

Deschutes County Health Services

eReferrals to the Oregon Tobacco Quit Line Project



Presented by Tom Kuhn

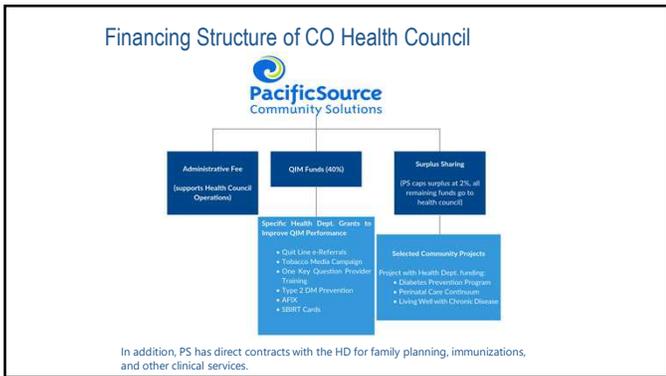
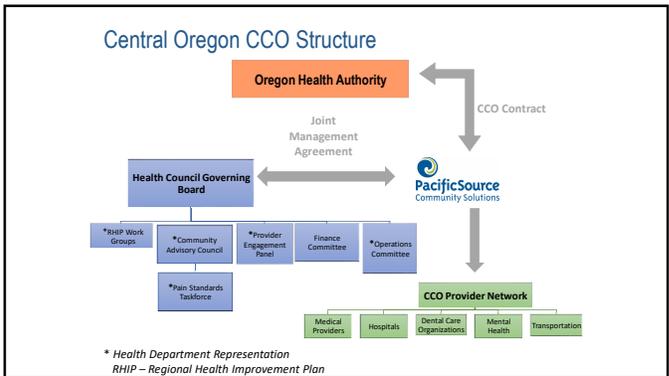
Project Development

- It all began during the Sustainable Relationships for Community Health (SRCH) Grant Institutes in 2015
- Staff from local Public Health, health partners and PacificSource participated
- During brainstorming, increasing electronic referrals to the Oregon Tobacco Quit Line was identified as a possible initiative



Quality Incentive Measures (QIMS)

- Research in Wisconsin showed that the percentage of adult tobacco users referred to a quit line service increased from 0.3% to 13.9% once eReferrals were utilized
- 2017 QIM Measure: Cigarette smoking prevalence
- Approximately 15.4% of the Central Oregon adult population use tobacco
- Proposal written and approved for \$45,000

QIM funding budget




- Deschutes County Health Services IT Staff time
- Mosaic Medical IT Staff time
- La Pine Community Clinic IT Staff time
- OCHIN Maintenance fees (project set-up and maintenance for five years)



The Oregon Tobacco Quit Line



01. **Sign Up:** We'll get some basic info and enroll you in the program.
02. **Get Help Online:** Check out our web-based features to support your quit.
03. **Work With a Coach:** Call 1-800-QUIT NOW (1-800-784-8669) to reach a coach. They know what works!

CDC: "Quitlines are effective, evidence-based tobacco cessation interventions that help tobacco users quit through a variety of service offerings, including counseling, practical information on how to quit, referral to other cessation resources, and mailed self-help materials."



Partners

- PacificSource and Central Oregon Health Council (QIM funding)
- OCHIN (the Epic EHR provider)
- Optum (the contractor for Quit Line Services)
- Oregon Health Authority (Quit Line funding source)
- **Central Oregon Providers:** Mosaic Medical, La Pine Community Health Center, Crook County Health Department, and Jefferson County Health Department



Making eReferrals Functional



- OHA, OCHIN, & Optum created and signed a Statement of Work (SOW) to outline the project timeline
- Working with local provider IT Site Specialists, Deschutes County Health Services staff coordinated implementation & training guidance
- OCHIN facilitated the training program by providing a recorded system training and publishing workflows



eReferrals goes live, August 2017!

- Following several months of intensive IT work, provider training and coordination of system testing for the five organizations, we began utilizing this new electronic system
- This bidirectional interface serves as a closed loop referral, making it easier and more useful for providers to submit referrals and receive information back on patient outcomes, improving cessation outcomes



Functionality Overview:

- If Tobacco use is indicated for the patient, the system recommends through a Best Practice Alert that the provider complete an electronic referral to the Oregon Quit Line.
- The provider then completes the eReferral from inside the patient's health record.
- Once the referral is transmitted, any referral activity generated by Quit Line staff is imported back into the patient's health record, including medications prescribed.
- Providers are able to see the outcome of their referral and have the ability to continue support of their patient's quit efforts, increasing the likelihood of quitting.



Results

- At the Central Oregon clinics where the eReferral functionality was implemented, 208 referrals were made to the Tobacco Quit Line between August 2017 and January 2018
- This is compared to 5 referrals during the same period the prior year
- A 4,000% increase in referrals!
- **Improvement Opportunity:** of the 208 referrals, only 39 clients accepted the Quit Line services (19%)



Lessons Learned

Challenge: Inability to reach clients after eReferral is made

Improvements:

1. Include Voicemail Patient Consent in the eReferral form so Quit Line staff can leave messages for patients. (available to users on July 20th)
2. Include "What to expect next from the Quit Line" on the Epic After Visit Summary (AVS). (available to users on July 20th)
3. Quit Line enabling text communication with patients. (Dependent solely on capabilities of Optum, currently being considered by Optum and OHA as a future enhancement)



Next Steps...

- Based on lessons learned, provide technical assistance to other counties that would like to make eReferrals possible.
- Provide technical assistance to Central Oregon partners to continue to improve eReferrals utilization.
- Continue to work with Oregon Health Authority to promote the use of the Quit Line and eReferrals.
- Monitor eReferral usage in Central Oregon data.



Thank you!

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