Oregon Tobacco Quit Line:
Coordinated Care Organizations and Data

March 15, 2018

Today's Agenda

1   Oregon Tobacco Quit Line Overview

2   What kinds of data can CCO's request from Optum?

3   How to use Data for Quality Improvement

4   Questions & Answers

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Oregon Tobacco Quit Line Overview

What is the Oregon Tobacco Quit Line?

- ✓ Operated by Optum since 1998
- ✓ Funded by Oregon Health Authority

What is Quit For Life?

Proven effective nationwide, the Quit For Life® Program,
in collaboration with the American Cancer Society, has served
more than 2 million tobacco users since 1985

- 835 commercial contracts across the U.S.
  - 800 employer
  - 35 health plan
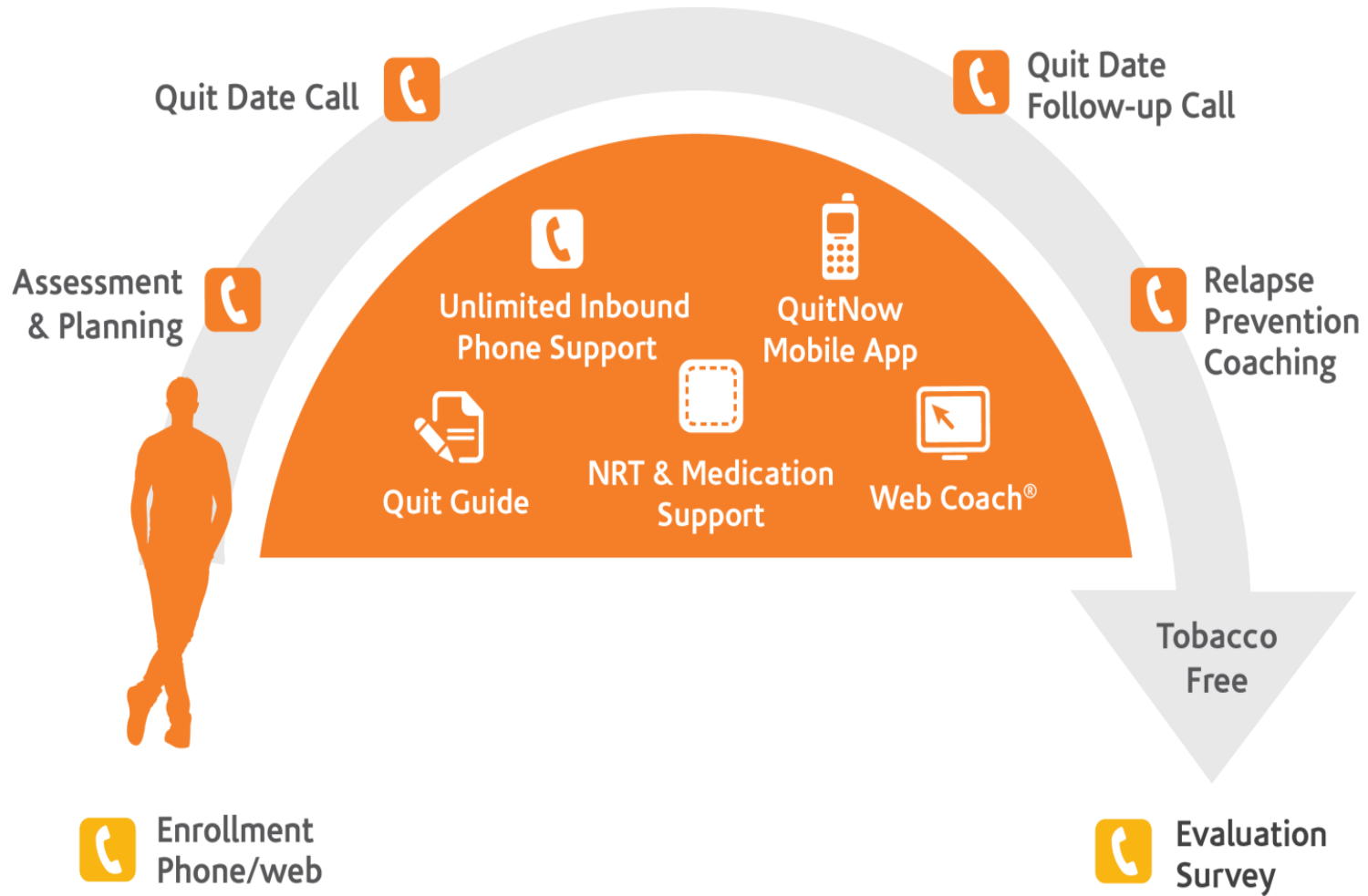
- Over 18 million eligible lives

30+ years providing behavior change

Over 1,000 lives helped per day

American Cancer Society | Quit For Life® Program

Oregon Tobacco Quit Line Program Design

Quit Date Call

Quit Date Follow-up Call

Assessment & Planning

Relapse Prevention Coaching

Unlimited Inbound Phone Support

QuitNow Mobile App

Quit Guide

NRT & Medication Support

Web Coach®

Tobacco Free

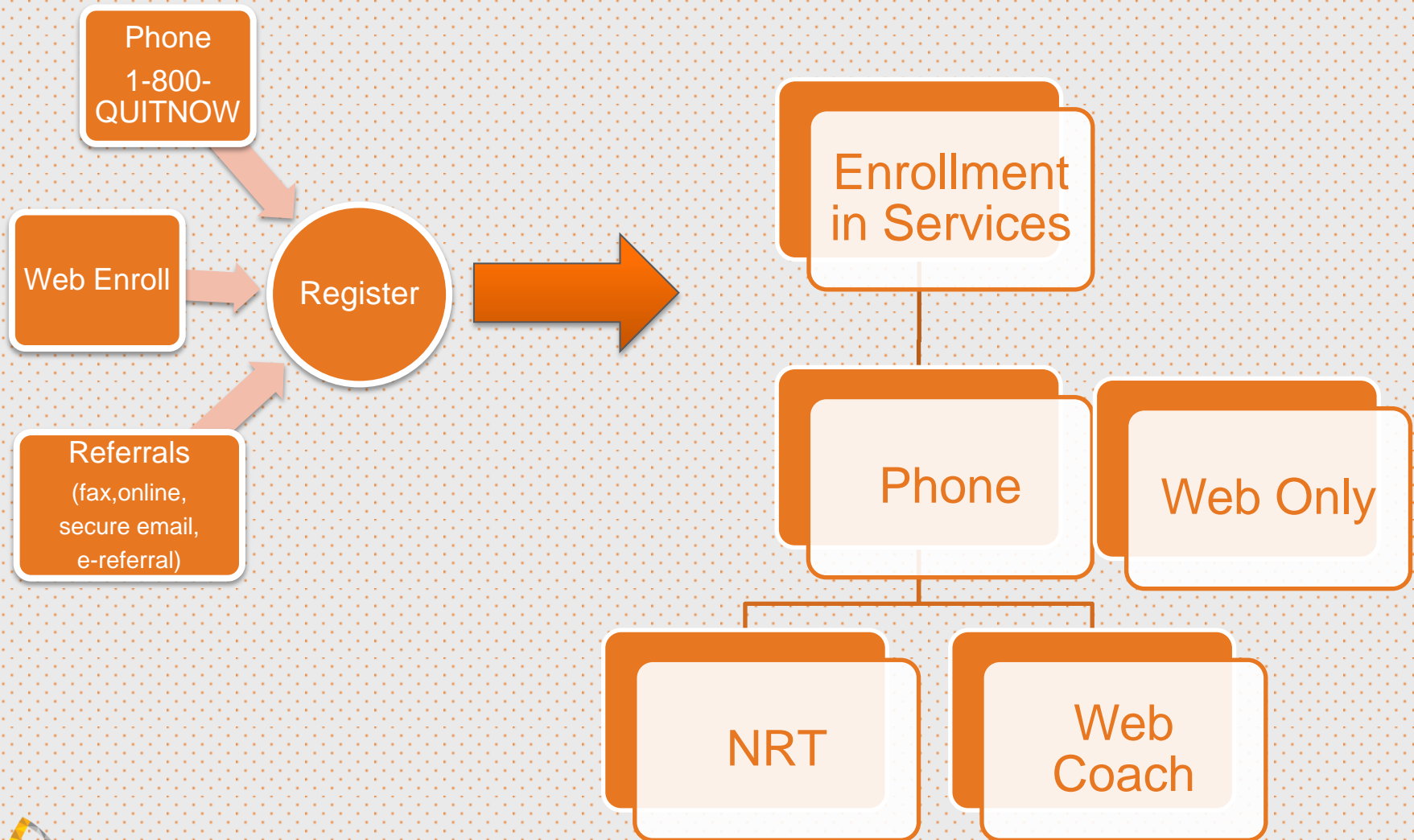Enrollment Phone/web

Evaluation Survey

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Quitline Referrals

We make outbound calls within 24 hours of receiving a referral, and we make multiple attempts at the patient's best time over the next three to five days.

- ✓ Fax referrals
- ✓ Electronic referrals
- ✓ Referrals via Online Provider tool, located at https://www.quitnow.net/oregon/
- ✓ Outcomes reports
- ✓ Provider training

How Oregonians Access Our Services

Phone
1-800-QUITNOW

Web Enroll

Referrals
(fax,online,
secure email,
e-referral)

Register

Enrollment in Services

Phone

Web Only

NRT

Web Coach

OPTUM®

Training Services

How do Quitline services compare with services for commercial clients?

Oregon Tobacco Quit Line		Commercial Clients
INTAKE	Includes extensive demographic questions	Streamlined so that members can quickly get connected to coaching
SERVICES	All tobacco users receive at least one call	Tobacco users receive multiple calls (based on health plan's contract with QFL)
NRT	Limited to 2 week starter kits for priority populations	Includes NRT provision if part of client's plan
RX MEDS	No Rx Meds	Includes Rx meds if part of client's plan
EVALUATION OUTCOMES	Quit rate and satisfaction available when OHA conducts an evaluation	Quit rate and satisfaction are available

How do Quitline services compare with services for commercial clients?

Oregon Tobacco Quit Line	Commercial Clients
REPORTING	
• Tailored to state goals including reach to high priority populations • Oregon Health Authority receives aggregate data on Quitline callers.	• Tailored to information of interest to health plan / employer • Clients can receive member-level data
OTHER SERVICES	
• **Coordination of care** is provided by triaging Quitline callers to health plans and employers for more comprehensive services	• Client Services assists wit **promotional activity**, engagement strategy and incentives.

Intake Questions: Quitline compared with Quit For Life

Category	Oregon Tobacco Quit Line	Quit For Life
Name	√	√
DOB	√	√
Tobacco Use	√	√
Tobacco Type	√	√
E-cigarette	√	√
Gender	√	√
Pregnancy	√	√
How Heard About	√	√
Ready to Quit	√	√
Medication usage (during coaching call)	√	√
Consent to follow up	√	√
Optional demographic questions • Race • Mental Health • Ethnicity • Sexual Orientation • Education • Physical Limitations	√	
Chronic Conditions	√	√
Identifier such as Member ID		√

What kinds of data can CCO's request from Optum?

Program Monitoring (Reporting)

- Enrollments
- Demographics
- How Heard About
- Quit Rate
- Satisfaction Rate
- Incentive Management (if applicable)

Standard package of reports allows for tracking of program performance.

- Methods of sending data include:
  - Posting files to client's SFTP site
  - Clients can download/access reports from a site that Optum manages

How can CCO's Use Data for Quality Improvement?

Quality Improvement: Available Data/Metrics

- 6 month evaluation survey (census basis).
  - **Quit Status**: Two metrics
    - **Responder**: Our core method of measuring quit rates is the "responder rate." The responder quit rate is the percent of participants who responded to the survey (i.e., completed the survey) who are quit for 30 days or more at the follow-up survey.
    - **Intent to Treat (ITT):** We also provide "intent to treat" (ITT) information to clients for their reference. ITT quit rates reflect the impact of the survey response rate on quit rates. Participants who are not reached for and/or do not complete the follow-up survey are classified as current tobacco users in the ITT quit rate. For this reason, ITT results are lower than Responder Quit Rates.
  - **Satisfaction:**
    - 6 point scale (continuum) of assessing satisfaction

  - Assess reach (eligible number of tobacco users who enroll relative estimated tobacco use/prevalence for a given client).

  - Monitor engagement (coaching calls or utilization of web support, for example)

1. <u>E-referral Buildout</u> – PacificSource CCO
2. <u>Closed-Loop Referrals</u> to the Quit Line – Columbia Pacific CCO
3. Oregon Tobacco Quit Line <u>Data Reports</u> – AI/AN, Mental Health
4. Investment in <u>Multisector Interventions</u> – Trillium CCO
5. Evaluation of <u>tobacco cessation related incentives</u>

Questions?