



Referring Patients for Tobacco Treatment

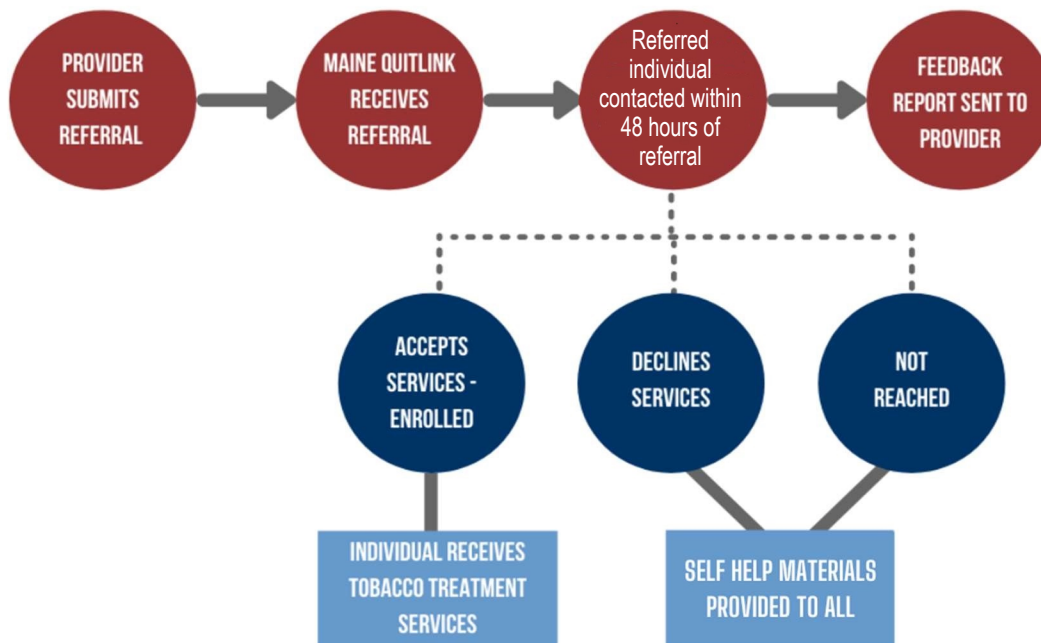
ABOUT THE MAINE QUITLINK

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 phone coaching program is available Monday through Friday during business hours 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. People who call are twice as likely to quit and using free nicotine replacement therapy (NRT) triples your chances.

- 12 weeks of FREE patches, gum, or lozenges
- Multi-session support with a certified Quit Coach
- Online Appointment Scheduling
- Supportive Behavioral Health Protocol
- Access to Optional Online Quit Tools
- Supportive Website, Social Media, and Materials

- **Online Tools For Quitting**

Rally Coach offers web-based support with digital tools to help a participant with their quit journey. People can get quitting information, create a customized quit plan, and track progress.

- FREE 2 week starter pack of patches, gum, or lozenges
- Online dashboard available 24/7
- Text Message Support
- Web Chat with a certified Quit Coach
- Option to Enroll in Online Group Sessions
- Supportive Website, Social Media, and Materials

The Maine QuitLink suite of services includes tailored tobacco treatment programming for teens (13-17).

Learn more about the **My Life, My Quit** program at ME.MyLifeMyQuit.com.

MAINE QUITLINK QUIT RATE

The Phone Coaching Program quit rate (30-day) is 40% 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

- All residents, including MaineCare members, can access no cost, barrier-free services through the Maine QuitLink, including quit medications. They can choose options including digital and phone-based programs to meet them where they are in their quitting process.
- MaineCare members can receive additional access to free counseling and quit medications to help quit tobacco through their MaineCare benefits.
- Direct questions about MaineCare benefits should go to Member Services: (800) 977-6740 and Provider Services: (866) 690-5585.

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