



Referring Patients for Tobacco Treatment

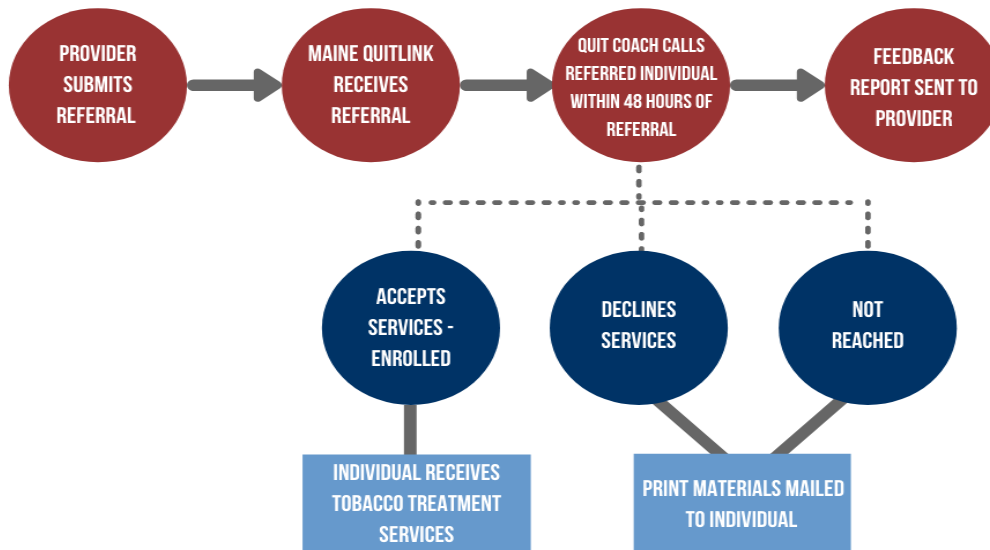
ABOUT THE MAINE QUITLINK

The Maine QuitLink is a free service providing evidence-based phone and web tobacco treatment for all Maine residents.

- The Maine QuitLink offers a variety of programs to meet the needs of your patients or clients. Maine residents who smoke, vape, or use other tobacco products can choose from a variety of digital and phone-based programs to meet them where they are in their quitting process.
- Quit Coaches are experts in tobacco treatment and specifically trained in nicotine addiction.
- Treatment is informed by motivational interviewing and cognitive behavioral therapy.
- Most patients are eligible for medications (patches, gum, and lozenges).
- The Maine QuitLink is available Monday through Sunday from 8:00 a.m. – 12:00 midnight by calling 1-800-QUIT-NOW or online anytime at MaineQuitLink.com.
- The Maine QuitLink offers a full range of treatment services, including coaching, medications, and digital options, to individuals who use electronic products or vape.

MAKING A REFERRAL

Tobacco users are more likely to quit with the support of the Maine QuitLink than when they try alone. It takes less than 60 seconds to make an electronic referral.



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Maine QuitLink Quit Service Options:

- **Phone Coaching:** Free one-on-one coaching with a Quit Coach who will assist in creating a customized Quit Plan. Program includes up to 8 weeks of combination Nicotine Replacement Therapy (patch, gum, or lozenges) for eligible Maine residents, calls with a certified Quit Coach, and access to text, email, and web services.
- **Web Coaching:** Website support with digital tools to help an individual with their quit journey. Program includes 2 weeks of Nicotine Replacement Therapy (patch or gum) for eligible Maine residents, chat with an online Quit Coach, online quit community, and access to text, email, and web services.
- **Digital Individual Services:** Individual services are designed to give someone the flexibility to pick and choose the tools they want to use at any time through an online dashboard. Individuals build a plan by adding or removing the tools that work best for them including 2 weeks of Nicotine Replacement Therapy (patch or gum) for eligible residents, text messaging, email, and educational materials.
- **Intensive Behavioral Health Coaching:** Tailored to meet the needs of tobacco users with a behavioral health condition. The program includes 7 proactive calls from Quit Coaches trained in the specific challenges faced by tobacco users with a behavioral health condition, 12 weeks of combination Nicotine Replacement Therapy (patch + gum or patch + lozenge), a letter sent to the participant's provider outlining the importance of supporting the patient in quitting tobacco, and access to the standard text, email, and web portal services.

Learn more about Maine QuitLink Quit Service Options: CTIMaine.org/Maine-QuitLink.

MAINE QUITLINK QUIT RATE

The Phone Coaching Program quit rate (30-day) is 36% for tobacco users who complete at least 4 calls of the multi-call program.

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

MAINECARE CONSIDERATIONS

- Individuals with MaineCare can access free tobacco treatment medications through all Maine QuitLink programs.
- Through MaineCare, individuals have complete coverage for medications, including over-the-counter Nicotine Replacement Therapy (NRT). Direct questions about MaineCare benefits should go to Member Services: (800) 977-6740 and Provider Services: (866) 690-5585.

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