

# The Maine Tobacco HelpLine

## Referring Patients for Tobacco Treatment

### ABOUT THE HELPLINE

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**The Maine Tobacco HelpLine is a free service providing evidence-based tobacco treatment for all Maine residents.**

- Professional counseling program that takes place over the phone.
- Specialists are experts in tobacco treatment and specifically trained in tobacco addiction.
- Treatment includes motivational interviewing and cognitive behavioral therapy.
- Most patients are eligible for medications (patches, gum and lozenges).
- The HelpLine is available Monday through Sunday from 8:00 a.m. – 12:00 midnight by calling 1-800-207-1230.

### MAKING A REFERRAL

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**Tobacco users are 2-3 times more likely to quit with the support of the HelpLine than when they try alone. It takes less than 60 seconds to make an electronic referral.**

- Once the HelpLine receives your referral, attempts are made to reach your patient within one business day.
- You will receive a provider referral feedback letter for every referral received. This is faxed to the referring provider typically 10 days post-referral status and provides your patient's referral status.

### WHAT HAPPENS NEXT

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**If your patient is reached by phone, a HelpLine specialist will explain how the program works and will offer to register the patient.**

**If your patient chooses to accept services:**

- Registration takes about 5 minutes.
- Most patients are eligible for up to 4 counseling calls, but may choose to complete fewer calls.
- Patients can call in for additional support between calls if needed.
- Self-help materials mailed to patient.
- A tobacco treatment specialist will: provide in-depth, customized quit planning and support; determine if a patient is eligible to receive up to 8 weeks of free nicotine replacement therapy; and offer decisional support around choosing a product to use.
- Patients may be re-enrolled in the multi-call program every 6 months as needed which includes eligibility for the 8 weeks of NRT.

## WHAT HAPPENS NEXT, CONT'D.

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### If your patient chooses to decline services:

- Self-help materials mailed to patient.
- Patients are welcome to call the Maine Tobacco HelpLine at 1-800-207-1230 if they change their mind about using this resource.

### If your patient is not reached after 5 contact attempts:

- A brief voice message will be left for your patient (unless the referral specifically notes no message should be left or patient has no voicemail).
- Self-help materials specifically geared toward patients who may be unsure or just thinking about making a quit attempt will be mailed to the patient address provided on the referral.

## MEDICATION VOUCHER PROGRAM

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Eligible participants may receive up to 8 weeks of NRT, such as nicotine patches, gum or lozenges at the pharmacy of their choice for no charge every 6 months.

- Available to all Maine residents who are tobacco users aged 18 and up.
- Participation in 1-4 counseling calls is required.
- MaineCare provides a generous benefit for Tobacco Treatment Medications, including coverage for over-the-counter nicotine replacement products.
- **MaineCare members are therefore not eligible to receive NRT from the Maine Tobacco Helpline.**
- Patients with MaineCare will require a prescription from their provider to access those medications.
- Patient with MaineCare are still welcome to participate in the counseling program with the HelpLine.\*
- Questions about the Maine Tobacco HelpLine Medication Voucher Program should be directed to 1-800-207-1230.

\* Direct questions about MaineCare benefits should go to Member Services: (800) 977-6740 and Provider Services: (866) 690-5585.

## HELPLINE QUIT RATE

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The Maine Tobacco HelpLine quit rate (30-day) is 43% for tobacco users that complete at least 4 calls of the multi-call program.

- Unassisted quit rates are generally reported as approximately 7%.
- Asking your patients about tobacco increases quit rates — and encouraging them to take advantage of the HelpLine increases rates even further.