



Referring Patients for Tobacco Treatment

The Maine Tobacco Helpline & TheQuitLink.com

ABOUT THE QUIT SERVICES

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 or online through theQuitLink.com
- Specialists are experts in tobacco treatment and specifically trained in tobacco addiction.
- Phone-based treatment informed by 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 or online anytime at theQuitLink.com.

MAKING A REFERRAL

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 two business days.
- 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

If your patient is reached by phone, a Helpline specialist will explain how the program works and will offer to register the patient for the phone service or online treatment option.

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 can be mailed or accessed digitally.
- Patients have access to a web-based portal with helpful information and tracking tools.
- 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 (NRT); and offer decisional support around choosing products 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.

MaineHealth
**Center for Tobacco
Independence**

WHAT HAPPENS NEXT, CONT'D

If your patient chooses to decline services:

- Self-help materials mailed to patient.
- Patients are welcome to contact 1-800-207-1230 or TheQuitLink.com to enroll, if they change their mind about using this resource.

If your patient is not reached after 3 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

Eligible participants may receive up to 8 weeks of Nicotine Replacement Therapy (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.
- When appropriate, patients can receive combination NRT (patch plus gum or lozenge).
- Patients who chose to participate in the web-only program are eligible for a 2-week NRT starter pack.

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.
- Patients with MaineCare are still welcome to participate in the counseling program with the Helpline.
- Direct questions about MaineCare benefits should go to Member Services: (800) 977-6740 and Provider Services: (866) 690-5585.

Questions about the Medication Voucher Program should be directed to the Maine Tobacco Helpline at 1-800-207-1230.

HELPLINE QUIT RATE

The Maine Tobacco Helpline quit rate (30-day) is 36% for tobacco users that complete at least 4 calls of the multi-call program.

- Unassisted quit rates are generally reported as approximately 3%.
- Asking your patients about tobacco increased quit rates – and encouraging them to take advantage of the Helpline increases rates even further.