Support referrals to smoking cessation programs

Mississippi Tobacco Quitline can help your patients stop their tobacco use.

Provider referrals help drive enrollment in Mississippi Tobacco Quitline programs. If health professionals used the brief tobacco intervention method each time they saw someone using tobacco or other nicotine products, we would reduce tobacco use by 20%.[1]

What will your patients experience?

Your patients will be enrolled in an evidence-based program designed to help them successfully quit smoking, vaping and other tobacco products. Regardless of where they are in their journey to quit, these programs can help.

It's hard to quit using tobacco. The Mississippi Tobacco Quitline offers multiple methods to help patients create a plan and get support to increase their chances of success. This approach is validated by the Surgeon General's 2020 report. [1]

All you need to do is ASK, ADVISE, and REFER. We'll take it from there.

Brief tobacco intervention

ASK about all nicotine product use.

ADVISE the patient to quit.

Refer the patient to resources.

What happens when the Mississippi Tobacco Quitline receives a referral from a provider?

RECEIVE REFERRAL → **REACH OUT TO INDIVIDUAL WITHIN 24 HOURS** → **MAKE MULTIPLE ATTEMPTS TO REACH INDIVIDUAL** → **INDIVIDUAL ENROLLS IN PROGRAM** → **OUTCOME REPORT SENT TO HIPAA COVERED PROVIDERS**

Outbound calls are made within 24 hours of receiving a referral.

The Mississippi Tobacco Quitline will make several attempts to reach the person who was referred. Calls are made in the individual's selected best time frame.

1-800-QUITNOW (1-800-784-8669) will show on most cellphone caller IDs [3]

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Ways to make referrals to the Mississippi Tobacco Quitline

Method	Benefit	Considerations
Fax form to 1-800-483-3114	• Secure and straight forward • NRT authorization at time of referral	• Requires fax capabilities • Outcome reports returned by fax or email • Time to fill out form
Online Provider Referral Site	• Real-time referrals • Easy and secure way to refer • NRT authorization at time of referral	• URL is external from the electronic medical record • Outcome reports returned by fax or email
Electronic Health Records (EHR) - Health Level 7 (HL7)	• Integrated within the hospital system	• Outcomes populate into patients record in real time

What can providers expect?

• Detailed outcomes will be sent to provider upon outcome established by referred patient.
• Online training will be available on how to successfully refer patients.

1. Smoking Cessation. A Report of the Surgeon General. Atlanta, GA: U.S. Department of Health and Human Services, Centers for Disease Control and Prevention, National Center for Chronic Disease Prevention and Health Promotion, Office on Smoking and Health, 2020. https://www.hhs.gov/sites/default/files/2020-cessation-sgr-full-report.pdf
2. CDC, The Brief Intervention, https://www.cdc.gov/tobacco/campaign/tips/partners/health/materials/twyd-5a-2a-tobacco-intervention pocket-card.pdf
3. Cellphone is carrier dependent. Optum is a registered trademark of Optum, Inc. in the U.S. and other jurisdictions.

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