



S. C. TOBACCO QUITLINE

1-800-QUIT-NOW

Frequently Asked Questions for Healthcare Providers/Medicaid Providers

Answers to common questions from providers about the South Carolina Tobacco Quitline.

Q: What is the South Carolina Tobacco Quitline?

A: The Quitline is a one-on-one, telephone-based tobacco treatment program that has added support through the web, social media, text messaging, mobile apps, printed materials, and nicotine replacement therapy (NRT). Quitlines are evidence-based and supported by most all medical and healthcare organizations. Every state and U.S. territory, as well as Canada, has a Quitline.

Q: How do I reach the Quitline?

A: The Quitline’s call center is available 24 hours, every day of the week, to anyone who calls the toll free number at **1-800-QUIT-NOW (800-784-8669)** or enrolls online at www.quitnow.net/southcarolina/

Q: Does the Quitline work?

A: Robust evidence supports the combination of behavioral counseling with medication to significantly boost quit rates among tobacco users. S.C.’s Quitline offers both counseling and NRT products to support quitting. Up to 32% of participants have success when measured seven months after registration, and 96% of participants say that they would “highly recommend” this service to others.

Q: What are the Quitline’s services?

A: Each well-trained Quit Coach provides individually-tailored behavioral counseling to participants based on their level of readiness to quit (Stage of Change). They talk participants through expected cravings and barriers, and help them set a quit date to give up smoking or any tobacco product, including electronic nicotine delivery devices, such as e-cigarettes. All participants are mailed a Quit Guide and have ready access to the Web Coach® online community, text messaging support, resources that are linked to social media and mobile apps, and information about local community services to help support their journey to becoming tobacco-free. The Quitline’s services include:

- One call with a Quit Coach for callers who request only one counseling session;
- Multi-call intervention with up to 5 sessions for the uninsured, Medicare, Medicaid, and youth participants who are between the ages of 12 and 18; and
- Multi-call intervention with 10 counseling sessions for pregnant and post-partum participants, offered throughout their pregnancy and after the baby’s birth to prevent relapse.

Q: Is there a cost?

A: No. Anyone who lives or works in South Carolina can receive free behavioral counseling through the Quitline with no limits on number of quit attempts. Free NRT is also available for those who are eligible.

Q: What medications are provided and who is eligible?

A: There are seven (7) medications that are authorized by the Food and Drug Administration (FDA) for tobacco cessation. The Quitline offers three (3) of the NRT products – patch, gum, or lozenge, or in combination – based on the following eligibility criteria: uninsured, underinsured (health plan does not cover tobacco cessation medications), Medicare (does not cover tobacco cessation over-the-counter medications), 18 years or older, and not pregnant or breastfeeding.

Q: My patients are on Medicaid – What do they get?

A: Medicaid members also receive free counseling services (multi-call intervention) through the Quitline, with no cap on the number of quit attempts within a year. While the Quitline does not provide NRT to Medicaid participants, Quit Coaches can recommend dosing for NRT products that the member can communicate to their Medicaid provider. Providers are encouraged to combine a referral to counseling with a prescription for tobacco cessation medication. S.C. Healthy Connections Medicaid covers prescriptions for all seven (7) FDA-approved tobacco cessation and NRT products without co-pays or prior authorization to full-benefit members. A member must provide a prescription to receive any medication, including OTC products. For more information about tobacco cessation coverage through Medicaid, providers are encouraged to reference the *Healthy Connections Provider Manual*.

Q: What does the Quitline offer healthcare providers?

A: Free CME online training on Brief Tobacco Intervention is offered to providers. This training can be accessed at www.helpyourpatientsquitsc.org Other information about free patient education materials and the referral form can be found at www.scdhec.gov/Health/TobaccoCessation/HelpYourPatientsQuit

Q: How do providers make referrals to the Quitline?

A: Providers can give their patients a Quitline card or the Quitline number to call themselves, but the most effective method is to refer patients to the Quitline for help to quit. The Quitline has a *Provider Referral System* in place with four referral options:

1. **Standard Fax Referral** – Clinics complete the SC Quitline fax referral form (DHEC-1617) for patients ready to quit and faxes the form to Optum (Quitline service provider), who reaches out to the participant within 48 hours.
2. **Fax Referrals via Email** – An alternative to faxing is to send secure email referrals, which works the same as the fax referral process. Clinics work with Optum to set up a secure email account if one is not already accessible to the clinic.
3. **SFTP eReferrals** – This process utilizes the organization’s Electronic Health Record (EHR), which allows the referring physician to generate a referral by selecting the mechanism, normally a button, within their system that will send a batch of referrals to Optum each day. The Clinic will work with Optum’s electronic referral technical assistance team to set up the SFTP bi-directional referral protocol. *To register for free technical assistance, go to www.scquitline.org*
4. **HL7 eReferrals** – This process also utilizes the organization’s EHR system when they have HL7 platform capability. The process works the same as SFTP; however, the referral is made in “real time.” The Clinic will work with Optum’s electronic referral technical assistance team to set up the HL7 bi-directional referral protocol. *To register for free technical assistance, go to www.scquitline.org*

Q: How do I know that my patient has received help from the Quitline?

A: For all referral methods, an outcome report is sent back to the referring provider via the method in which the referral was initially received. Once referred, your patient is immediately registered and receives a call back within 48 hours from a live person with the Quitline. Once reached or up to five (5) attempts have been made to reach the patient, the outcome report is sent back that includes the results of the referral: reached and registered for services; unreached; declined services; or already enrolled.

Q: Who do I contact for more information?

A: For more information about the S.C. Tobacco Quitline, please contact the Quitline Manager at wynnekl@dhec.sc.gov or 803-545-4464 or visit our website at www.scdhec.gov/Health/TobaccoCessation/HelpYourPatientsQuit/