

Guide to Tobacco Cessation Resources in North Carolina

For Health Professionals

Patients expect and appreciate when physicians and other health professionals assist them in their quit attempts. Take just a few minutes to make this important difference in their lives.

Refer patients to QuitlineNC — it's easy!

- QuitlineNC, 1-800-QUIT-NOW (1-800-784-8669), is a North Carolina service designed to help all tobacco users quit, both youth and adult.
 - Staffed by professionally trained expert tobacco cessation quit coaches
 - Available from 8 a.m. - 3 a.m., seven days a week
 - English, Spanish and other languages available
 - Free to all North Carolinians
 - QuitlineNC makes it possible for medical professionals to quickly:
 - Ask about tobacco use
 - Advise patients to quit
 - Refer to an evidence-based resource (QuitlineNC)

Can providers be reimbursed for cessation counseling?

- As of January 1, 2009, some payers are reimbursing for evidence-based cessation counseling (such as 5As) on top of the standard Evaluation & Management (E & M) code. An appropriate tobacco-related diagnosis, such as ICD-9 code 305.1 (tobacco abuse), must be filled in addition to the E & M code and submitted with CPT code. Call your patient's insurer for more information.
- Smoking Cessation Counseling CPT codes:
 - 99406 - Intermediate visit (3-10 minutes)
 - 99407 - Intensive visit (more than 10 minutes)

To learn more about the 5As of tobacco cessation (Ask, Advise, Assess, Assist, Arrange), visit www.QuitlineNC.com and click on "For Medical Professionals."

Use the Quitline Fax Referral Program — it's fast!

The Fax Referral Program allows QuitlineNC to proactively make the first call to your patient who would like to quit within the next 30 days. Just fill out the fax referral form with the patient and ask them to sign and date it. Then, fax the form to 1-800-483-3114. QuitlineNC will call your patient to get them started.

Did you know that, as a referring site, you can receive fax alerts that update you when QuitlineNC has made contact with your patient and let you know what services they have asked to receive?

- The fax referral form in English can be found at the following link:
http://quitlinenc.com/elements/pdf/NC_Fax_Form.pdf
- The fax referral form is also available in Spanish:
<http://quitlinenc.com/elements/pdf/SpanishFaxReferralForm.pdf>

HIPAA compliant? It is very important that you check whether you are HIPAA compliant (yes or no) to receive feedback on the patient's participation in the program. If you are not HIPAA compliant, the patient will still receive referred QuitlineNC services.

Other resources available from QuitlineNC

- Click to Call feature is available at the following link: www.QuitlineNC.com.
 - Patient enters his/her phone number
 - QuitlineNC will call the patient's number within a few minutes
 - Accessible during operational hours (8 a.m. - 3 a.m.)
- Web Coach is an optional Web-based cessation program available to callers who receive services from QuitlineNC.
 - Must be 13 years of age with a valid e-mail address
 - Will be provided with a login and temporary password at QuitlineNC registration
 - Quit Coach can track patient's progress/build on personal quit plan
 - Quit Coach can send coaching e-mails
 - Available 24 hours a day
 - Discussion forum available

Prescription assistance is available to some groups

- Patients 18 and older can buy nicotine replacement therapy (NRT) without a doctor's prescription. However, if your patient is on Medicaid or the State Health Plan:
 - Medicaid covers all FDA-approved cessation medications, including NRT. A prescription is required for OTC generic NRT.
 - The State Health Plan waives the co-pay for OTC generic NRT. A prescription is required for OTC generic NRT.
 - Requires proof of cessation support completed by provider or Quit Coach.
 - Certification form to fax to Medco can be obtained at www.shpnc.org/pdf/nrt-provider-cert.pdf
 - Provide Quit Coach with patient's SHP ID#, and QuitlineNC will send the certification form to the SHP for the patient
 - Participating pharmacies will be able to fill the prescription
 - Advise patients not on Medicaid or the State Health Plan to call their health plan's customer service representative to ask if the plan offers a similar benefit.

What should patients expect when calling QuitlineNC?

- When your patient calls/connects with QuitlineNC he/she can talk to an expert Quit Coach who will help him/her through the quitting process. Studies show that people like talking to Quit Coaches over the phone — many even like it better than face-to-face counseling.
- Your patient can even ask the Quit Coach to call him/her back to check on quitting progress. QuitlineNC will provide up to three follow-up calls (total of four calls) from an expert Quit Coach at times when the patient and the Quit Coach agree upon. In addition, QuitlineNC can mail materials and help find local programs that can help your patient stop using tobacco.

Who sponsors QuitlineNC?

- This core public health service is administered by the NC Division of Public Health, Tobacco Prevention and Control Branch. It is funded by the NC Health and Wellness Trust Fund.

