.facebook.com/DHCSWelltogether/app_200268356784986

TobaccoFreeCA
<http://www.tobaccofreeca.com/>
<https://www.facebook.com/TobaccoFreeCA>

UC Quits
www.ucquits.com

REFER YOUR PATIENTS

Quickly and Easily to Evidence-Based Tobacco Dependence Treatment



Free Web-Based Referral Service

The California Smokers' Helpline's web-based referral service offers busy health professionals a quick and easy method for referring their patients who smoke to free, evidence-based cessation services:

- Quick, easy, and convenient to use
- System issues email confirmation when referral has been received
- Once a referral is received, a Helpline representative will make five attempts to call the patient over one week
- Aggregate reports of referral disposition are also available upon request

Why Refer Patients to the Helpline?

Asking and advising patients to quit is not just good patient care—it can increase the chance that a smoker will make a quit attempt. And studies have shown that smokers who use Helpline counseling are twice as likely to quit as those who don't.

According to the U.S. Public Health Service *Treating Tobacco Use and Dependence: Clinical Practice Guideline, 2008 Update*, "Telephone quitline counseling is effective with diverse populations and has broad reach. Therefore, both clinicians and health care delivery systems should ensure patient access to quitlines and promote quitline use."

Register Now

To register for our free online referral service, visit www.nobutts.org/referral/register.



Moore UCSD Cancer Center, 9500 Gilman Drive, #0905, La Jolla CA 92093-0905, T: 858-305-1013, F: 858-305-1096 www.NoButts.org
This material made possible by funds received from the California Department of Public Health and from First 5 California.

Provider Quitkit: Pg 3-4



Free Services from the California Smokers' Helpline

Established in 1992 by researchers at the University of California San Diego, Moores Cancer Center and proven in clinical trials to double a smoker's chance of success, the California Smokers' Helpline offers the following free services over the phone:

- 30-minute session with a trained specialist to develop a quit plan, self-help materials, referral to local cessation programs, and up to five follow-up sessions
- All services and materials available in English, Spanish, Korean, Vietnamese, Mandarin and Cantonese
- Specialized services provided for pregnant smokers, tobacco chewers and teens
- Some Helpline callers are eligible for free nicotine patches, sent directly to their home
- Medi-Cal members may qualify for special incentives to quit
- Text messaging program available at www.nobutts.org
- Open Monday to Friday, 7 a.m. to 9 p.m., and Saturdays and Sundays, 9 a.m. to 5 p.m.

Take the Next Step



Order free patient materials at www.nobutts.org



Learn more about our free, evidence-based tobacco cessation services at www.nobutts.org



Register for our free, online referral service www.nobutts.org/referral/register

CALIFORNIA SMOKERS' HELPLINE
1-800-NO-BUTTS

Moores UCSD Cancer Center, 1650 Gilman Drive, #0903, La Jolla CA 92093-0903, T: 858-300-1033, F: 858-300-1090, www.Nobutts.org
This material made possible by funds received from the California Department of Public Health and from First 5 California.

California Smokers' Helpline
1-800-NO-BUTTS

HELP YOUR PATIENTS QUIT SMOKING
A GUIDE FOR HEALTH PROFESSIONALS
(Cut out then fold this pocket guide along the dashed lines.)

YOU ARE KEY TO YOUR PATIENTS' SUCCESS!

Remember, every quit attempt brings a smoker closer to quitting for good.
YOU succeed every time you encourage a smoker to quit.

ADVISE

Tobacco users to quit.

Your advice **doubles the chance** that your patients will make a quit attempt.*

1-800-NO-BUTTS

Operated by Moores UCSD Cancer Center

FREE Cessation Services Include:

- Self-help materials
- Referral to local services
- Telephone counseling

* Up to 6 one-on-one counseling sessions to help patients create a plan and stick to it.
* Specialty or services available for teens, tobacco chewers, and pregnant smokers.

ASK

Every patient at every visit:

"Do you smoke?"

REFER

Your patients to **1-800-NO-BUTTS.**

LET THEM KNOW:

"You can double your chances of quitting successfully by calling 1-800-NO-BUTTS."

All services are FREE

ORDER FREE PATIENT MATERIALS AT
WWW.NO-BUTTS.ORG

7 Suggestions for Clinical Use of Pharmacotherapies for Smoking Cessation (The information contained within this table is not comprehensive)

PHARMA CATEGORICAL	DRUG EFFECTS	DO SAGE	ADVERSE	CONTRAINDICATIONS
Nicotine Patches	Local skin reaction; Irritation	21 mg/24 hours 14 mg/24 hours 7 mg/24 hours	6-8 weeks 1 week 1 week	Nicotinic CD, DTIC Caution: TB & DTIC
Nicotine Gum	Mouth sores; Dyspepsia	4-24 mg/24 hours 2 mg gum, 170 mg trans-ester 2 mg/24 hours 2 mg gum, 170 mg trans-ester 2 mg/24 hours	Up to 12 weeks	Nicotinic CD, DTIC Diabetes & various heart
Nicotine Inhaler	Nausea; Irritation	4-12 mg/24 hours 170 mg trans-ester 2 mg/24 hours	2-6 weeks	Nicotinic CD, DTIC
Nicotine Transdermal System	Local irritation of skin; Skin redness; Itching	0-55 mg/24 hours 170 mg trans-ester 2 mg/24 hours	Up to 6 months	Nicotinic CD, DTIC
Nicotine Lozenge	Mouth sores; Local irritation of skin; Nausea	2 mg/24 hours 170 mg trans-ester 2 mg/24 hours	12 weeks	Caution: Caution: DTIC
Bupropion SR [®]	Irritation; Headache; Nausea; Dizziness; Dry mouth	150 mg every morning for 3 days, then 150 mg twice daily. (Significantly increased 2 weeks post-quit)	7-12 weeks 1 week 6 months	Severe, Genetic: TB
Varenicline [®]	Nausea; Headache; Irritation; Fatigue; Vomiting	0.5 mg once a day for 1-2 days, then 0.5 mg twice daily (10 mg in 10 mg increments 1 week post-quit)	12 weeks 12 weeks 12 weeks	Caution: TB

© 2013 This material made possible by funds received from the California Department of Public Health.

Provider Quitkit: Pg 5-6



Medi-Cal Incentives to Quit Smoking (MIQS)

Ask about **FREE** patches and \$20 gift card bonus! Call 1-800-NO-BUTTS.

General Fact Sheet

BACKGROUND

Smoking is a risk factor for the development of heart disease, lung disease, cancer, and type 2 diabetes. Medi-Cal members are at risk of these diseases because they smoke at higher rates than non-members. The Medi-Cal Incentives to Quit Smoking (MIQS) Project aims to reverse these trends and motivate smoking cessation by incentivizing attempts to quit smoking. The California Smokers' Helpline is a free telephone-based counseling service operated by the University of California, San Diego.

HOW THE INCENTIVE WORKS FOR MEMBERS

For a limited time through 2015 or while supplies last, the MIQS Project is offering free nicotine patches and a \$20 gift card bonus to members who call the Helpline and enroll in counseling. Medi-Cal members age 18 and over who smoke are eligible. To receive the nicotine patches and \$20 gift card bonus, the member must have a valid Medi-Cal Beneficiary Identification Card number and complete the first counseling session.

HERE'S WHAT YOU CAN DO TO HELP MEMBERS QUIT SMOKING

1) **ASK** all Medi-Cal members if they smoke; 2) **ADVISE** them to quit smoking; 3) **REFER** members who smoke to the Helpline at 1-800-NO-BUTTS or www.nobutts.org/referral. Cessation counseling is available in English, Spanish, Vietnamese, Korean, and Chinese; and 4) **MOTIVATE** members to call by telling them about the free nicotine patches and \$20 gift card bonus.

Helpline Launches Web-Based Referrals

The California Smokers' Helpline just made it easier for health professionals to refer their patients who smoke to the Helpline for free, evidence-based, tobacco cessation services in multiple languages. Health professionals can now register online at www.nobutts.org/referral/ for the Helpline's new free, web-based referral service. Once approved, it's easy and convenient to refer patients who want to quit smoking with the Helpline's online referral service: 1) select the provider name from the drop-down menu; 2) enter the patient's name, date of birth, phone number and preferred language; 3) obtain patient consent; and 4) click save!

Free, Effective Help for Smokers
Our new web-based referral service makes it easy to refer clients to free, evidence-based cessation counseling.
Powered by the California Department of Public Health and Food & Nutrition

For more information, visit www.nobutts.org/miqs or contact:

Cynthia Vela, Outreach Specialist
Email: Cynthia.Vela@dhs.ca.gov

Susan Kratochvil, Outreach Specialist
Email: Susan.Kratochvil@dhs.ca.gov

*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, per year, while supplies last. Medi-Cal Managed Care plans may offer additional tobacco cessation services.



Medi-Cal Incentives to Quit Smoking (MIQS)

Ask about **FREE** patches and \$20 gift card bonus! Call 1-800-NO-BUTTS.

ORDER NOW

FREE Postcards and Posters for your Office

Medi-Cal Members: Special Offer to Help You Quit Smoking.

FREE
Nicotine Patches
Ask for a \$20 Gift Card Bonus*

Call the California Smokers' Helpline for free tips and a quit plan.
1-800-NO-BUTTS

When you call, have your Medi-Cal ID card ready.
*Remember to ask about the gift card bonus.
www.nobutts.org/miqs

Miembros de Medi-Cal: Oferta Especial para Dejar de Fumar.

Parches de Nicotina GRATUITOS
Pida una tarjeta de regalo de \$20 dólares*

Lláme a la Línea de Ayuda para recibir consejos gratuitos y un plan para dejar de fumar.
1-800-45-NO-FUMAR

Cuando llame, tenga su tarjeta de Medi-Cal disponible.
*Recuerde preguntar por el bono de regalo.
www.nobutts.org/miqs

Thousands of Medi-Cal members are

QUITTING SMOKING
You can too! We can help.

FREE Nicotine Patches
and \$20 Gift Card Bonus*

Call the California Smokers' Helpline today!
1-800-NO-BUTTS

When you call, have your Medi-Cal ID card ready.
Nicotine patches are mailed directly to your home.
Remember to ask about the gift card bonus.
www.nobutts.org/miqs

Postcards and Posters are available in English, Spanish, Chinese, Korean and Vietnamese.

To order materials sent to your office: Email: Cynthia.Vela@dhs.ca.gov

For more information and to order MIQS materials online visit www.nobutts.org/miqs

Overview

Medi-Cal Incentives to
Quit Smoking (MIQS)



Ask about **FREE** patches
and \$20 gift card bonus!
Call 1-800-NO-BUTTS.

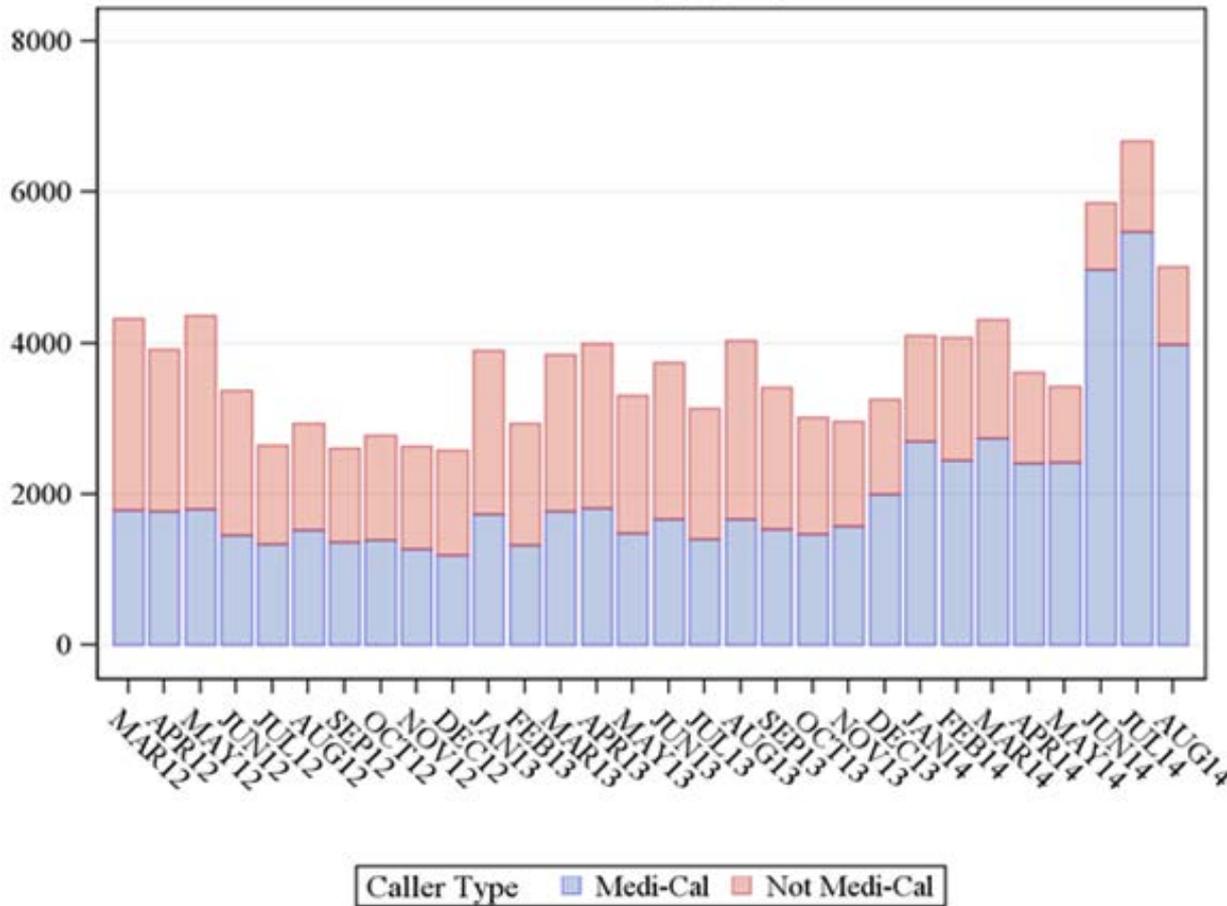
Understand Medi-Cal and Tobacco

Connect to California Smokers' Helpline

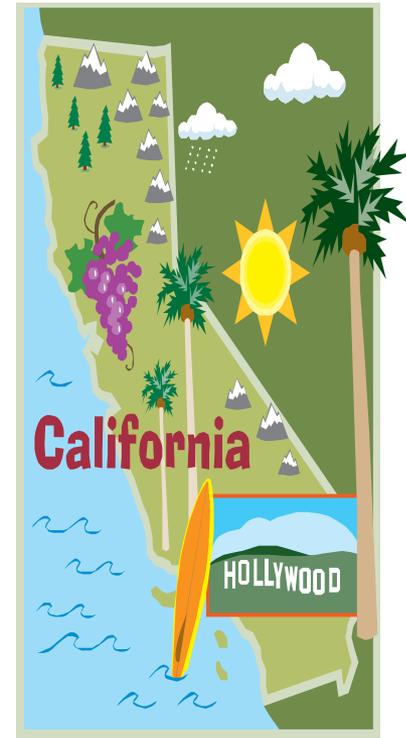
Promote Medi-Cal Incentives to Quit Smoking (MIQS)

Evaluate local performance

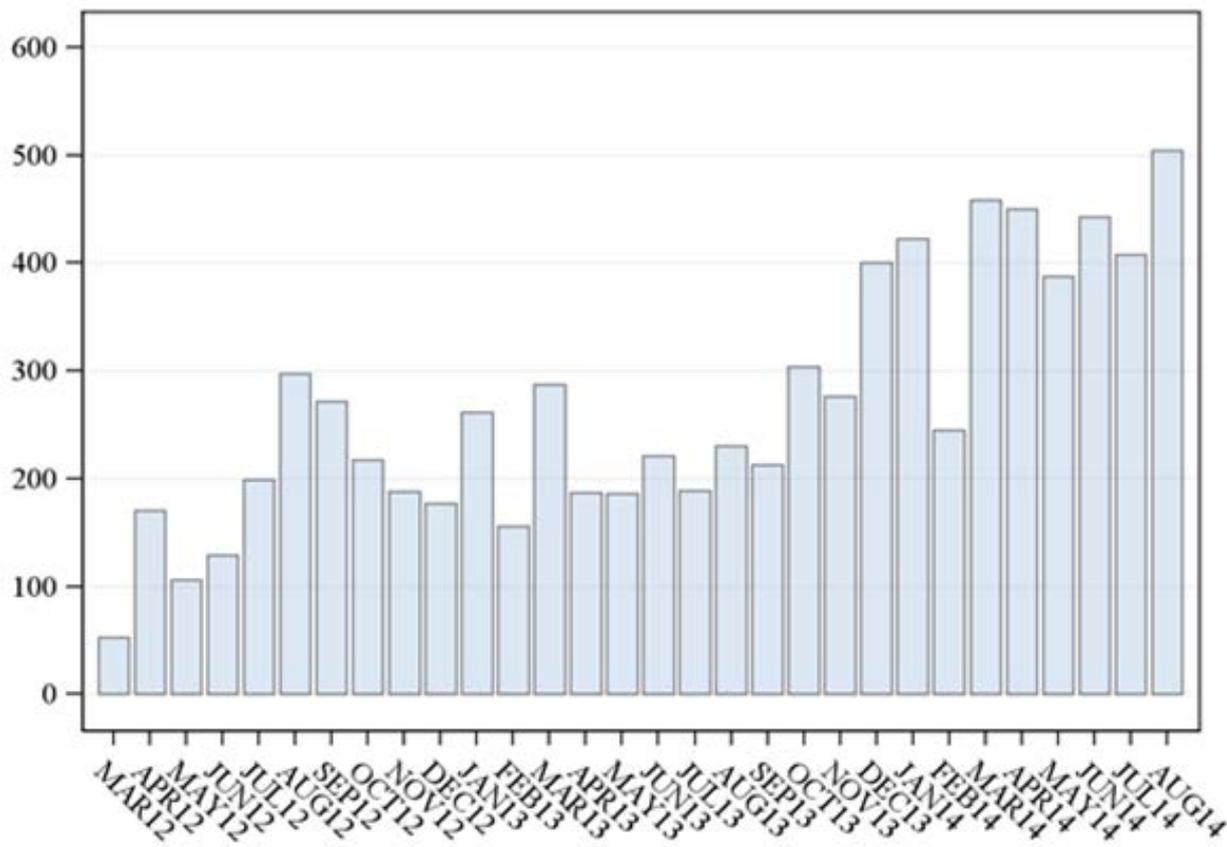
Increasing Medi-Cal Calls among All Helpline Calls



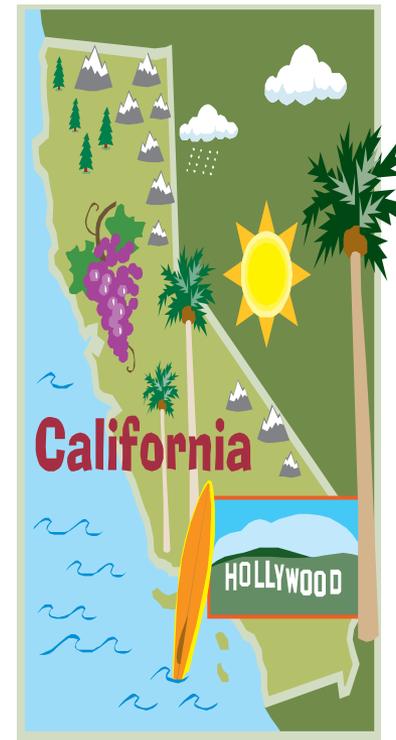
66,420
Medi-Cal callers



12.5% Medi-Cal Callers Asked for \$20 Incentive

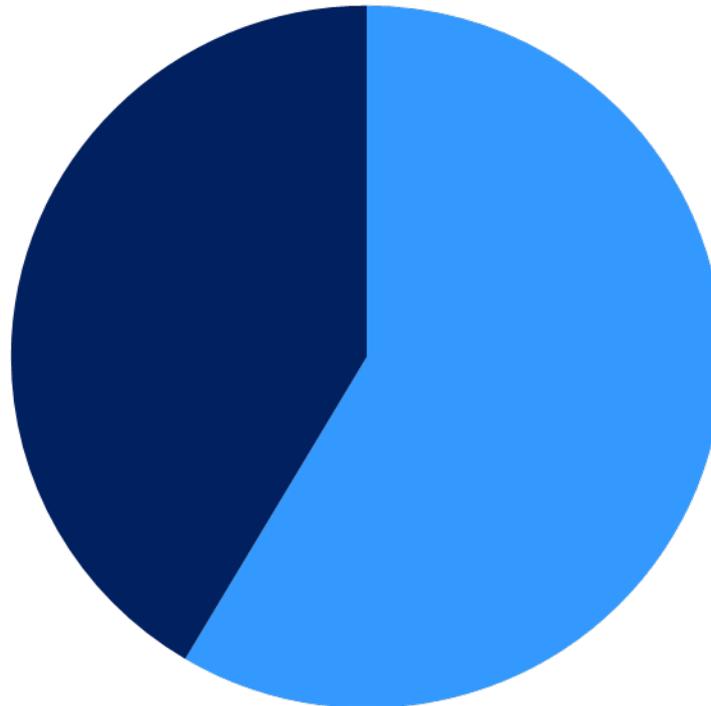


8305
Medi-Cal callers



58.5% Medi-Cal Callers Nicotine Patch Incentive

Nicotine patch since 9/13



■ Nicotine patch ■ No patch

23,699
Medi-Cal callers



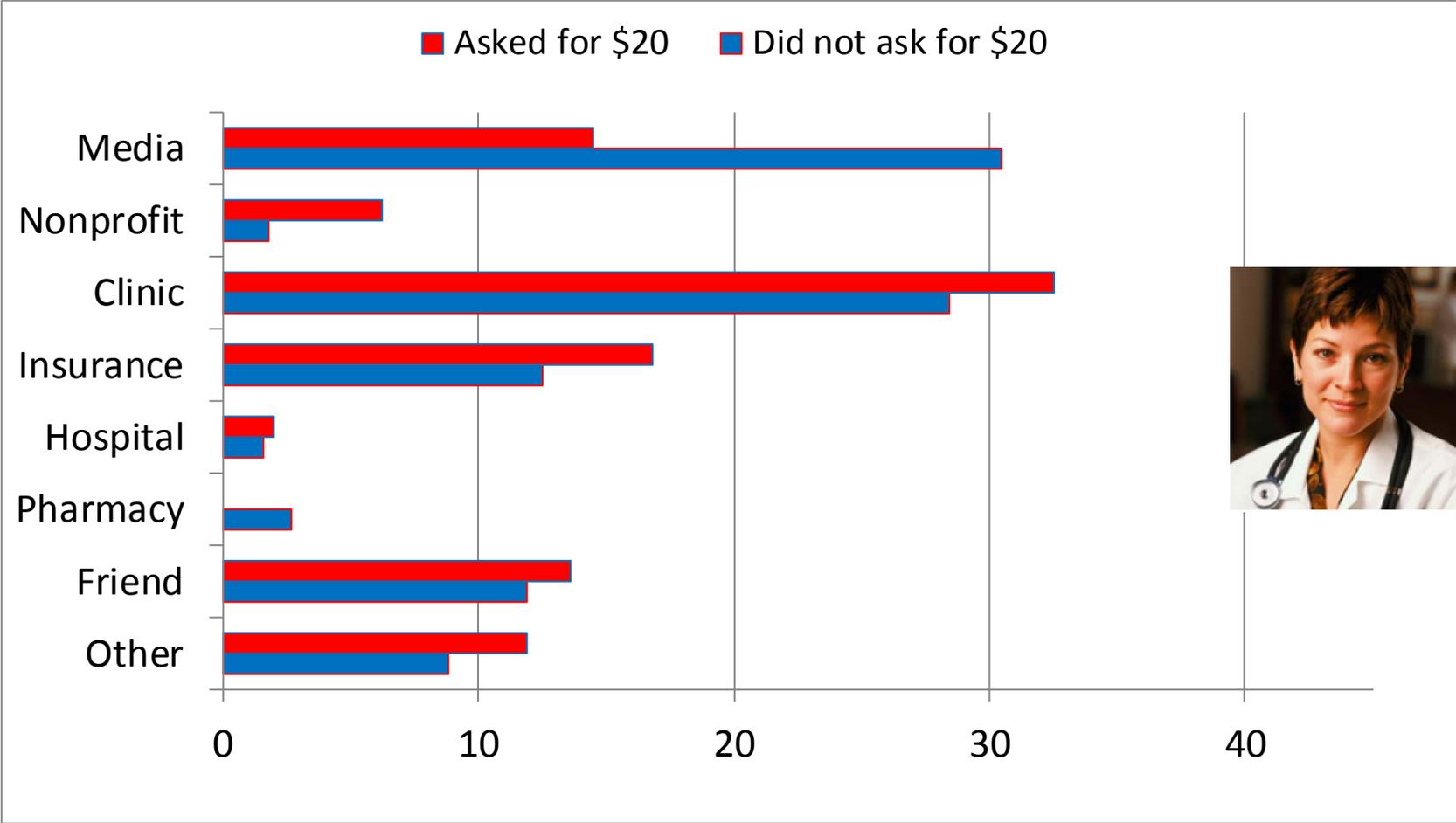
MIQS Caller Data Trends

- Women (60%)
- 45-64 years old (55%)
 - 25-44 years old(33%)
- English-speaking (95%)
- African American
 - (30% ask \$20 vs. 19% do not ask \$20)
- Chronic disease (50%)
- LGBT (6%)



Referral Source for Medi-Cal Calls

(Total %) 3/12-10/14



Two Medi-Cal Managed Care Plans: Direct Mailing to Smokers

Attention Medi-Cal Members:
READY TO STOP SMOKING?



Do you currently smoke?

Are you ready to quit?

Earn a \$20 gift card when you call to get help.

Read below to find out how!

The California Department of Health Care Services has partnered with other public health agencies to offer a special limited-time offer to Medi-Cal members interested in quitting smoking.

Who: Sacramento County Medi-Cal members who currently smoke

What: \$20 gift card* is given to those who call for help to quit smoking

When: This is a limited time offer. Call today!

How: ✓ Call the California Smokers' Helpline

English: 800.662.8887
Cantonese: 800.838.8917
Korean: 800.556.5564
Mandarin: 800.838.8917
Spanish: 800.456.6386
TDD/TYY: 800.933.4833
Vietnamese: 800.778.8440

- ✓ Have your Medi-Cal ID ready
- ✓ Talk to a friendly person to start your free "stop smoking plan"
- ✓ Ask for the \$20 gift card*

Medi-Cal Members: Special Offer to Help You Quit Smoking.



FREE
Nicotine Patches

Ask for a \$20 Gift
Card Bonus*



Call the California Smokers' Helpline
for free tips and a quit plan.

1-800-NO-BUTTS

When you call, have your Medi-Cal ID card ready.



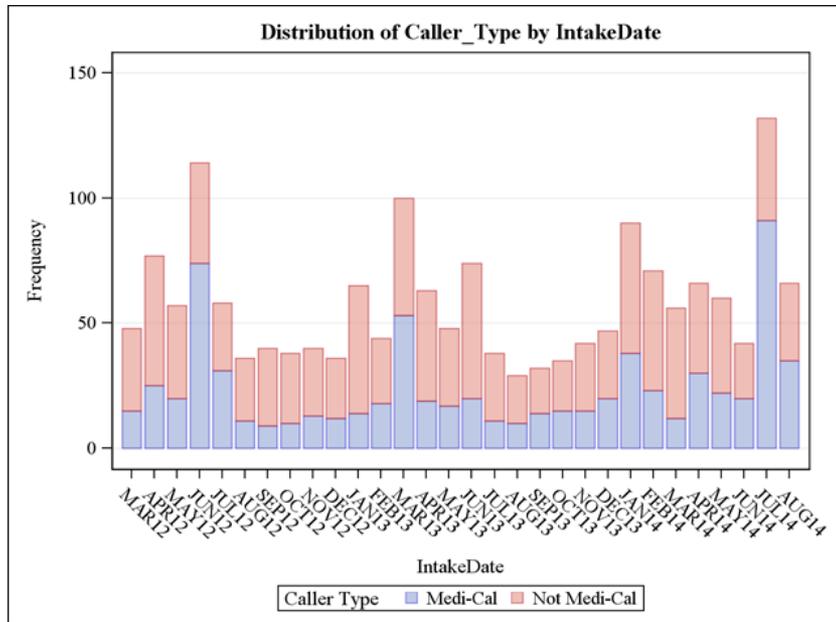
*Some conditions apply. One gift card per person, per year. While supplies last.
© 2014 UCSD. Funded by CMS. MICS2-0214



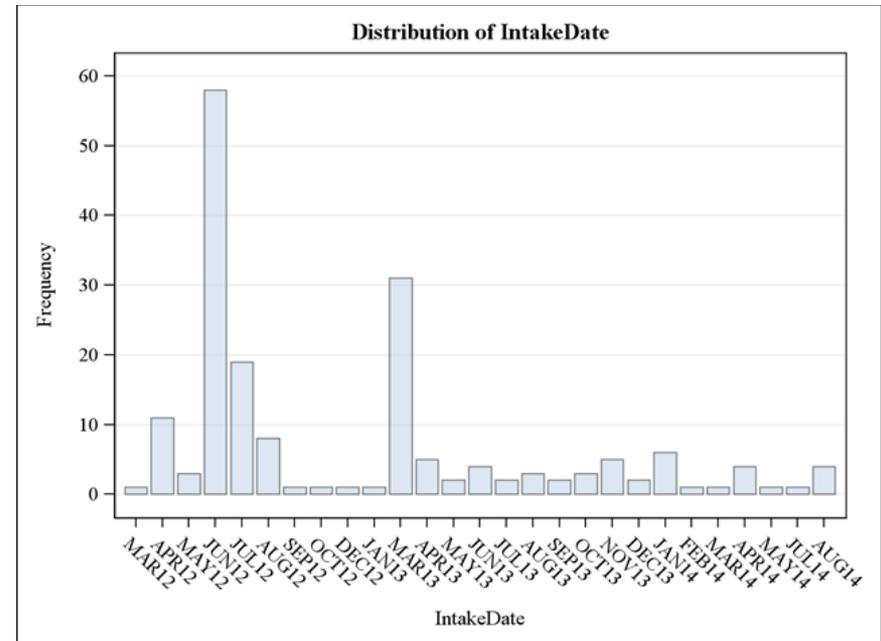
www.NoButts.org/Medi-Cal

Increase in Kaiser North Medi-Cal Calls after Kaiser Mailings (2012, 2013) & JvR

Call increases after direct mailings



Ask for \$20 increased in 2012 & 2013



* June JvR direct mailing only promoted nicotine patch incentive

Molina Mailing to 20,000 Smokers

Identified by ICD-9 code



Languages

- English: 17,182
- Spanish: 1,291
- Vietnamese: 111
- Korean: 7
- Chinese: 2
- Other (English): 977

Row Labels	Members	%/County
IMPERIAL	198	1%
LOS ANGELES	2,803	14%
RIVERSIDE	1,620	8%
SACRAMENTO	5,355	27%
SAN BERNARDINO	2,506	13%
SAN DIEGO	7,067	36%
Grand Total	19,549	100.00%

Medi-Cal Members: Special Offer to Help You Quit Smoking.

FREE
Nicotine Patches
Ask for a \$20 Gift Card Bonus*

Call the California Smokers' Helpline for free tips and a quit plan.
1-800-NO-BUTTS

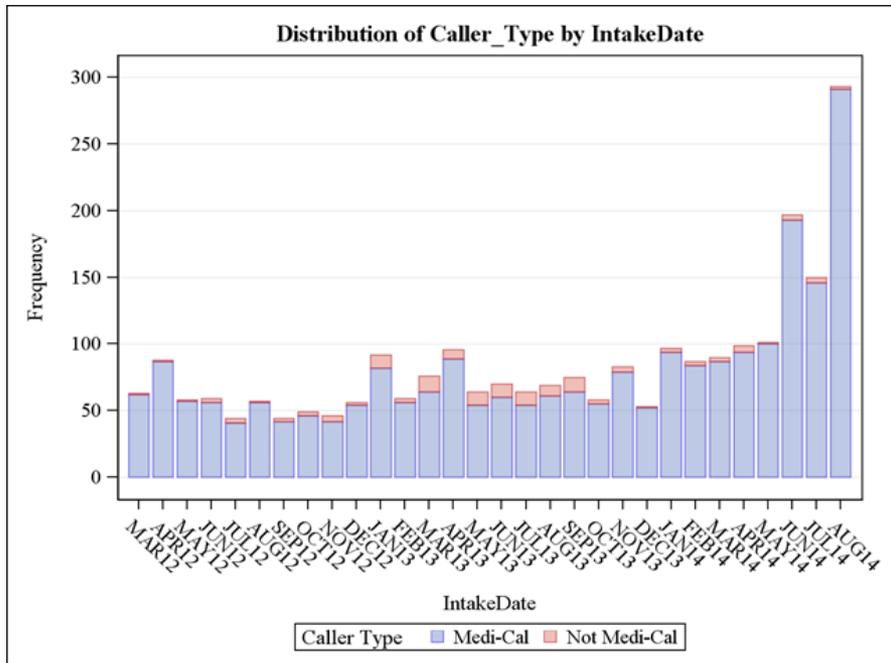
When you call, have your Medi-Cal ID card ready.

CALIFORNIA SMOKERS' HELPLINE 1-800-NO-BUTTS

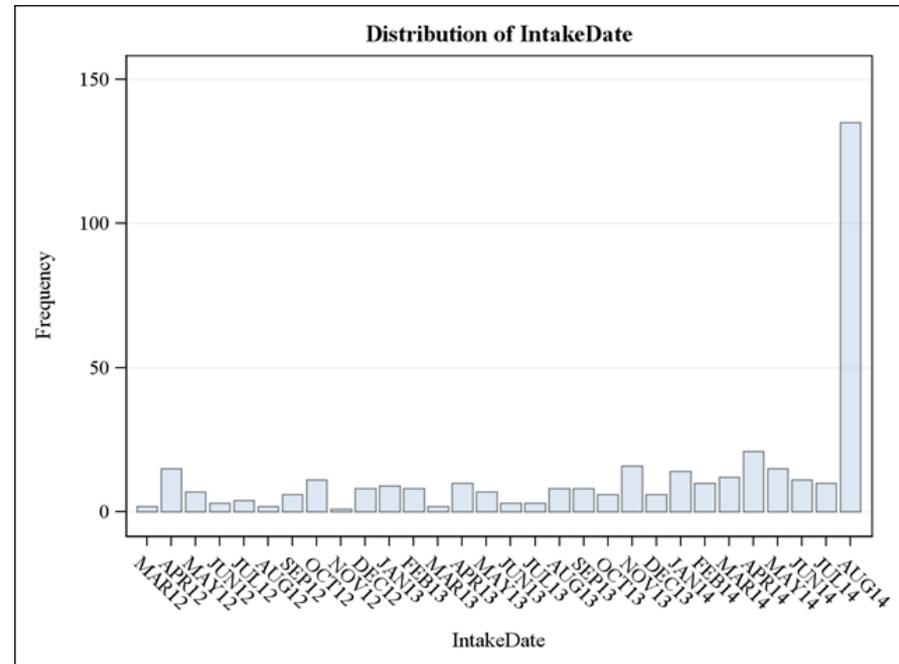
*Some conditions apply. One gift card per person, per year. While supplies last. © 2014 UCSD. Funded by CMS. MIQ52-02/14 www.NoButts.org/Medi-Cal

Molina Medi-Cal Calls After Direct Mailings

Call increases after June and August



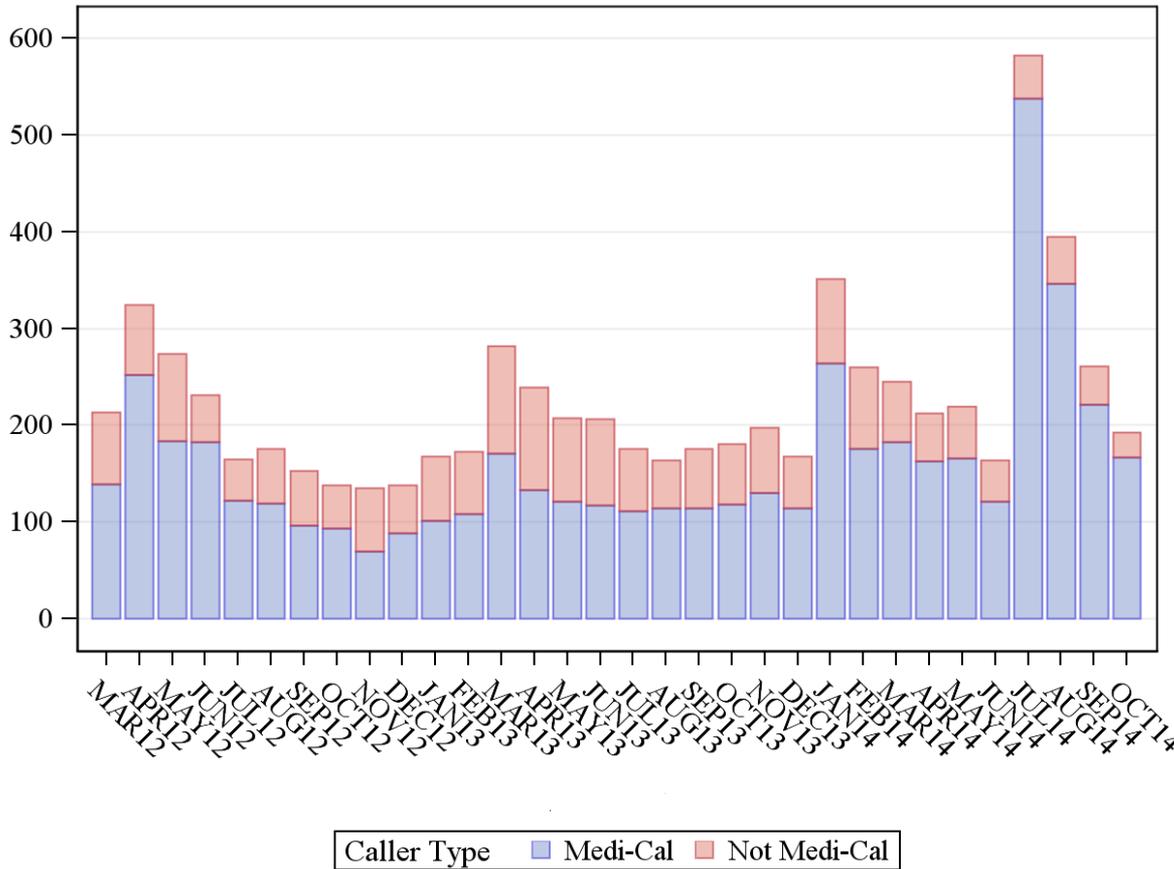
Ask for \$20 increased in August



* June JvR direct mailing only promoted nicotine patch incentive

Sacramento County Medi-Cal Calls

(3/12-10/14)

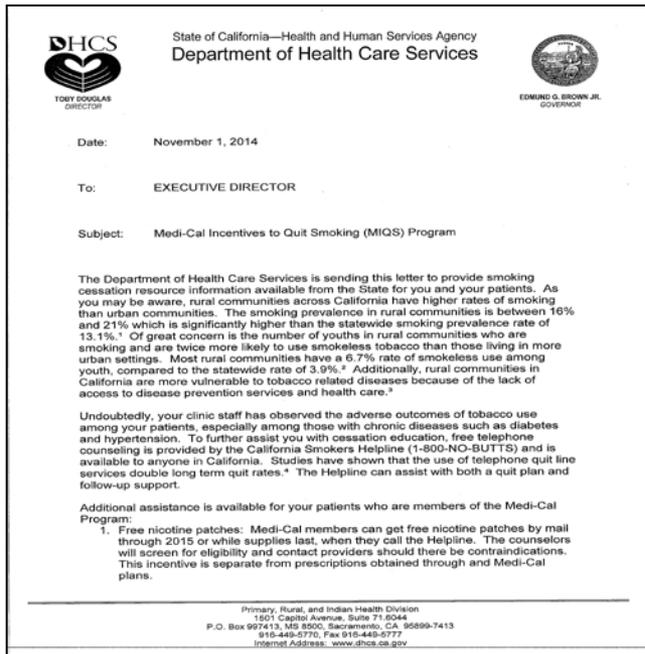


5029 Medi-Cal callers

- 1016 ask for \$20
- 1602 nicotine patches



MIQS Mailing: Rural Health Providers



- Early December 2014
- 50 MIQS postcards with promo tracking codes
 - 1200 rural health clinics
 - 50 small rural hospitals
 - >5M in rural, 14% CA
- Partnership
 - DHCS Division of Rural and Primary Care & California Rural Indian Health Board (CRIHB)

Medi-Cal Members: Special Offer to Help You Quit Smoking.

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Nicotine Patches

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CALIFORNIA SMOKERS HELPLINE
1-800-NO-BUTTS

www.NoButts.com/Medi-Cal

Ideas for Provider Evaluation

- Helpline referral reports
- Meaningful Use tobacco status measure & tobacco cessation measure
- Joint Commission hospital tobacco measure
- DSRIP tobacco measure
- Maintenance of Certification quality improvement activities





Take-home points

Medi-Cal Incentives to
Quit Smoking (MIQS)



Ask about **FREE** patches
and \$20 gift card bonus!
Call 1-800-NO-BUTTS.

- Understand Medi-Cal population smokes at higher rates than general population
- Connect with the California Smokers' Helpline web-based referral for direct calls to patients
- Promote MIQS incentives: Free nicotine patches by mail and bonus \$20 gift card
- Evaluate performance with local resources



Medi-Cal Incentives to Quit Smoking (MIQS)

Ask about **FREE** patches and \$20 gift card bonus! Call 1-800-NO-BUTTS.

Questions: elisa.tong@ucdmc.ucdavis.edu

Materials & mailings



Cindy Vela

cynthia.vela@dhcs.ca.gov

916-703-5654

Newsletter & promotions



Sue Kratochvil

susan.kratochvil@dhcs.ca.gov

916-703-5652

