



Quitlines: Tobacco Cessation Services

With implementation of the Affordable Care Act, many employers and health plans are seeking ways to effectively offer tobacco cessation coverage to their employees and members. Quitlines, a cost-effective telephone-based service, can help insurers provide such services. Quitlines have a long history of successfully helping tobacco users quit; they are recommended by the U.S. Public Health Services Clinical Guideline on Treating Tobacco Use and Dependence.

To assist insurers in selecting a quitline vendor that best meets their needs, NAQC has compiled the following list of vendors and services offered. If you are interested in learning more about the vendor services and pricing structure, contact information is provided.

Quitline Name	Alere Wellbeing Quit For Life® Program	American Lung Association Lung HelpLine / Illinois Tobacco Quitline	Healthways QuitNet	IQH Tobacco Quitline	National Jewish Health QuitLogix	Roswell Park Cessation Services	Telemedik
Address	999 Third Ave Suite 2100 Seattle, WA 98104	3000 Kelly Lane, Springfield, IL 62711	701 Cool Springs Blvd., Franklin, TN 37067	385B Highland Colony Parkway, Suite 504 Ridgeland, MS 39157	1400 Jackson St., S104 Denver, CO 80206	Roswell Park Cancer Institute Elm & Carlton Sts., Buffalo, NY, 14263	Telemedik #138 Wisnton Churchill Ave., San Juan, Puerto Rico 00926-6013
Service Area	Nationwide	Nationwide Worksite Wellness (1/800-LUNG-USA) / ILLINOIS (866-QUIT-YES)	North America	Mississippi and Alabama, also available for additional areas	Nationwide	NY, NJ and available in other areas.	Puerto Rico, also available for additional areas
Contact Person (Telephone/E-mail)	Adrienne Schultz T: 206-876-2159 E: adrienne.schultz@alere.com	Michael Mark, RN, RRT T: 217-787-5864 E: mmark@lunghelpline.org	Rachel Grossman T: 206-678-3011 E: rachel.grossman@healthways.com	Pamela Lockett T: 601-957-1575x212 E: pluckett@iqhquitline.com	Cindy Haugland T: 303-728-6506 C: 303-618-5314 E: hauglandc@njhealth.org	Paula Celestino MPH T: 716-845-8817 E: paula.celestino@roswellpark.org	Joaquin Fernandez MD T: 787-999-6215 E: fernandez@telemedik.com
Minimum Number of Employees or Insured Members	Please contact Adrienne Schultz to discuss specific needs.	No minimum size.	Minimum size 15,000 eligible lives.	No minimum size. Maximum size is 3,000 lives.	No minimum requirements.	Welcome opportunities with any size employer or health plan.	Any size.
Quitline Service Plans for Commercial and Government Entities (if different)	Our Quit For Life® Program is specifically tailored for those eligible through their health plan and employer	We customize the plan to meet the needs of the client.	Healthways offers quitline service plans specifically designed for the unique needs of employers and	Standard and customized services (medications, reporting, etc) are offered.	We customize our program for employer groups, health plans and government entities. All programs are evidence-based	Services are customized for commercial and/or governmental entities. We work with entities to	We customized the frequency of interventions and the information gather. The counseling

	benefit structure. This includes pre-packaged service features (e.g. access to nicotine replacement therapy, online services, text messaging services, mobile app, etc.) as well as consultation and support (integration with other wellness offerings, reporting, collection of quit/satisfaction data, monitoring of premium differentials and promotional support).		health plans. We provide tailored communications support to help promote the program to members, can accommodate eligibility files for sponsored populations, provide benefits design consulting to optimize the program fit within the benefits portfolio, and reporting to meet incentive design needs.		and meet national standards. We work with each health plan and employer group to develop an eligibility process for members and/or employees and dependents and provide customized reports to meet their needs.	match services provided to organizational goals, needs and resources to deliver evidence-based recommendations for service plans.	interventions and information is the same.
Services Offered (Yes/No)							
Proactive counseling calls	Yes	Yes	Yes	Yes	Yes	Yes	Yes
RX medications	Yes*	No	Yes*	No	Yes	No*	No
NRT	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Text Messaging	Yes	No	Yes	No	Yes	Yes	Yes
Web-base Counseling	Yes	Yes	Yes	No	Yes	Yes	Yes
E-mail Messaging	Yes	No	Yes	Yes	Yes	Yes	Yes
Other services:	Printed materials Inbound Support Mobile app Assessment of quit and satisfaction <i>* Through designated PBM</i>		Printed materials Inbound Support Customized Marketing Programs Fax PCP referrals Plan Benefits & Incentive Design Consultation <i>* Through designated PBM</i>		Printed educational materials Customized marketing programs Provider education Fax and electronic referrals	Health Care Systems Automated Referral Web Service Survey Research and Data Acquisition Resource (SRDAR) <i>* Available to work with agencies to implement RX medication distribution services</i>	Mailing of guide and quit kit

Standard and Custom Reporting Capacity (eg, monthly utilization report with demographics, annual outcome report, etc.)	<p>We offer a suite of standard reports that are tailored to our health plan and employer clients' needs, and include aggregate summary of enrollee profiles, services provided, and quit and satisfaction outcomes collected at 6-months post enrollment. Custom reporting can be provided as needed.</p>	<p>Capacity to provide standard and custom reports.</p>	<p>The following reports will be provided on a monthly basis:</p> <ul style="list-style-type: none"> • QuitNet Comprehensive Summary Report detailing the number of enrollments by intervention (web, phone, etc.), demographics, and other summary utilization data; • Results of end-user surveys including satisfaction and quit rates; • Optional Enrollment Report with unique identifiers for each individual registrant in the program for incentive tracking. 	<p>Aggregate utilization reports and participant progress/outcome reports are standard. The reports are accessible through a secure online portal for the employer or health plan.</p>	<p>NJH offers comprehensive reports weekly, monthly, quarterly and annually. We work with each client to determine their reporting needs, and have the capacity and through BAA's to provide reports specific to the individual level.</p>	<p>Our reports are customized for each client that we serve. Standard reports include service utilization, demographics, intake descriptives, call and web metrics and outcomes. Reports can be customized to meet the client's needs and we also offer on-demand reports through a secure online portal which clients can access anytime. Frequency options, other than on-demand include weekly, monthly, quarterly, and annual reports.</p>	<p>Detailed monthly reports of utilization, quit rates 1, 3, 6, 12 months, reduction in cigarettes, pharmacotherapy use, demographics, promotional campaigns results, etc.</p>
Average Annual Call Volume	<p>On an annual basis, we answer 500,000 calls. We hold ourselves accountable and strive to answer 85% of calls within 30 seconds.</p>	<p>150,000</p>	<p>Tobacco users ready to quit can enroll in QuitNet via phone or web with the total number varying from year-to-year. Nearly 100,000 have enrolled in the past 12 months.</p>	<p>350,000</p>	<p>Our annual call volume is 160,000 including over 88,000 new callers. We have helped over 880,000 callers since December of 2002.</p>	<p>Over the last five years we have averaged over 190,000 incoming calls per year.</p>	<p>Approximately 2,500</p>
Quit Rate that Employers or Health Plans Can Expect	<p>Based on program enrollees who responded to our 6-month survey, 46% report being quit and 94% report being satisfied with services.</p>	<p>30%</p>	<p>Healthways uses the responses from user follow-up surveys administered by a third party at the critical seven-month post-registration interval to determine</p>	<p>38-40%</p>	<p>Quit rates vary dependent on the program offered and the population served. The quit rate for our full book of business is a 6-month, 30-day prevalence responder</p>	<p>Quit rates will vary depending on the level of service requested, NRT offered, population served, and other factors. However, the quit rate for one client who offers up</p>	<p>15-20% year quit rate</p>

			<p>outcomes/quit rates for our program. Healthways' book of business quit rate for the QuitNet Comprehensive program is 44%. This measures, at the 7-month post registration time point, the abstinence rate for the past 30-days at survey time.</p>		<p>rate of 36%. For health plan and employer groups the quit rate averages 40% however is higher with increased NRT or for those partners offering Chantix. To alleviate any possible bias in quit rates, National Jewish Health works with a third party evaluator.</p>	<p>to four proactive calls and up to six weeks of NRT for an insured population were recently 36.6% for a seven day abstinence responder rate based on a minimum 7 month follow-up post registration.</p>	
<p>Additional Information About the Quitline Services</p>	<p><i>PDF Brochure is included.</i> The Quit for Life® Program, offered in partnership with the American Cancer Society®, is the only commercial tobacco cessation program in the US with proof of effectiveness published in multiple peer-reviewed scientific journals over the course of 25 years. Alere also provides a weight loss solution for general health and diabetes management and prevention to health plans and employers</p> <p>Employers and health plans can experience the services we deliver on our website at: http://www.alerewellbeing.com/</p>	<p><i>PFD Brochures and toolkit are included.</i> Employer/health plan clients. (websites – National - http://www.lung.org/stopping-smoking/workplace-wellness/ IL Tobacco Quitline – www.quityes.org)</p>	<p><i>PDF Brochure is included.</i> Healthways QuitNet® brings proven scientific methods to both web and telephonic support services to offer a dynamic, multi-modality solution that is 100% focused on tobacco cessation.</p> <p>In February 2012, the Healthways Tobacco Treatment Specialist training program was accredited by the Association for the Treatment of Tobacco Use and Dependence (ATTUD), making Healthways the first commercial tobacco cessation services vendor and only one of nine programs</p>	<p><i>Informational available upon request.</i></p> <ul style="list-style-type: none"> • Counselors are Master's level, behavioral health professionals, • Participants will work with the same counselor for the duration of the program, • Management contact will be available to troubleshoot or answer questions, • Referrals 	<p><i>PDF Brochure is included.</i> Our program is described in detail in our health plan/employer proposals, which are provided once we have a conversation with a potential partner.</p> <p>National Jewish Health offers QuitLogix®, our comprehensive tobacco cessation program and FitLogix®, our weight management, fitness and nutrition program. Both programs are medically based behavioral change programs customized for each participant.</p> <p>For more information please contact: Cindy Haugland</p>	<p><i>Informational available upon request.</i> Roswell Park Cancer Institute (RPCI) Department of Health Behavior (DHB) has been conducting cessation programs and tobacco related research for over 50 years. RPCI Cessation Services currently service state Quitlines, health plans and employers. RPCI tobacco related research program is recognized on the international, national, state and local level.</p>	<p><i>Informational available upon request.</i></p> <ul style="list-style-type: none"> • Hours of operation: Monday-Friday 9am-9pm; Weekends/Holidays 9am-6pm • Bilingual counselors. • Mayo Clinic Certification • 10 years of Quitline experience

			nationally to achieve such status. All coaches are required to successfully complete competency tests, coaching practice and continuing education.	may be made electronically to the Quitline for processing.	303-728-6506 hauglandc@njhealth.org		
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For more information about NAQC, please contact staff at 800-398-5489 or naqc@naquitline.org.