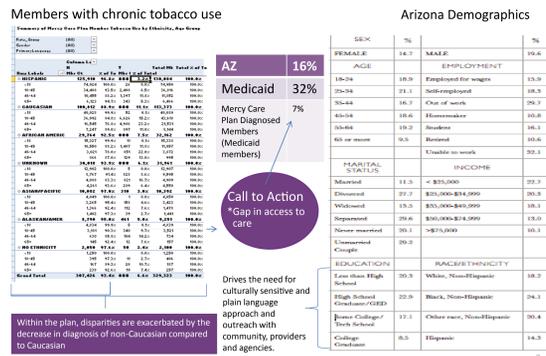


# Improving Access to Care: Smoking Cessation

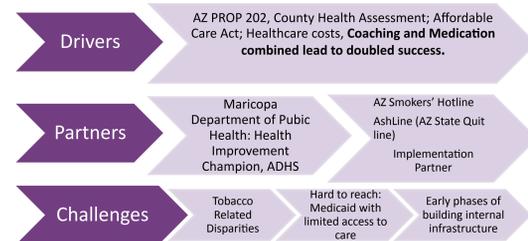
## Operational Solutions to Improve Health Literacy: At the Intersection of the Affordable Care Act and Health Literacy

### Who is smoking?



### Our Strategy

To improve the health of our members through a system-level approach to education, outreach and referral. We do this by implementation of the ASK(screening for tobacco), Advise and Refer process and in partnership with the community, government agencies and other sponsors.



### 4-Phase Methodology



Smoking Mortality in Arizona

Tobacco use is the #1 cause of preventable deaths<sup>3</sup>  
**BETWEEN 2000 AND 2004**  
**34,305 PEOPLE**  
**DIED FROM SMOKING\***  
 THAT'S ALMOST THE U OF A'S ENTIRE ENROLLMENT<sup>4</sup>

**6,861 DEATHS PER YEAR<sup>1</sup>**  
 That's almost 50% the capacity of the Wells Fargo Arena at ASU<sup>2</sup>



### SMOKING CIGARETTES COSTS MORE THAN YOU THINK

**\$6.95 + \$10.84 + \$18.47 = \$36.26**

Average retail price in Arizona<sup>6,7</sup>      Direct medical costs<sup>8</sup>      Lost workplace productivity costs<sup>8</sup>      Combined cost per pack<sup>6-8</sup>

### THE PRICE SOCIETY PAYS

**+** Tobacco-related medical costs in Arizona \$2.62 billion per year<sup>9</sup>      **⚡** Tobacco-related workplace productivity losses in Arizona \$2.20 billion per year<sup>9</sup>

**\$726 PER RESIDENT OF ARIZONA PER YEAR<sup>2,9</sup>**



### Phase 1: Create Call to Action Impact Analysis

Driver/Challenge	Impact
C—Certain groups including African Americans, American Indians, Asian-Pacific Islanders and migrant farm workers show disproportionately high morbidity and mortality rates associated with tobacco use. Factors such as age, ethnicity and income can contribute to health disparities within a given population.	MercyCare Plan continues to work to improve the delivery of care and reduce disparities among at risk populations. We do this through internal infrastructure, partnerships and referrals. Mercy Care Plan compares AZ demographics to identify where disparities exist in membership and conduct targeted community outreach and partnerships to close gaps.
C-In order to fully implement a successful initiative, the core elements of an organization need to work together to screen for tobacco use, offer a solution to quit, and link to coaching and care.	Mercy Care Plans launched a softpilot using only the referral process. A short term increase in referrals followed by inactivity indicated that the referral process alone is not an effective solution. Developed a system-level change which included: training providers, staff and case managers on using ASK process; created tools and metric to track and measure results; designed proactive referral process; and developed outreach activities to teach community and members about tobacco cessation.
D—In a series of voter-approved propositions, AZ increased state sales tax on tobacco products, required a portion of tobacco taxes be spent on tobacco prevention. D-Maricopa County Health Assessment indicated that 3 of the 5 top health priorities are impacted by tobacco usage.	MercyCare Plan continues to work with AZ Department of Health Services Bureau of Tobacco and Chronic Disease to leverage programs and partner to improve the delivery of care and reduce disparities among at risk populations.

### Phase 2: Develop system-level infrastructure



### Smoking cessation treatment coverage<sup>17-19</sup>

Arizona Medicaid/AHCCCS plans cover all FDA-approved over-the-counter and prescription smoking cessation aids.<sup>17</sup>



### SMOKING BANS

Smoke-Free Arizona Act  
 Landmark statute prohibiting smoking in enclosed public places and workplaces, including restaurants and bars.<sup>10</sup>

### Phase 3: Link tobacco users to care

We can't do it alone! Involve the community

- Identify members to refer for tobacco cessation:**
- Proactive referrals to coaching through pharmacy usage reports on daily basis given to case managers
  - Use of predictive pathways for identification of users identified as smokers
- Leverage services**
- Share resources and key messages
  - Use community data for creating business case
  - Use community data for understanding community demographics
  - Partner with community partners who serve the under-served members
- Our Primary Partners:**
- ASHLine
  - Maricopa Department of Public Health
- Resources and Linkages:**
- AZ Dept. of Health Services
  - American Lung Association
- Update county website: one source for linkage to care**



### Phase 4: Measure results

- Data comparisons of referrals to coaching
- Data comparisons of baseline demographic and increased diagnosis
- Increased pharmacy use
- Increased tobacco use diagnosis

### Ask, Advise, Refer

Talking about Quitting Tobacco

Quitting tobacco is tough, but YOU can make a difference! Tobacco users are more likely to quit successfully when you spend just a few minutes discussing their tobacco use and offering them resources to help them quit.

**Ask, Advise, Refer** – a quick, effective way to offer members help with the quit process.

**Step 1. ASK**—all members about tobacco use at every visit.

**Step 2. ADVISE** – all tobacco users to quit. Use clear, personalized language. Be supportive!

**Step 3. REFER**—tobacco users interested in quitting to ASHLine.

**You can quit. We can help. It's free.**

Quitting tobacco is tough – even tougher when you do it alone.

When you call the **Arizona Smokers' Helpline**, or visit [ashline.org](http://ashline.org), quit coaches help you quit. Develop a quit plan that works and go at your own pace using free telephone and 24/7 Web based services.

- All services are **FREE**
- Quit coaching in English and Spanish
- Medication assistance available

If this is your first time quitting or you've tried before – **we can help.**

Call today. 1-800-55-66-222 [www.ashline.org](http://www.ashline.org)

**Tu puedes dejar el tabaco. Nosotros te podemos ayudar. Es gratis.**

Dejar el tabaco es difícil – y más difícil cuando intentas hacerlo sin ayuda.

Quando hablas a la **Línea de Ayuda para Fumadores de Arizona**, consejeros expertos te guían cuidadosamente para que puedas dejar de fumar. Establece metas que tengan sentido para ti y desarrolla un plan que te sirva! Aplica un ritmo propio usando el teléfono o por servicios de internet 24 horas al día, 7 días a la semana.

- Todos los servicios de la línea son **GRATIS**
- Hay consejería en inglés y en español
- Asistencia médica disponible

Si es tu primera vez dejando el tabaco, o si ya lo has tratado – **te podemos ayudar.**

Lláme hoy. 1-800-55-66-222 [espanol.ashline.org](http://espanol.ashline.org)