Outline

- Introduction
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Introduction: Bio

- Born in Saint Paul, MN
- University of Saint Thomas for undergraduate
- Des Moines University for Medical school
- Davenport, IA Family Medicine residency
- Centracare Big Lake Clinic since 2011
Introduction: Passion for Smoking Cessation

A doctor that used to smoke....AHHHHHHHH!!!!
My Quit Attempts

- Zyban
  - Helped with anxiety maybe.
  - Cigarette taste.
  - Early 20’s and had side effects that did not coincide with being a single 20 y/o male... enough said!
My Quit Attempts: Continued

- **Nicoderm CQ**
  - Positive
    - Easy
    - Curved some cravings
  - Negative
    - Easily forgotten
    - Nothing for acute cravings or triggers
    - Lack of assistance with physical dependence
My Quit Attempts: Continued

- Nicorette Gum
  - Great to curve acute cravings
  - Used it wrong
  - Easy to override
  - Easily forgotten
My Quit Attempts: Chantix

- Started in 2007
- Samples
- Continued to smoke the first 4-6 weeks
  - Taste got worse
- Routine of buying still got the best of me
  - One and done
My Quit Attempts: Chantix

- Realization the waste
  - Set quit date
- Continued to struggle with cravings
  - Addition of Nicorette gum
- Extended course to about 5 months
My Quit Attempts: Chantix

- Side effects
  - Nausea
  - Dreams
My Quit Attempts: The Aftermath

- Still struggled with cravings
  - Able to curve on my own until.....
- Busy surgery week
  - Caved and almost relapsed
  - E-cigarette savior
My Quit Attempts: The Aftermath

- NRT with me
- 18 months later
  - Cravings began to ease up
- 2 years later till now
Passion for smoking cessation

- Strong family history of early heart disease
  - Paternal Grandfather
  - Uncles X 3
- One person I could not convince
Passion for smoking cessation translated to need at clinic
Big Lake smoking Pilot: Why?

- 21% of the patient population were active tobacco users vs 14% across health system
- If diabetics quit smoking would have been at 86% optimal care
- Clinic and community outreach for healthier community
Smoking Pilot: initiation

- Financial support from Centracare
  - Grant
    - Waving patient Copays
    - Marketing
    - Patient information
    - CO Monitor
  - Chantix Samples
Smoking Pilot: Initiation

- Education (Extended lunch meeting)
  - Staff education
    - New Work flows (Goal to make as least intrusive as possible on regular work flow)
    - Screening questions (pre-contemplation vs contemplation)
  - Enrolling and tracking patients
- Provider education
  - Smoking cessation options
  - Coding and billing
Smoking Pilot: initiation

- Clinic Marketing
  - Visual Cues
    - Exam rooms
    - Lobby
    - Hallways
    - Vitals room
    - Bathroom ***
  - Quit plan cards
Smoking Pilot: Walk Through Day 1, Staff

- Staff initiate questions on quitting
  - Assess readiness to quit
- Pre-arranged Packet given
  - If in the contemplation or pre-contemplation stage
  - Folder with resources on quitting, workbook, and hand picked references
Smoking Pilot: Walk Through Day 1, Staff

- Start tracking form
  - Follow up appointments
  - Insurance information
  - Smoking cessation option
  - Quit date
Smoking Pilot: Walk Through Day 1, Staff

- Quit line referral
  - Information in packet
  - Card given to patient
- Prize for choosing to quit
  - Water bottle
Smoking Pilot: Walk Through, Provider, Day 1

- Smoking cessation options
  - NRT
  - Zyban
  - Chantix
    - Side Effects
    - Patient Fears
- Dual nicotine therapy
  - Pick based on patient dependence
Smoking pilot: Walk through, Provider Day 1

- Financial cost to patient
  - Appropriate billing
    - Time based billing
    - Smoking cessation codes
  - Therapy cost...
    - Samples If needed
    - Paid for NRT
Smoking Pilot: Walk Through Provider Day 1

- Describing follow up and scheduled follow up
  - 1 week, then every 2 weeks until quit, then monthly
  - Follow up even if have not quit
  - Follow ups dedicated to smoking cessation alone
Smoking Pilot: Walk through Follow up Appointments, Staff

- More references patient focused
  - Barriers to quitting specifics
  - Smoking cessation tool references
  - Financial Barriers addressed if needed
  - Quit plan referral again
  - Other tech tools such as phone apps
  - Review work book
Smoking Pilot: Walk through Follow up Appointments, Staff

- Up dating tracking form
  - Follow up appointments
  - Insurance information
  - Smoking cessation option
  - Quit date
- Recording data and results (nurse manager)
Smoking Pilot: Walk through Follow up Appointments, Staff

- Calling for follow up
  - Phone calls to patients enrolled for follow up appointments and reminders
  - Call for continued encouragement
  - Phone calls to those that “fell off”
Smoking Pilot: Follow up, appointments Providers

- Continued weekly/every other week follow ups
  - Reiterating ok if not quit yet
  - Follow up every week until quit then switch to every 2 weeks
  - After a few weeks of not smoking switch to monthly
  - When patient comfortable wean therapy and follow up a few times if needed
Smoking Pilot: Follow up, Appointments Providers

- Barriers to quitting
  - Triggers (coffee)
  - Places (casino)
  - People (other smokers)
- Adjust therapy if needed
  - Addition of NRT To Chantix if continue to smoke
  - Change NRT
Smoking Pilot: Follow up, Appointments Providers

- Check side effects
  - Change NRT
  - Low dose Chantix
- Continued encouragement and reassurance
Smoking Pilot: Follow up, Appointments Providers

- Continued smoking while on Chantix
  - Ok up till about 4 weeks
  - Over ride the effects of the Chantix if smoke beyond 6-8 weeks
  - Addition of NRT becomes very important and will curve the craving and lead to greater success
Smoking Pilot: Walk through, End

- Those who continue on NRT
  - Weaning off vs continuing
  - How long to keep on NRT?
- Those who continue on Chantix
  - Continuing vs Stopping
    - or continue long term
  - Weaning the medication vs discontinuing cold turkey
Smoking Pilot: Walk through, End

- Avoiding relapse
  - Greatest fear “that one cigarette”
  - Keeping NRT in close proximity for 1 year at least
Smoking Pilot: Walk through, End

- Certificate of success
  - Signed by entire clinic
- Follow up for rechecks
  - Sometimes helpful....maybe
Pilot result

- Between 8/1/2015 to 5/31/2016
- Total of 100 patients enrolled
- 74 total scripts given (contemplation)
Pilot Result

- 7 total patients successful completion (9.5%) at end of pilot
- At end of pilot 12 patients remained active
- 4 more patients successfully completed after pilots end (14.9%)
- 8 unaccounted for
  - If all 8 quit (25.6%)
  - If only 1 quit (16.2%)
Provider 1: 2 active out of 13 enrolled (15%)
Provider 2: 8 active (5 success during 3 success after end) out of 26 enrolled (31%)
Provider 3: 4 active (2 success) out of 24 enrolled (17%)
Provider 4: 7 active (1 success after end) out of 35 enrolled (20%)
Pilot Results: Pitfalls

- Out of the 74 Rx given, 55 patients (74.3%) became inactive.
- 25/26 patients engaged at pre-contemplation stage declined follow up appointment (1 pending).
- 57 no-shows out of 94 total smoking cessation appointments (60% no show rate).
Keys to success...

Patient Experience focused
Patient experience approach: convincing the patient

- All smokers at some point have contemplated quitting and most want to quit
- What is their motivator for quitting
  - Keep focus here on their quit attempt
  - Keep reiterating the importance of this motivator
- Find their fear of quitting and address this
  - Make it so that fear goes away
Patient experience approach: convincing the patient

- Health concerns for most not convincing
  - Even telling a guy about increase risk in penile cancer...”so what”
  - Some will respond to increase risk of other illness other than respiratory effects
- 10 year cardiac risk calculator
Patient experience approach: convincing the patient

- Financial savings more convincing especially if quitting is “free”
  - My experience with stopping gambling and smoking cessation
  - Insurance reduction
  - Life insurance costs
- Importance of family (Grandkids)
Patient experience approach: convincing the patient

- Find there fear in quitting and convince not to be scared
  - “Smoking keeps me sane” (smoking makes more depressed/anxious)
  - “Cant do it why try” (average attempts to quit)
- Medication side effects (chantix)
- Need something in my hands (inhaler/gum)
- Triggers (avoid them if need be)
Patient experience approach: engaging the patient

- Start cessation program with cessation mechanism of their choice
- Give them power and control
  - NRT (nicotrol inhaler)
  - Dual NRT (Patch plus...)
  - Chantix
  - Zyban
  - Others
Patient experience approach: engaging the patient

- Make sure they follow up
  - *Come back even if not quit*
  - Schedule appointment in the room
  - Call backs
  - Brain storm any idea!!!!
Patient experience approach: engaging the patient

- Address side effects to medications
  - Chantix and dreams (adjust dose)
  - Eat with the medication if nausea
  - Change NRT
Patient experience Approach: Not quit yet

- Not expected to quit in 1\textsuperscript{st}, 2\textsuperscript{nd}, 3\textsuperscript{rd} follow ups
  - Reiterate how hard quitting is and cessation not expected in first few weeks
  - They are not alone as most people do not quit with in first few weeks
Patient experience Approach: Not quit yet

- Encouragement of even small amounts of reduction in tobacco use
  - Got to crawl before you can walk
  - “Most people have not done this much so you are ahead of the curve”
Patient experience Approach: Not quit yet

- Continue to focus on reasons why they choose to quit
  - Money savings so far
  - Heath benefits
    - Sense of smell
    - Taste
  - Family members
Patient experience Approach: Not quit yet

- Several weeks in and continue to smoke
  - Encourage continued reduction
- Concern of overriding chantix
  - About week 4-6
  - Addition of NRT
- Changing NRT
  - Find out what trigger is and adjust based on this
Patient experience approach: Side effects

- Can be very discouraging
  - Extremely common cause on why patient stop cessation program
- Adjust meds
  - Low dose chantix
  - Change NRT
- Weight gain
  - Exercise
- Medication cost
- Office visit cost
Patient Experience Approach: The Aftermath

- Duration of therapy
  - Chantix over 6 months?
  - Continued NRT?
  - Stop cold turkey
Patient Experience Approach: The Aftermath

- Success when addition of other life style modifications
  - Exercise is one of the best ways to avoid relapse
  - Dietary changes
  - Alcohol reduction
  - Avoidance of possible problematic triggers such as casino
Patient Experience Approach: The Aftermath

- **Desire never goes away**
  - First year the worse
  - Second year and on becomes much easier
- Avoid Relapse
  - “greatest fear should be that one cigarette”
  - Keep NRT close
Conclusion

- Isolate there fears and conquer them
- Empower your patient as much as possible
- Importance of follow up
- Follow up even if you have not quit
- Also encourage and focus on the small things
- Reiterate the patients motivation
- Chantix with NRT and dual NRT
- Avoid that one cigarette
Questions?!?!?
Thanks!