



# Multidisciplinary Approach to Increase Smoking Cessation Interventions

*Million Hearts®—Success in Smoking Cessation Intervention*

## FAST FACTS

**Location:** New York City, New York

**Innovations:** A multidisciplinary approach to increase smoking cessation intervention rates among documented smokers.

**Improvement:** Smoking cessation intervention rates for documented smokers who visited health centers owned by the New York Hotel Trades Council and Hotel Association of NYC Inc., Employee Benefits Funds (the Funds) more than tripled from a baseline of 27% to 91%. The data collection period for the baseline was 1 year, October 2010 to September 2011. The data collection period for the resulting rate was also 1 year, April 2011 to March 2012 and included 6 months of data prior to the interventions being put into action. It was not possible to further separate the data collection periods.

## DEMONSTRATED RESULTS

The Funds provide health care services through five health centers to members, families, and retirees of the New York City hotel industry. In October 2011, the Funds' health centers became a part of Health eQuits, a smoking cessation intervention program launched by the New York City Department of Health and Mental Hygiene's Primary Care Information Project that paid community health centers \$20 per each smoker who received an intervention above a baseline of the number of smokers who received smoking cessation interventions prior to the intervention. Approved interventions included smoking cessation counseling; smoking cessation aids (nicotine replacement therapy, bupropion-SR, varenicline); or fax-to-quit referral to the New York state smokers' quit line. During the baseline from October 2010 to September 2011, the Funds reported that 27% of documented smokers who visited the

health centers received at least one smoking cessation intervention. During the 6 months that the Funds participated in the eQuits program ending in March 2012, the Funds increased detection of smokers and the percentage of smokers that received smoking cessation interventions. When Health eQuits ended in March 2012, the Funds' reported that 91% (1,780 out of 1,956) of documented smokers received smoking cessation interventions. The data collection period for the resulting rate of 91% was April 2011 to March 2012 and included 6 months of data prior to the interventions being implemented. The Funds had the best smoking cessation intervention rates among all community health centers that participated in the Health eQuits program. Additionally, according to a survey sent 6 months after the end of the program nearly 40% of the smokers that received smoking cessation interventions reported that they had quit smoking.

## INNOVATIVE APPROACH

The Funds used a multidisciplinary approach to increase the detection of smokers and the number of smoking cessation interventions smokers received. With 6 months left of the Health eQuits program, the Funds developed a plan to integrate all health center staff, systems, and activities around smoking cessation interventions. They tried to reach smokers in multiple settings by establishing interventions in the pharmacy, during dental visits, and through active outreach by nurses or medical assistants. Their electronic health record system was redesigned to show smoking status in pharmacy and dental data systems, alert health care providers when they should consider referring patients to a smoking

cessation program, and report on attendance and outreach to smokers that did not enroll or show up to classes. Incentives were offered, such as waiving the cost of smoking cessation medications for smokers who attended their Member Health Assistance Program classes. To enhance education, the Funds developed materials such as survival kits and handouts encouraging cessation strategies and hired a dedicated health educator to host weekly cessation classes.

The Funds' health centers continue to provide this multidisciplinary approach to increase the number of smokers receiving smoking cessation interventions in their clinics even after the end of the Health eQuits program.

**Table: Funds' Participation in Health eQuits Program**

	<b>October 2010 - September 2011</b>	<b>April 2011 - March 2012</b>
Patients who Visited Health Centers, N	39,276	39,545
Smokers Documented, N (%)	969 (2.5)	1,955 (4.9)
Smokers Provided with Interventions, <sup>a</sup> N (%)	260 (26.8)	1,780 (91.0)
Estimated Smokers, <sup>b</sup> N (%)	5,499 (14)	5,536 (14)
Estimated Smokers Identified, %	17.6%	35.3%

<sup>a</sup> Approved interventions were 1) smoking cessation counseling; 2) smoking cessation aids (nicotine replacement therapy [i.e., gum, lozenges, and patches], bupropion-SR, varenicline); or 3) fax-to-quit referral to the New York state smokers' quit line.

<sup>b</sup> Number of smokers that would be expected out of the number of patients who visited the health centers, given that the New York City adult smoking prevalence is 14%.