

SC CAN Quit Initiative

Purpose

To encourage the adoption of a tobacco cessation policy as standard of care for all SC cancer centers to assure that every patient is screened for tobacco use, advised to quit, entered into evidence-based tobacco cessation services or programs, and receives follow up.

Initiative

The level at which tobacco use is addressed with patients typically varies among grantees at the start of the initiative. Grantee clinics participate in three collaborative learning sessions with other grantees to receive tools and support for implementing tobacco cessation protocols. During these sessions, clinic teams will be given the framework, tools, and direct technical assistance to successfully implement small changes over the year leading up to adoption of a model tobacco cessation policy.

Tools

A number of tools to support tobacco cessation will be provided to grantees as part of the initiative. Learning sessions and monthly check-in conference calls will be led by a quality improvement expert. Grantees will review their progress, receive suggestions and feedback, and learn new ideas from their fellow grantees. Two additional “major” tools to support implementation include:

1. **Electronic Referral to the SC Tobacco Quitline:** A dedicated staff member from the state’s Quitline will deliver one-on-one technical assistance through the steps to enable electronic referrals from the clinic’s EHR to the Quitline. Working with IT staff at the clinic, this specialist will provide step by step instructions on how to adapt the system to generate electronic referrals and the connectivity from the Quitline to receive them. Linkage to the SC Tobacco Quitline from the clinic's electronic health record system will make referrals quick and easy for clinicians to connect patients directly to services.
2. **Quit Manager:** Quit Manager is a specialized HIPAA compliant cloud-based software program provided through TelAsk Technologies for the management of smoking cessation programs in healthcare settings. It conducts automated follow-up of smokers using interactive voice recognition (IVR) technology at specified intervals. Quit Manager serves as a tool to help measure quality improvements that result from the SC CAN Quit program, reminds smokers of the importance of quitting and can triage them back to smoking cessation resources at the referring site or Quitline for additional help. TelASK will execute a HIPAA Business Associate Agreement with each of the grantees.

Resources

In addition to all materials, technical assistance and access to the Quit Manager software, grantees will also receive \$20,000 in grant funding to support the clinic’s staff time to participate in sessions, phone calls, and/or implementing changes. Funding will also support any modifications needed to the clinic’s EHR to enable e-referral, and can cover the costs of having staff members become certified Tobacco Treatment Specialists.

Potential Time Investment in SC CAN Quit

The Team Coordinator, Physician Champion, and Clinical Coordinator are important to the successful launch of the initiative and comprise the core team. Three Learning Sessions will be conducted through the grant year, the first being face-to-face, and the remainder with a virtual option. Site visits by essential SC CAN Quit advisory team members will be conducted prior to Learning Session 1, and should include an IT representative. Monthly TA calls for the Team Coordinators last one hour and are scheduled to fit busy schedules. QI strategies are designed to test small changes; offering minimal intrusion in clinic processes. Evaluation support provides frameworks for data collection through established channels making it streamlined and simple.

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