Retail Pharmacies: A New Health Partner in Cessation Treatment and Referral to Quitlines

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What is SCLC?

- National Program Office of the Robert Wood Johnson Foundation
- Additional funding from VA, CDC, SAMHSA and Legacy
- Started at UCSF in 2003
• Increase the number of quit attempts
• Aims to normalize tobacco treatment among health professionals
• Broaden access to cessation tools and resources
Clinical partners

- Dental Hygienists
- Diabetes Educators
- Pharmacists
- Family Physicians
- Emergency Physicians
- Nurses
- Physician Assistants
- Respiratory Therapists
- Anesthesiologists
- Surgeons
- Others
The Daunting Challenge in 2003

The Clinical Practice Guideline (Five A’s)

• Many clinicians say the 5 A’s are too complicated and time-consuming.
• Few clinicians were intervening with smokers
• Reasons indicated were:
  – Too busy
  – Lack of knowledge
  – No financial incentive
  – Won’t quit
  – Stigmatize smokers
  – Patients will be scared away
Ask. Advise. Refer. = 5 A’s

- **Ask**: Every patient/client about tobacco use.
- **Advise**: Every tobacco user to quit.
- **Assess**: Determine willingness to quit. Provide information on quitlines.
- **Assist**: Every tobacco user to quit.
- **Arrange**: Determine willingness to quit. Provide information on quitlines.

Refer to Quitlines

ADHA Smoking Cessation Initiative (SCI)
The National Card

Take Control

1-800-QUIT-NOW

Call. It's free. It works.

1-800-784-8669

MONEY SAVED

1 day $5
1 week $35
1 month $150
1 year $1,825
5 years $9,125

Take Control

Kick Tobacco. Call Today!

1-800-QUIT-NOW

1-800-784-8669

www.Smokefree.gov
www.BecomeAnEx.org

To order Quit Now cards visit: http://smokingcessationleadership.ucsf.edu

4.5 million in circulation
Behavioral health partnerships

• American Psychiatric Nurses Association
• American Psychiatric Association
• American Psychology Association
• Community Anti-Drug Coalitions of America
• National Alliance on Mental Illness
• National Association of State Alcohol and Drug Abuse Directors
• National Association of State Mental Health Program directors
• Faces and Voices of Recovery
• National Council for Community Behavioral Health
• The Association for Addiction Professionals
• Depression Bipolar Support Alliance
Why Pharmacists?

• Long term, established relationships with many patients
• High degree of trust
• Easily accessible
• Point-of-sale contact:
  - Patients filling prescriptions for tobacco-related illnesses
  - Patients purchasing cessation medications
  - Identify potential drug interactions
National Pharmacy Partnership for Tobacco Cessation

• Incorporated tobacco cessation training into all pharmacy schools
• Created online education tool
• Team trains community pharmacists across the nation
• Collaborate with Community and Retail Pharmacies
• Continues to advocate for the removal of all tobacco
Rx for Change

• Online tobacco cessation education tool for clinicians, students, clinical staff

• Covers epidemiology of tobacco use, pharmacotherapy, brief behavioral interventions

• Following versions also available:
  – The 5 A’s
  – Ask-Advise-Refer
  – Psychiatry
  – Cancer Care
  – Cardiology
  – Mental Health Peer Counselors
  – Surgical Providers
## RX by the Numbers

### Which of the following versions of Rx for Change do you plan to use?

<table>
<thead>
<tr>
<th>Version</th>
<th>Totals</th>
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<tbody>
<tr>
<td>Ask-Advise-Refer Rx for Change</td>
<td>6,895</td>
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<tr>
<td>The 5 A's Rx for Change</td>
<td>7,994</td>
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<tr>
<td>Psychiatry Rx for Change</td>
<td>3,379</td>
</tr>
<tr>
<td>Cancer Care Provider curriculum</td>
<td>1,678</td>
</tr>
<tr>
<td>Mental Health Peer Counselor curriculum</td>
<td>2,759</td>
</tr>
<tr>
<td>Surgical Provider curriculum</td>
<td>1,348</td>
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<tr>
<td>Cardiology Provider curriculum</td>
<td>1,227</td>
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</table>

### What is your planned use for Rx for Change?

<table>
<thead>
<tr>
<th>Use</th>
<th>Totals</th>
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</thead>
<tbody>
<tr>
<td>Enhance my own knowledge / skills</td>
<td>4,349</td>
</tr>
<tr>
<td>Teach health professional students</td>
<td>1,781</td>
</tr>
<tr>
<td>Teach licensed health professionals</td>
<td>2,274</td>
</tr>
<tr>
<td>Not sure</td>
<td>969</td>
</tr>
</tbody>
</table>
• Six hour training teaches the comprehensive smoking cessation counseling

• Series of three 2-hour recorded webinars

• **6.0 Free CEUs Available** - Complete all three sessions

• See more at: http://smokingcessationleadership.ucsf.edu/webinars/tobacco-cessation-education#sthash.ytMLnL7b.dpuf
Driving Smoking Cessation
Among Customers of a Regional Supermarket

• Pfizer-SCLC grant to develop, implement, and assess impact of pharmacy-based tobacco cessation intervention for “Giant Eagle Smoke-free” initiative

• 229 stores in Western PA, OH, WV, and MD

• 36,000 employees

• Includes 900 pharmacists in the pharmacies embedded in supermarkets

• Serves 4.6 millions customers annually
Reach

- Trained 712 GE pharmacists
- 35,600-71,200 projected smokers were reached

Outcomes for AAR Compliance

- Ask 10% increase over baseline
- Advise 10% increase
- Refer 15% increase
January 2015 Nationwide Launch
Safeway Smoking Cessation Service

- Incorporated organization-wide initiative to include brief smoking cessation interventions as *routine* component of patient care
- All Safeway pharmacists and pharmacy technicians engage in the Ask-Advise-Refer model to identify and assist individuals who want to stop smoking on their journey to becoming tobacco-free
Safeway Smoking Cessation Service

• Integrate smoking cessation services into all patient care services provided by Safeway
  – Immunizations (pneumonia vaccine recommended by CDC/ACIP)
  – Diabetes care
  – Behavioral health
  – Addiction/recovery
  – HIV
Safeway - UCSF Smoking Cessation Study

• **Study Design**
  – Randomized, controlled trial, n=20
  – Duration: 12-weeks
  – Ask-Advise-Refer care model implemented
  – Service provided by pharmacists and pharmacy technicians/clerks

• **Patient Care Service Results**
  – 15,000 patients were asked about tobacco use
  – 1,300 tobacco smokers were identified
  – 1,200 patients received smoking cessation counseling
  – Hundreds of patients were referred to the CSH
Safeway Partnership with CAREAssist

**Patient Referral**

- All CAREAssist clients are eligible
- Referred to Safeway Pharmacy by physician or identified by pharmacist
- Same day appointment (depending on patient and pharmacist schedules)

**CAREAssist-Safeway Tobacco Cessation Collaborative Practice Agreement**

- Pharmacist patient care services include:
  - Assist in selection of appropriate NRT and counsel on proper use
  - Refer patient to the Oregon Tobacco Quitline
  - Provide follow up coaching each time patient returns for additional NRT products
Safeway – Regis University – St.Anthony Hospital
Smoking Cessation Transitions of Care Study

• Safeway Pharmacy Resident Project
  – Partner with Regis University, St.Anthony Hospital, Colorado QuitLine
  – Implement Joint Commission Performance Measure Set for Tobacco Cessation
    • Interprofessional collaboration
    • Assess readiness to quit during hospital stay
      o Provide smoking cessation medication (meds to bed)
      o Referral to Colorado QuitLine
    • Follow up calls and care provided by Safeway
  – Observe effect of community pharmacist intervention post hospital discharge on 30-day and 90-day sustained smoking cessation rates
It’s a New Era
100PIONEERS@LISTSRV.UCSF.EDU

http://smokingcessationleadership.ucsf.edu

Toll-free: (877) 509-3786

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