

Background

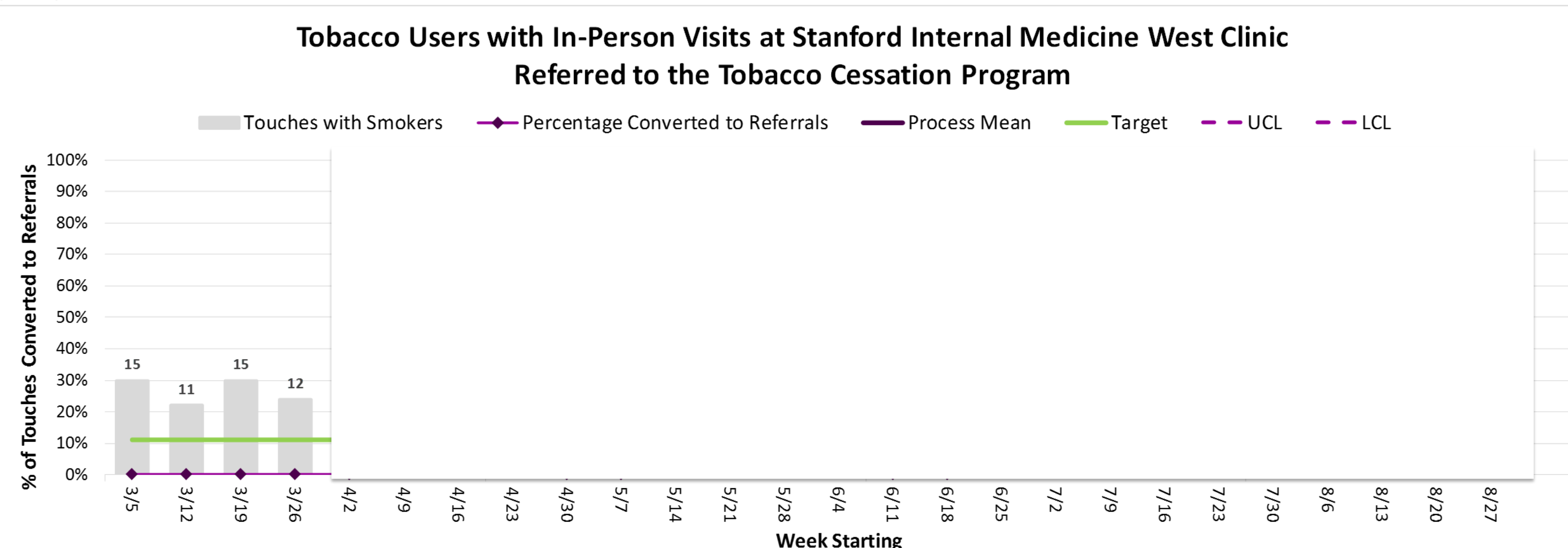
7/10
Adult Smokers
reported they
wanted to quit
in 2015 per CDC

50%
Quit Rate
9 months after attending
8+ group sessions

Program averages 0 referrals per week from primary care.

Aim

Increase the percentage of current tobacco users with in-person visits to Stanford Internal Medicine West referred to the Stanford Tobacco Cessation Program from 0% to a mean of 11% per week by August 31, 2018

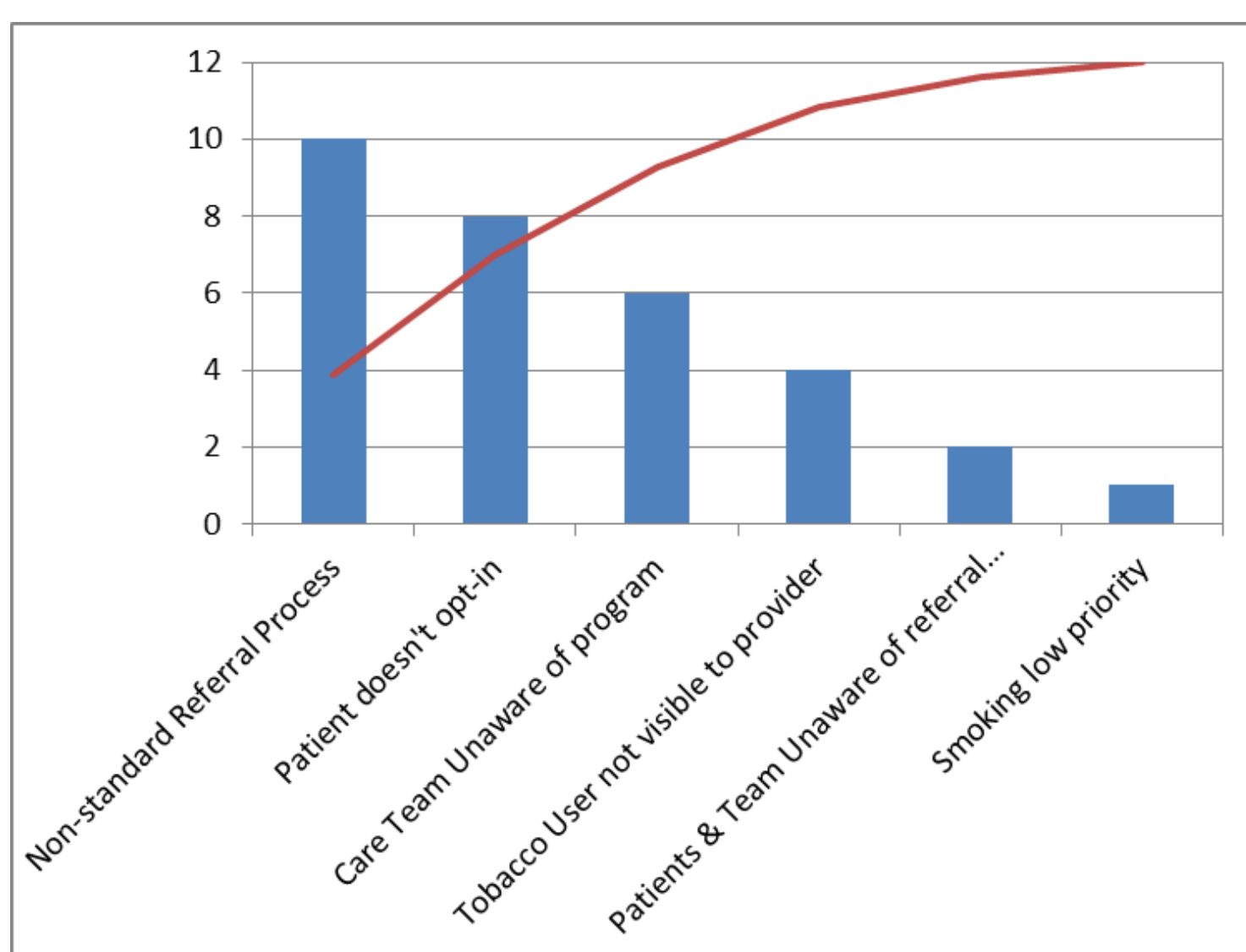


Analysis

Process Map



Pareto



Identified Key Drivers

Process must minimize additional burden to care team

Patient must opt-in for the referral

Referral process must be standardized

Care teams must be aware of the program

Contact patient to schedule initial Intake Visit

Ensure coverage of service by payor

Message patients with resources and Next Steps

Ensure MA Staff Aware and practicing Tobacco Screening Standard Work

Obtain Consent from providers to auto-refer tobacco users

Removing the overly burdened PCP as the weak-link from the process

Identify Flow of Tobacco Using Population Weekly

Psychiatry Intake

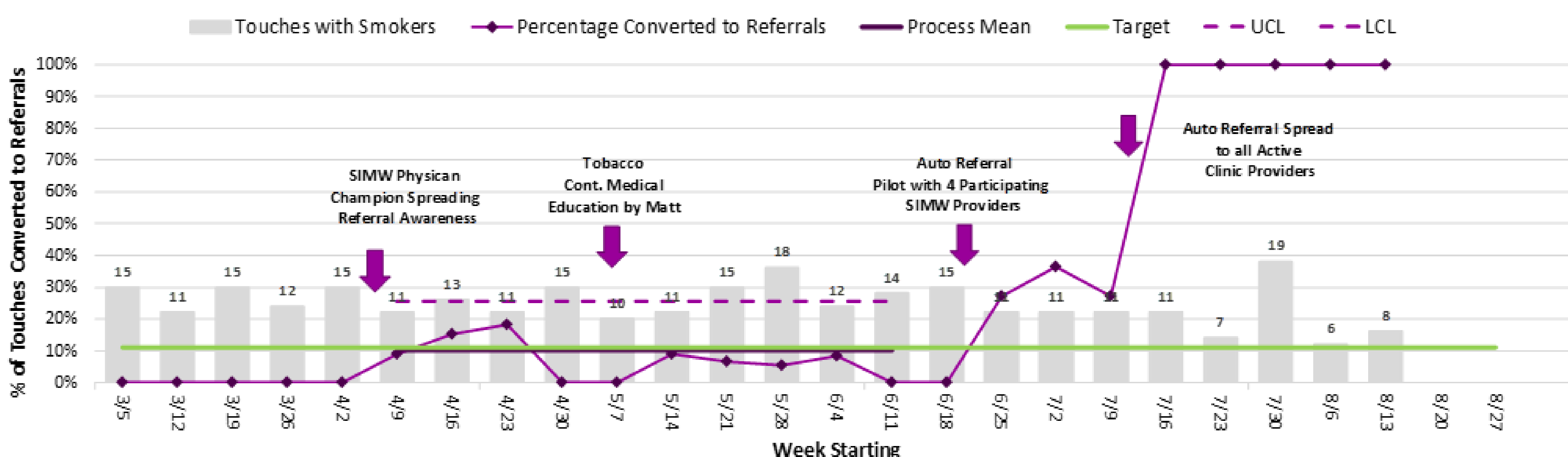
Primary Care Visit

Population Health Team

Dear @NAME@,
As part of the new Tobacco Free Initiative here at Stanford Health Care, we are identifying and reaching out to individuals in our system that may benefit from our support and Stanford's resources. Stanford's Tobacco Cessation Program is a comprehensive, individualized treatment based on the latest research. 50% of patients who complete the program remain tobacco-free 9 months later. If you are eligible for our program, a member of our team will be reaching out to you to provide more information, or, you can call directly at 650-498-9111 (Option 2) and ask for the tobacco cessation program.
In addition to our program, the following free resources are available to anyone interested in more information about quitting or reducing tobacco use:
1) California Smokers' Helpline: 1-800-NO-BUTTS
2) smokefree.gov
3) cdc.gov/tobacco/quit_smoking/
If you have questions, or if our information needs to be updated, please feel free to reply to this message or discuss with your healthcare provider at your next visit.
Thank you!
Jimmy Dang BSN, RN
RN Case Manager

Results

Tobacco Users with In-Person Visits at Stanford Internal Medicine West Clinic Referred to the Tobacco Cessation Program



Discussion

- Auto-referrals are immensely helpful in overcoming clinical prioritization & bandwidth issues
- Communication among all members part of the referral process is key
- Even with referral volume issue solved, our focus shifts to inability to contact all patients & lack of coverage for treatment

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