

Comparison of commercially offered Quit For Life and the Oregon Tobacco Quit Line

Overview		
	Commercially offered Quit For Life®	Oregon Tobacco Quit Line
Funding	<ul style="list-style-type: none"> Organization budget stream 	<ul style="list-style-type: none"> Quit Line funding is provided by the Master Settlement Agreement (the settlement states received after suing tobacco companies), Centers for Disease and Control, along with reimbursements from Medicaid and other cost-shares and state funds
Goals	<ul style="list-style-type: none"> Reduce medical costs 	<ul style="list-style-type: none"> Reduce the state's number of tobacco users by targeting populations with the highest prevalence, including lower socio-economic groups, the uninsured, pregnant women
Services to the participant		
	Commercially offered Quit For Life	Oregon Tobacco Quit Line
Eligibility for program	<ul style="list-style-type: none"> Defined by client All members/eligibles receive the same, consistent services 	<ul style="list-style-type: none"> Insured callers receive only the 1 call program Uninsured, pregnant callers, youth and participants in cost-shares receive the multiple call program
Phone registration process	<ul style="list-style-type: none"> Calls routed to us through our Quit For Life toll-free number Call greeting branded as Quit For Life Limited questions asked at registration to verify eligibility according to client requirements 	<ul style="list-style-type: none"> Calls are routed to us through state-branded custom toll-free line and the Centers for Disease Control national portal 1-800-QUITNOW Call greeting branded based on the state tobacco quitline Eligibility based on self-report of residence within the state they are calling Registration questions are compliant with the North American Quitline Consortium that mirrors behavioral risk factor surveillance system Behavioral Risk Factor Surveillance System (BRFSS) data collection. Questions include items such as race, ethnicity, sexual orientation, etc. Typically takes 5-10 minutes depending on the state
Web registration	<ul style="list-style-type: none"> Part of the standard offering, can be client branded 	<ul style="list-style-type: none"> Offered
Outbound coaching calls	<ul style="list-style-type: none"> 5 	<ul style="list-style-type: none"> All insured callers receive only 1 call; this is not an outbound call

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Services to the participant (cont.)		
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Decision support/NRT	<ul style="list-style-type: none"> 8 weeks of nicotine patches, gum or lozenges are sent directly to participants' homes via mail order as part of our standard offering Full regimen of cessation medications, including Rx meds 	<ul style="list-style-type: none"> Oregon Tobacco Quit Line provides 2 weeks of patches or gum to insured callers Uninsured callers may receive 2 weeks of patches and gum Participants in cost shares may receive up to 8 weeks of NRT
Unlimited access to web coach	<ul style="list-style-type: none"> Part of the standard offering 	<ul style="list-style-type: none"> Oregon Tobacco Quit Line offers standalone version of web coach in English and Spanish
Quit guide	<ul style="list-style-type: none"> Part of standard offering with QFL branding 	<ul style="list-style-type: none"> Part of standard offering with Oregon branding
Emails	<ul style="list-style-type: none"> Part of standard offering 	<ul style="list-style-type: none"> Part of standard offering with Oregon branding
Services to the client		
	Commercially offered Quit For Life	Oregon Tobacco Quit Line
Client services support	<ul style="list-style-type: none"> Part of standard offering CSM is knowledgeable regarding key strategies and integration in the health plan/employer setting. Provides consultation on best practices for PDs incentives, smoke-free policies and work-site wellness 	<ul style="list-style-type: none"> Part of standard offering CSM usually has a public health background and has broad strategies in targeting priority populations and/paid media efforts
Outcomes	<ul style="list-style-type: none"> 6-month survey to assess quit and satisfaction included 	<ul style="list-style-type: none"> None
Access to the recruitment toolkit	<ul style="list-style-type: none"> Part of standard offering 	<ul style="list-style-type: none"> Not available
Reporting	<ul style="list-style-type: none"> Reporting suite is tailored to data and information of interest to health plan or employer Reports posted to Vital Signs 	<ul style="list-style-type: none"> Reporting suite is tailored to a state monitoring reach within various populations Vital Signs not available
Incentive management	<ul style="list-style-type: none"> Available 	<ul style="list-style-type: none"> Not available
Vendor integration	<ul style="list-style-type: none"> Available 	<ul style="list-style-type: none"> Not available

To learn more about Quit For Life, contact your Optum® sales representative.

Call **1-866-427-6845**, email us at **engage@optumhealth.com** or visit **optum.com**.



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