

Smoking Cessation Referrals in Newberry County

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Project Location: Newberry County (City of Newberry, City of Prosperity)

Thanks to all those involved:

- Lovelace Family Medicine – Dr. Lovelace, Dr. Dixon, Dr. Heichberger, Dr. Hall.
- Tobacco Intervention and Prevention Strategy (TIPS) program – Renee' Martin, Suzanne Henson
- AHEC coordinators – Laurie Patenaude, Julie Ghent
- SC DHEC – provided TIPS grant

The Community and the Problem: Tobacco use in Newberry County

- Rural community of approximately 37,000
- Smoking is the #1 cause of preventable death and disability in America.
- Approx. 26% adults in Newberry County smoke, which is similar to a rate of 27% in South Carolina. This is above the national average of 23%.
- Lung cancer is responsible for 67/100,000 deaths in Newberry County
- COPD causes 47/100,000 deaths in Newberry County

Aims

- Health care providers will be trained to assess a patient's readiness to quit using tobacco.
- Health care providers in Newberry County will be provided incentive to promote tobacco cessation.
- Health care providers in Newberry County will establish a protocol when they encounter a patient who uses tobacco.

Evidence that Newberry County supports these aims:

1. TIPS program has received \$29,262.00 grant from SC DHEC
2. Physicians are already discussing tobacco cessation with their patients.

Measures

- Number of trained health care providers
- Number of TIPS referrals
- Answers selected on TIPS Education Session Questionnaire given at training session

Possible Changes for Improvement

- Take the TIPS training to the offices of health care providers to encourage participation in the referral program.
- Offer \$5 reimbursement for TIPS referrals to provide incentive for providers.

Drivers:

1. TIPS program – already active in Newberry County
2. DHEC grant – provides funds for reimbursement for referrals and supplies for training sessions.
3. Most health care providers already counsel their patients regarding tobacco cessation

Barriers:

1. Misconception by other FM practices that LFM would assume care of their patients
2. Referrals must be signed by a MD, FNP, or PA trained by TIPS to receive \$5 reimbursement
3. Small practices cannot accommodate teaching sessions

PDSA Cycle 1

PLAN:

- Meet with Renee' Martin and discuss the TIPS program and the DHEC grant to support referrals for smoking cessation in Newberry county.
- Research the Clinical Practice Guidelines for Treating Tobacco Use and Dependence.

DO:

- Meet with Renee' Martin to identify health care providers in Newberry County to participate in TIPS referral program.
- Call office managers at 4 physicians' offices and 2 dentists' offices to schedule appointments for training sessions.

STUDY:

- Spoke with 5 office managers, left several messages at 1 office
- 3 offices were receptive to training (all physicians', 2 offices said no thank you

ACT:

- Train receptive offices

PDSA Cycle 2: PLAN

- Create questionnaire to evaluate the viewpoints of health care professionals in Newberry County
- Inform Renee' Martin and Suzanne Henson about the scheduled training sessions.
- Make arrangements for lunch.
- Encourage and remind physicians at LFM to utilize the TIPS referral program for tobacco users in our practice.
- Gather data regarding TIPS referrals and trained providers from Renee' Martin.

PDSA Cycle 2: DO

- Attend 2 of the 3 scheduled training sessions
- Distribute and collect surveys from health care providers after the training session.
- Assist Suzanne Henson with presentation
- Answer questions from health care providers following presentation

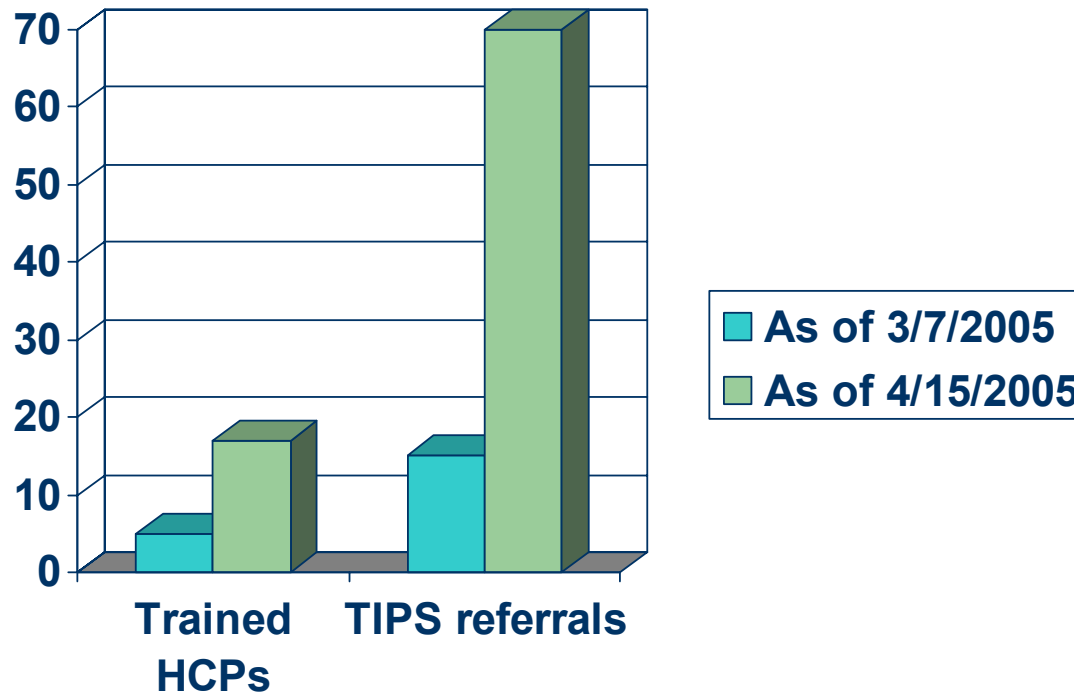
PDSA Cycle 2 - STUDY

Analysis of data after my participation:

- 12 new health care providers were trained
- 5 surveys were returned from the training sessions.
- 55 new TIPS referrals have been received.

PDSA Cycle 2 – STUDY

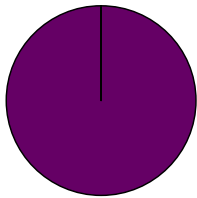
Number trained and referred



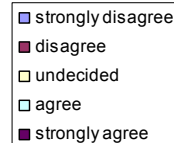
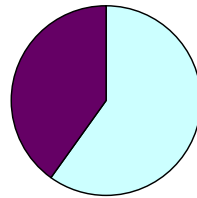
PDSA Cycle 2 – STUDY

Survey Results

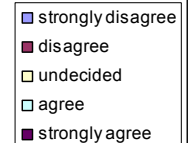
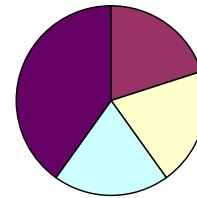
Tobacco cessation is an important issue that needs to be addressed in Newberry County



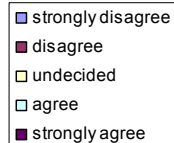
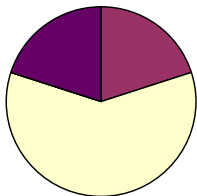
Tobacco cessation is currently addressed at office visits of patients of patients who smoke.



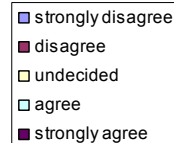
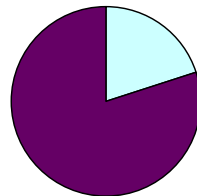
A \$5 incentive will encourage me to refer patients to TIPS for tobacco cessation.



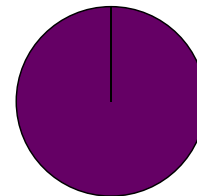
A monetary incentive greater than \$5 would increase my number of TIPS referrals



This training session provided helpful information in assessing a patient's readiness to quit



The TIPS tobacco cessation referral program will help our patients quit tobacco



PDSA Cycle 2 - ACT

Achieve DHEC grant objectives:

- Train 80% of health care centers in Newberry County by 5/15/05.
- 100% of trained health care centers will adopt the Clinical Practice Guidelines as part of their policy for treating tobacco abuse by 6/30/05.

Future Students: Lessons Learned and Next Steps

Advice:

- Getting appointments - Offer lunch with presentation, call the day before to confirm
- Presentations - Keep education sessions concise, start teaching as soon as an MD arrives – you will never get them all in the room at the same time.

Future Steps:

- Data analysis to be completed at end of grant (6/30/05).
- Carry TIPS referrals with you when seeing office or hospitalized patients. If you identify an appropriate patient, prepare forms and give to MD to sign.