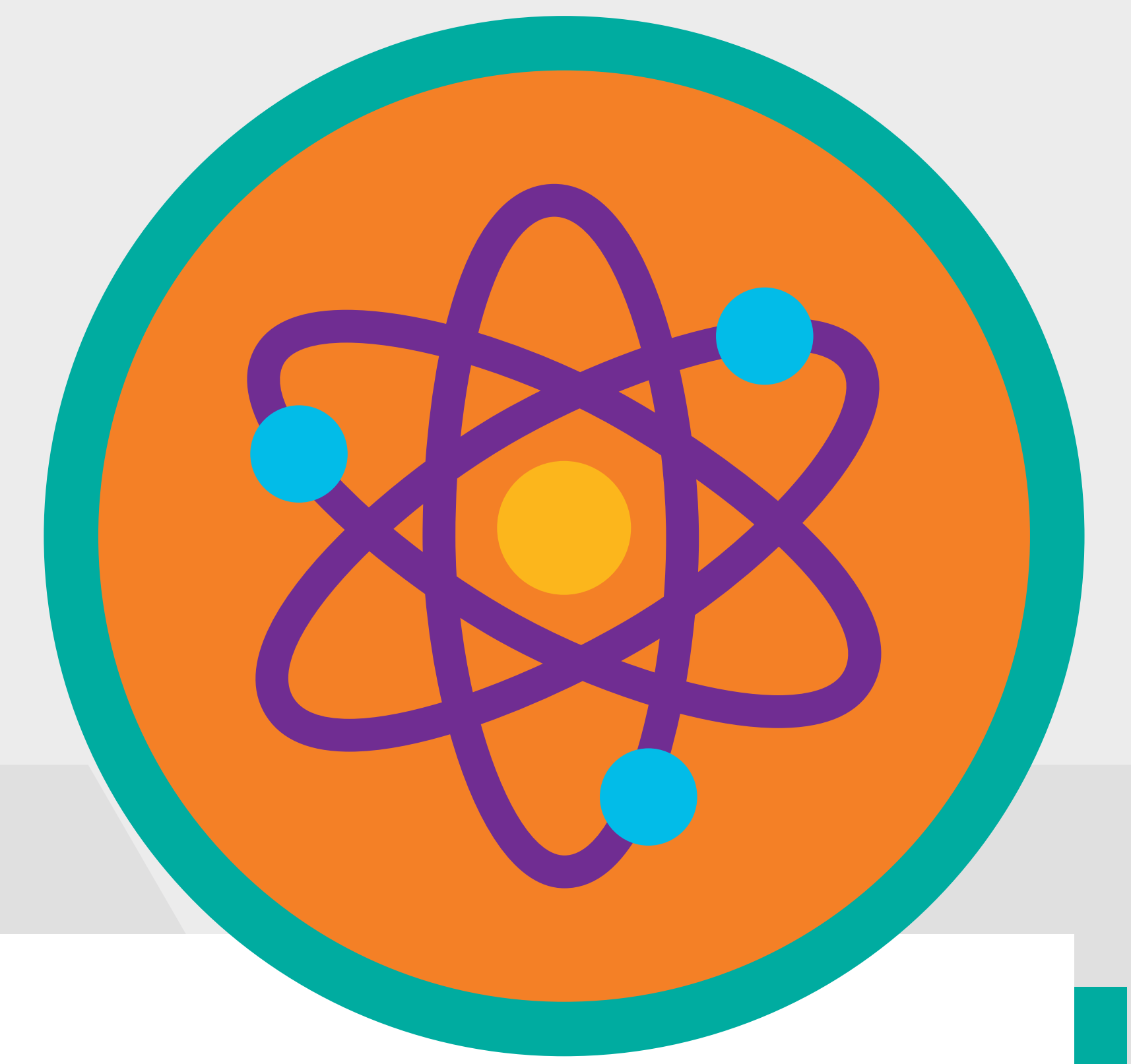


# Super Brain Approach to Tobacco Cessation

Collective intelligence and uniqueness of organizations working together to create a collective impact.



**A vision that resonates with all**  
Decrease tobacco use and ensure individuals get the health care they need when they need it.

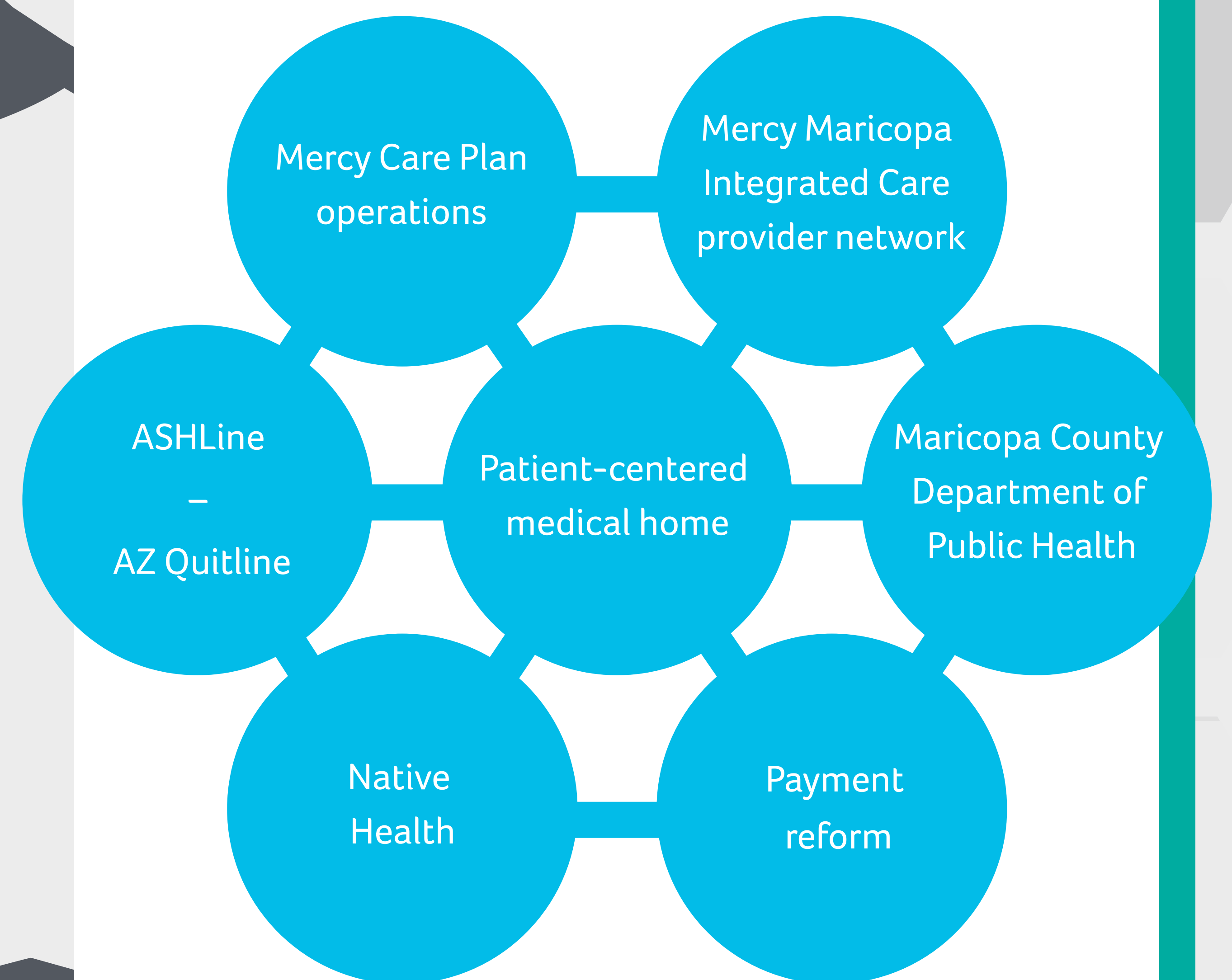


**Uses shared collective intelligence and uniqueness from various organizations** which has a greater impact than each individual or organization working in a silo.



## Results in something greater than the original vision

- System-level change for health plans
- ↑ use of tobacco cessation Rx
- ↑ screenings for tobacco use
- Arizona smokers ↓ 2%
- Mercy Care Plan increased the number of referrals to ASHLine from 67 in 2014, 215 in 2015 to almost 600 in 2016
- Innovative approaches for identification of Quitline candidates using pharmacy data
- Patient-centered materials that apply health literacy and cultural competency concepts
- Reward systems and payment reform
- Patient-centered materials and outreach
- Provider practice tools
- Evidence-based approach – ask, advise and refer
- Care management beyond referrals – supporting smoke-free housing



## Creates side-shoots of programs that build off each other

- Asthma outreach
- Dental screening
- Great American Smoke Out
- Health risk assessment tools
- Payment reform – value-based contracting
- Policy changes
- Social determinants

