

Enhancing Tobacco Quitline Engagement through an EMR-Driven Model:

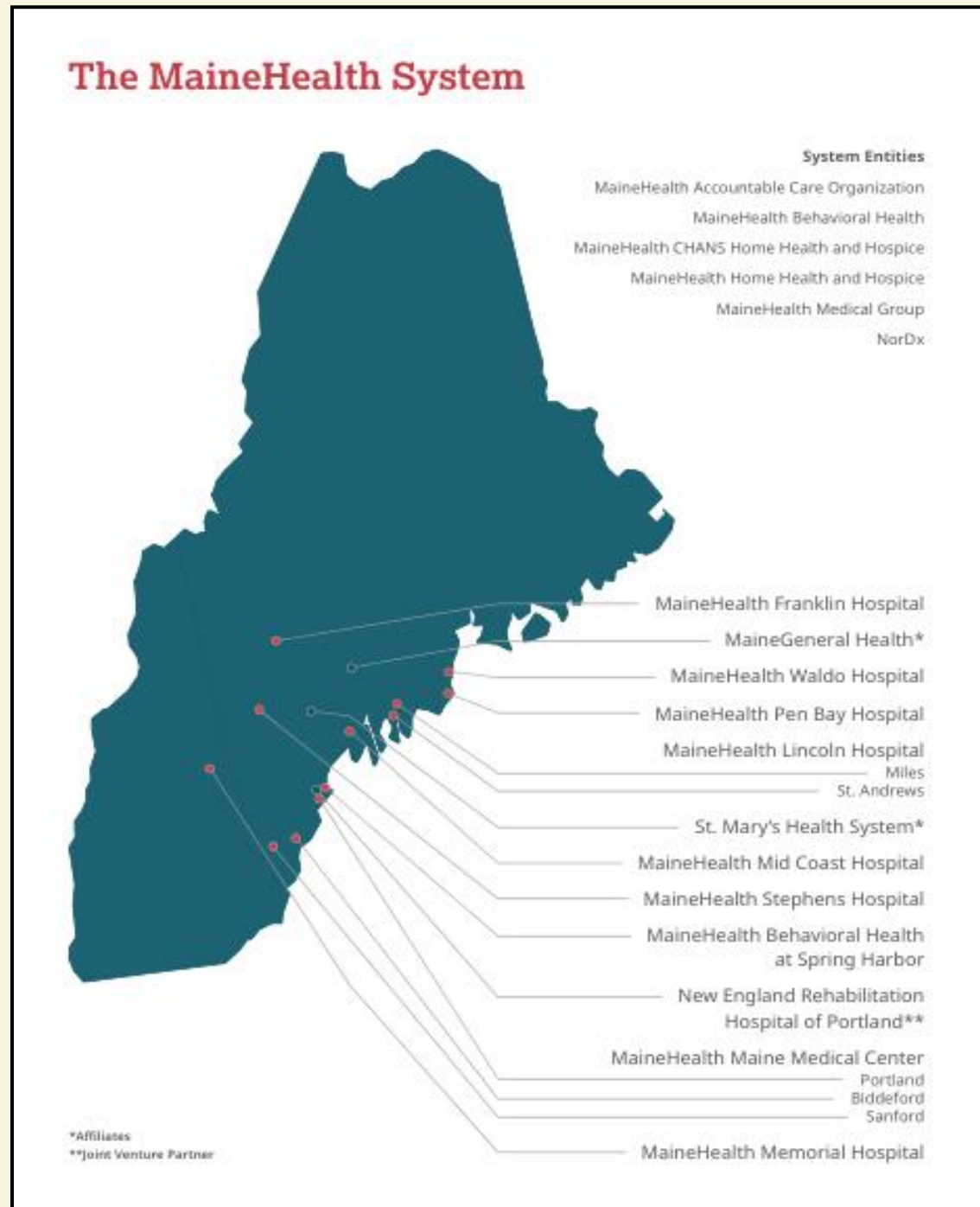
Appointment-Powered Progress in Maine

Amy Giles, BA; NCNTT, Senior Program Manager

MaineHealth Center for Tobacco Independence

National Conference on Tobacco or Health ■ August 26, 2025

MaineHealth Center for Tobacco Independence



Center for Tobacco Independence

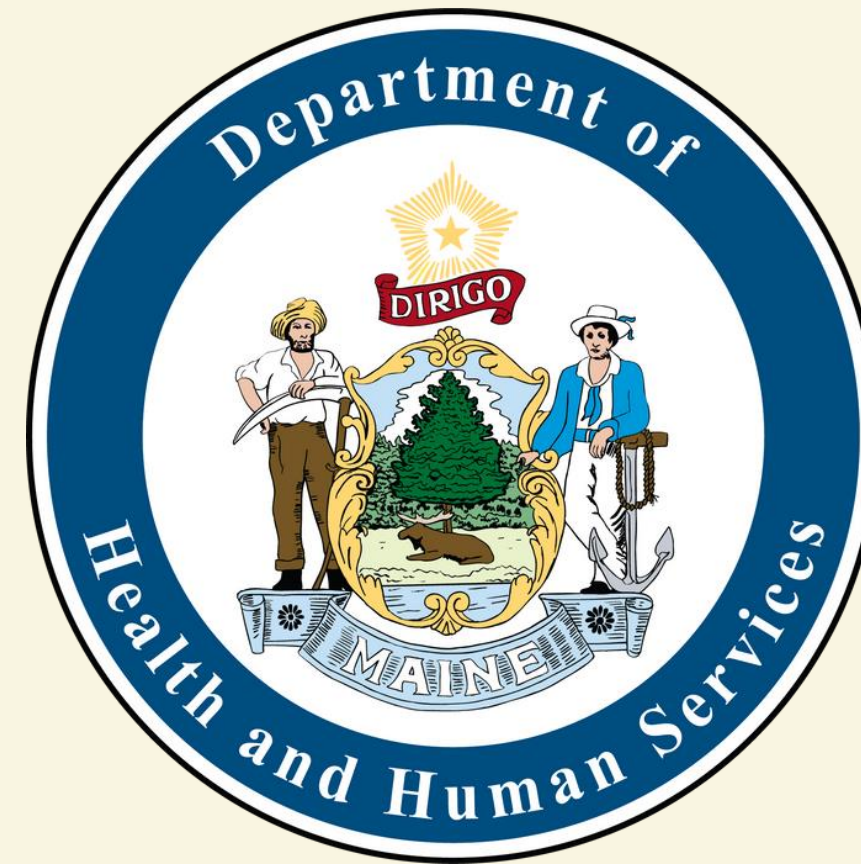
The MaineHealth Center for Tobacco Independence (CTI) has worked across the state of Maine since 2000 to address tobacco use and exposure through education, prevention, policy, treatment and training initiatives.

Key program focuses include:

- Tobacco Treatment Services
- Training and Technical Assistance Center
- Health System Change Strategies

CTI is nationally accredited by the Council of Tobacco Treatment Training Programs (CTTTP).

Acknowledgements



CTI administers statewide tobacco treatment contract on behalf of the Maine Center for Disease Control and Prevention (Maine CDC), Maine Department of Health and Human Services. The initiative includes several key initiatives and innovative strategies, including operation of the state quitline suite of services, the Maine QuitLink.

Session Goals

1

Explain why the Maine QuitLink adult phone program shifted to a new operational model that leverages an EMR.

2

Describe several key features of the Maine QuitLink's new appointment-based model.

3

Identify several outcomes and improvements associated with the shift to self-scheduling.

Why Do Quitlines Matter?

Lasting Community Impact

7,293

Individuals
Served Across Programs

12,573

Phone Coaching
Sessions

8,398

NRT Orders

5,369

Provider Referrals

40%

Conventional Tobacco
Quit Rate

Maine QuitLink FY25

Quitlines: A Bridge to Care and a Lasting Community Impact

- Evidence-Based: Grounded in proven tobacco treatment methods
- Accessible: Broadly available, reaching users where they are
- Tailored for Equity: Provides tailored support for populations with greatest need
- High Impact/Low Cost: Efficient use of resources
- Amplifying Efforts: Extends the reach and effectiveness of other interventions



Introduction

Background

Issue:

- Traditional phone-based quitline callback model
- Limited three-hour callback window
- Potential delays, missed connections
- Loss of engagement and trust

Change Implemented:

- Opportunity to leverage a decade of Epic referral integration and strong clinical-IT partnerships

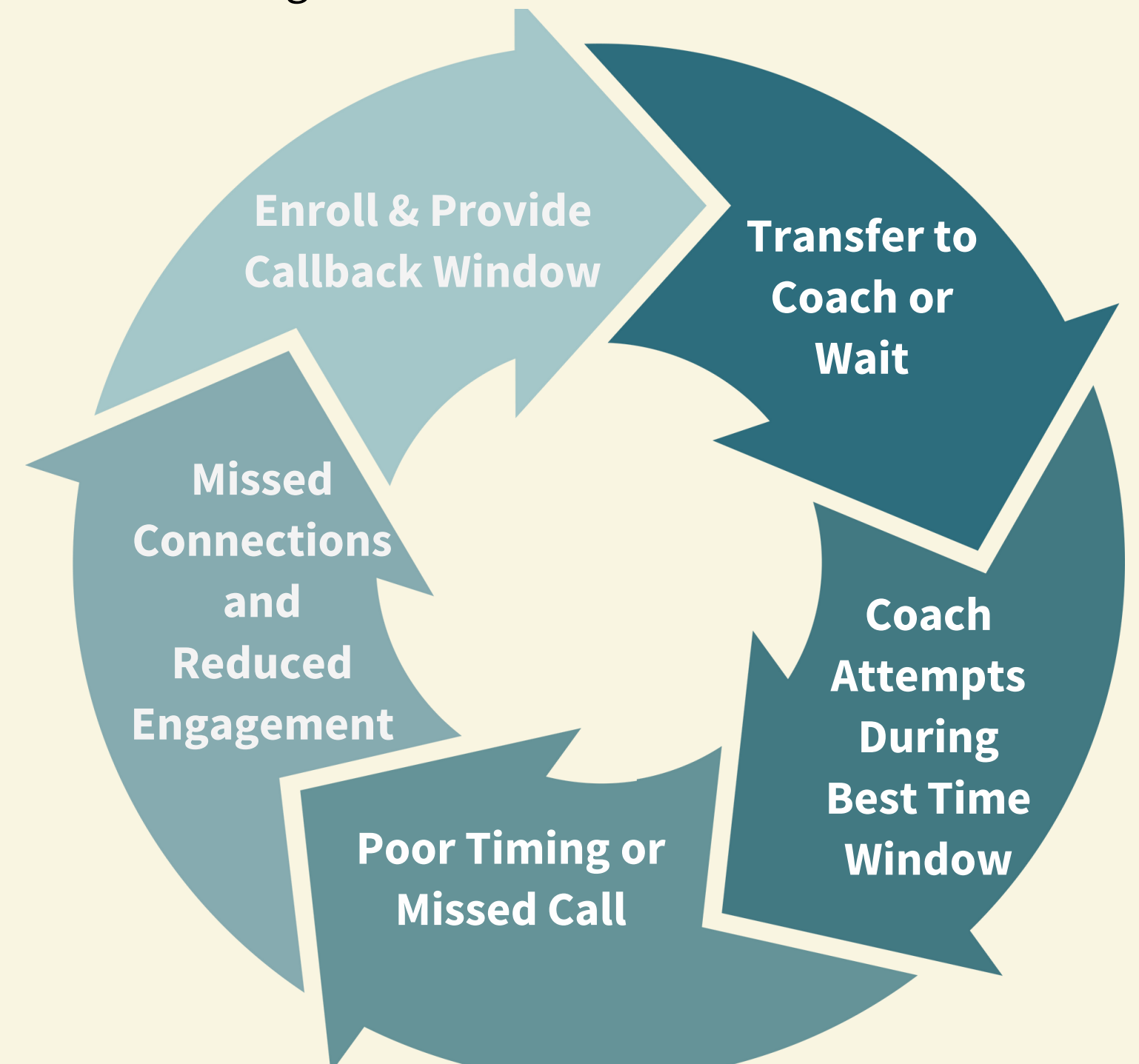
★ **Fall 2022: Shift from callback model → Appointment model**

Impact:

- ↑ Nearly 30% more completed initial coaching sessions
- ↑ Average calls per participant
- ↑ Operational efficiency & counseling quality
- Result: Greater flexibility & access for Mainers and improved operations

Previous Model

Registration to Initial Call with Coach*



*Cycle may be repeated through each follow up coaching call

The Case for Change

Persistent limitations and inefficiencies in the legacy adult phone program workflow highlighted the need for a change.

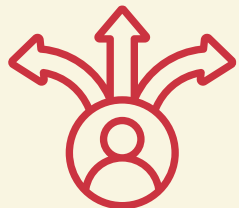
Operational Inefficiencies



- Workflow inequities
- Suboptimal Provider scheduling



- Missed calls, phone tag, disengagement, reaching people at inopportune times

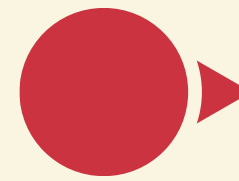


- Less flexibility and choice for participants
- Diminished trust and follow through

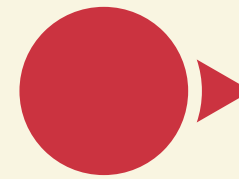
Reduced Connections



- Lower conversion to registration
- Lower average number of coaching interventions



- 68% of registrants connected to an Initial Coaching Call

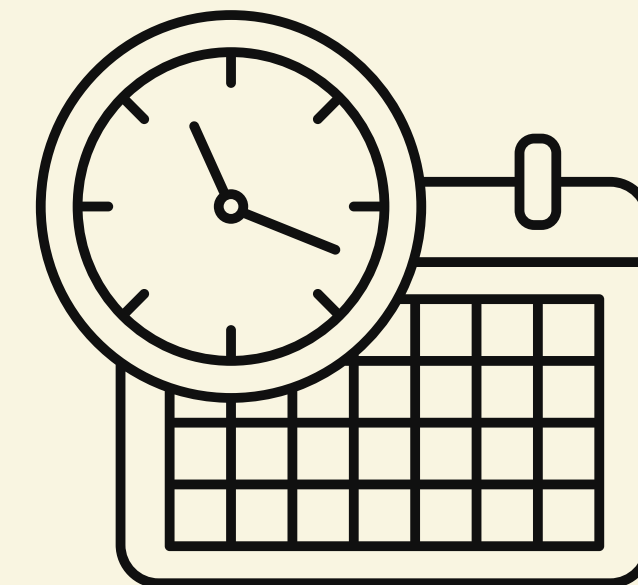
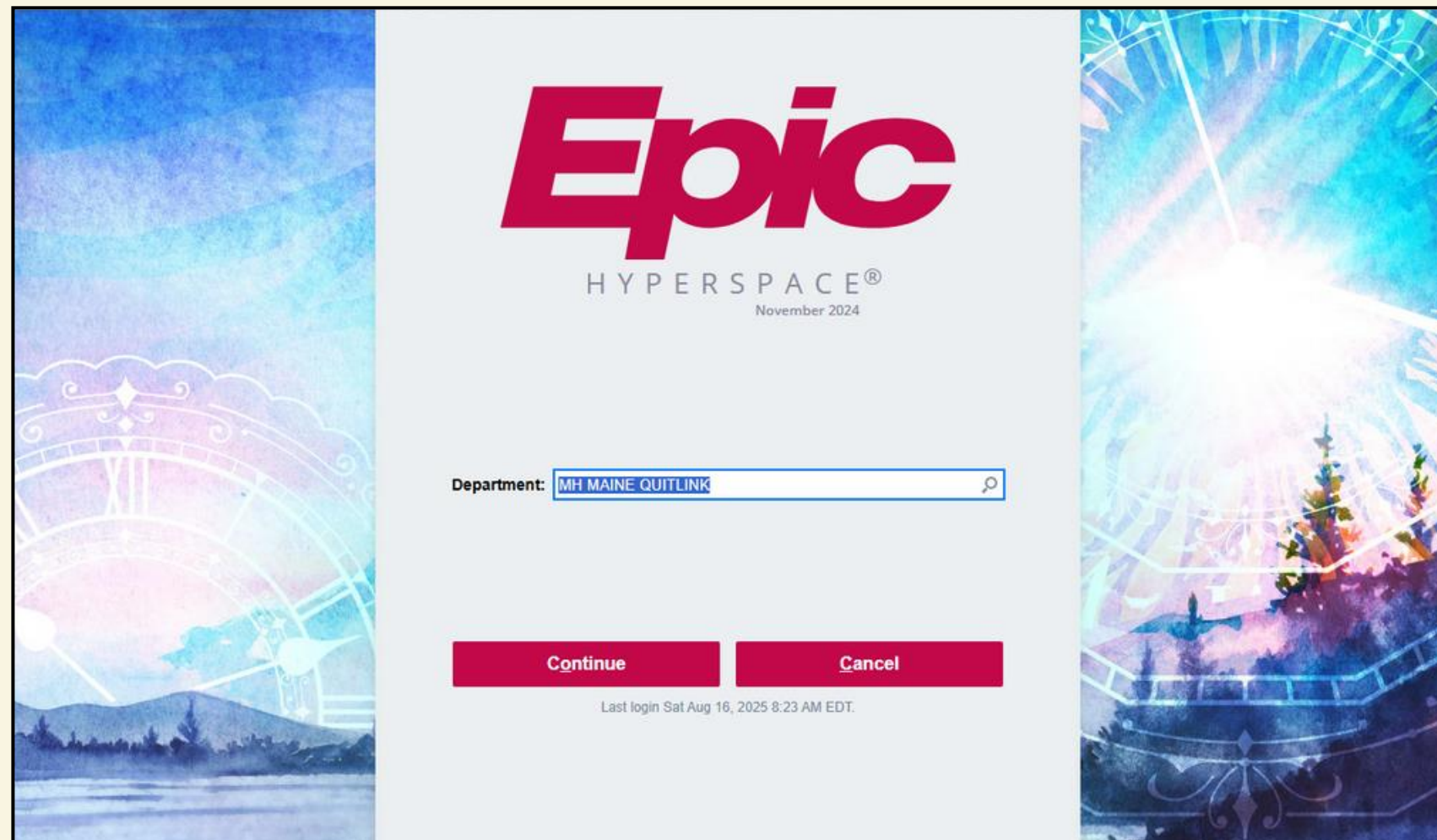


- 2.5 coaching calls completed on average

A New Direction

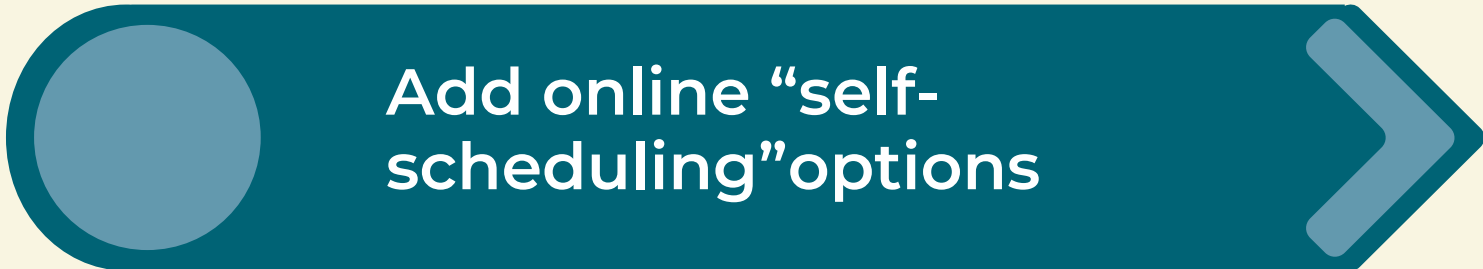
The Turning Point

In Fall 2021, a decision was made—powered by opportunity and infrastructure—to **shift the Maine QuitLink adult phone program from a legacy platform to the health system EHR and adopt an appointment-based model** to boost engagement and streamline operations.





Create clear
scheduling protocols



Add online “self-
scheduling” options



Protect inbound
ad hoc call support



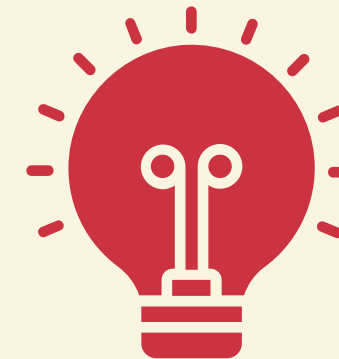
Develop plan for
handling No Shows



Optimize provider schedules

Design Goals: Appointments

During planning for an appointment-based model, our **design goals** centered on preserving the quitline core strengths while leveraging EMR-driven innovations and familiar appointment features.



Key Features

Maine QuitLink Appointment Model

SCHEDULED APPOINTMENTS

- Distinct “Visit” Types
- Appointment lengths: 15, 30, 45-min



ONLINE APPOINTMENT SCHEDULING

- Self-scheduling for Initial Visit with a Tobacco Treatment Specialist



SAME DAY SUPPORT

- Unlimited inbound support
- Unscheduled




LOW BARRIER

- Reschedule anytime
- No penalty for missed appointments
- Re-enrollment



Online Scheduling



Help Your Patient Quit - [Refer Today](#) | Already enrolled in Online Tools? - [Log In](#)

[Why Quit Tobacco?](#) [Quitting & Staying Quit](#) [Personalized Support](#) [Resources and FAQs](#) [Quit Now](#)

Your Journey to a Tobacco-Free Life Starts Here






Every attempt is one step closer to quitting smoking, vaping, or other tobacco use.

We offer the tools to support you in quitting smoking, vaping, or other tobacco use whenever you're ready, no matter your journey.

[Call 1-800-QUIT-NOW →](#)

[Set Up Your First Call](#)

[Sign Up for Online Tools](#)



Help Your Patient Quit - [Refer Today](#) | Already enrolled in Online Tools? - [Log In](#)

[Why Quit Tobacco?](#) [Quitting & Staying Quit](#) [Personalized Support](#) [Resources and FAQs](#) [Quit Now](#)

Schedule Your First Coaching Call

Complete the form below to pre-register and choose a date and time that works for you.

This program is free, but we ask about insurance to understand who we are reaching with our service. Our goal is to support you and make it easier to quit tobacco and stay healthy. A Quit Coach will call you at the time you choose to help you create a personalized quit plan, which may include free [nicotine replacement therapy](#). We look forward to speaking with you soon.

Have questions before you make an appointment? [Contact Us](#)

Monday August 18, 2025

8:15 AM	9:00 AM	10:15 AM	11:00 AM	11:45 AM
12:30 PM	1:15 PM	2:45 PM	3:30 PM	

Tuesday August 19, 2025

8:15 AM	9:00 AM	9:30 AM	10:15 AM	11:15 AM
---------	---------	---------	----------	----------

Wednesday August 20, 2025

8:15 AM	9:00 AM	9:30 AM	10:15 AM	12:15 PM
---------	---------	---------	----------	----------

Search Criteria

* Start search on

Refine Search [Clear](#)

Times:

Monday	<input type="checkbox"/> AM	<input type="checkbox"/> PM
Tuesday	<input type="checkbox"/> AM	<input type="checkbox"/> PM
Wednesday	<input type="checkbox"/> AM	<input type="checkbox"/> PM
Thursday	<input type="checkbox"/> AM	<input type="checkbox"/> PM
Friday	<input type="checkbox"/> AM	<input type="checkbox"/> PM

Provider Schedules

Highlights:

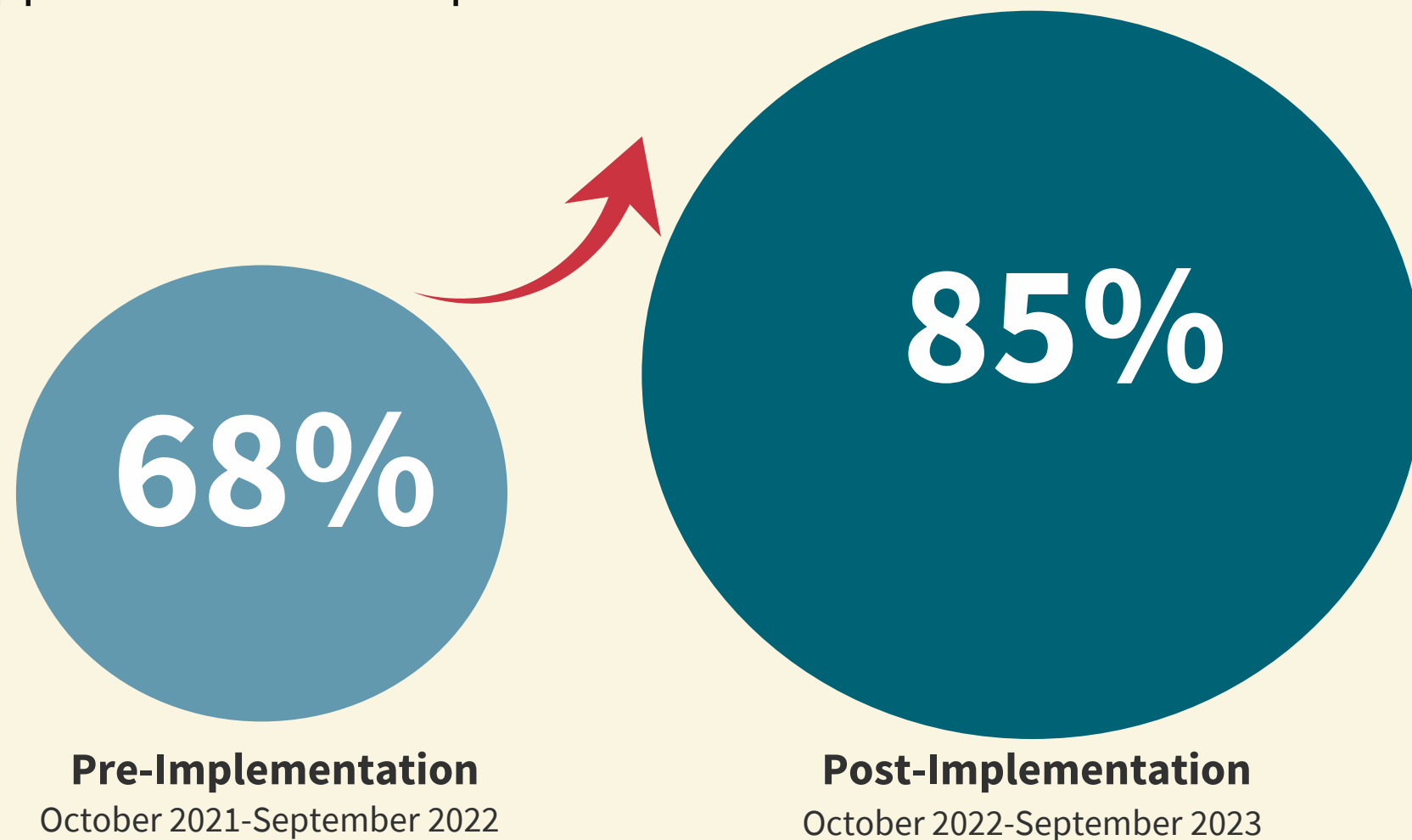
- **Leverages Epic's provider schedule templates** for efficiency
- **Assigned schedule** is tailored to each coach's role and availability as part of the daily workflow
- **Pre-filled appointment slots** (15, 30, 45 min; overlapping if needed)
- **Supports continuity** — often used by same coach, though not person-linked
- **Built-in flexibility** for real-time staffing adjustments
- **Specialized schedules** for online, same-day, or priority appointments

Mon Nov 06, 2023			
MH QUITLINK COACH 2 MH MAINE QUITLINK 0%	MH QUITLINK COACH 4 MH MAINE QUITLINK 0%	MH QUITLINK COACH 8 MH MAINE QUITLINK 0%	MH QUITLINK COACH 9 MH MAINE QUITLINK 0%
8a 1 8:00 a Other (No Coach)	1 7:45 a Admin (Start of day)		1 8:00 a
1 8:15 a Other (No Coach)	1 8:00 a Other (Transfers Only)		1 8:15 a
1 8:30 a Other (No Coach)	1 8:15 a Other (Transfers Only)		1 8:30 a
1 8:45 a Other (No Coach)	1 8:30 a Other (Transfers Only)	1 8:30 a	1 8:45 a
1 9:00 a Other (No Coach)	1 8:45 a Other (Transfers Only)	1 8:45 a	1 9:00 a
1 9:15 a Other (No Coach)	1 9:00 a Other (Transfers Only)	1 9:00 a	1 9:15 a
1 9:30 a Other (No Coach)	1 9:15 a Other (Transfers Only)	1 9:15 a	1 9:30 a
1 9:45 a Other (No Coach)	1 9:30 a Other (Transfers Only)	1 9:30 a	1 9:45 a
1 10:00 a Other (No Coach)	1 9:45 a Other (Transfers Only)	1 9:45 a	1 10:00 a Admin
1 10:15 a Other (No Coach)	1 10:00 a Other (Transfers Only)	1 10:00 a Admin	1 10:15 a Admin
1 10:30 a Other (No Coach)	1 10:15 a Other (Transfers Only)	1 10:15 a Admin	1 10:30 a Admin
1 10:45 a Other (No Coach)	1 10:30 a Admin	1 10:30 a	1 10:45 a
1 11:00 a Other (No Coach)	1 10:45 a Admin	1 10:45 a	1 11:00 a
1 11:15 a Other (No Coach)	1 11:00 a	1 11:00 a	1 11:15 a
1 11:30 a Other (No Coach)	1 11:15 a	1 11:15 a	1 11:30 a
1 11:45 a Other (No Coach)	1 11:30 a	1 11:30 a Lunch	1 11:45 a
1 12:00 p Other (No Coach)	1 11:45 a	1 11:45 a Lunch	1 12:00 p Lunch
1 12:15 p	1 12:00 p	1 12:00 p	1 12:15 p Lunch
1 12:30 p	1 12:15 p	1 12:15 p	1 12:30 p
1 12:45 p	1 12:30 p Lunch (Dessert)	1 12:30 p	1 12:45 p
1 1:00 p Meeting (MGL Huddle)	1 12:45 p Lunch (Dessert)	1 12:45 p	1 1:00 p Meeting (MGL Huddle)
1 1:15 p	1 1:00 p Meeting (MGL huddle)	1 1:00 p Meeting (MGL huddle)	1 1:15 p
1 1:30 p	1 1:15 p	1 1:15 p	1 1:30 p
1 1:45 p	1 1:30 p	1 1:30 p	1 1:45 p
1 2:00 p	1 1:45 p	1 1:45 p	1 2:00 p Admin
1 2:15 p	1 2:00 p	1 2:00 p	1 2:15 p Admin
1 2:30 p	1 2:15 p	1 2:15 p Admin	1 2:30 p
1 2:45 p	1 2:30 p	1 2:30 p Admin	1 2:45 p
1 3:00 p	1 2:45 p Admin	1 2:45 p Other (Transfers Only)	1 3:00 p
1 3:15 p	1 3:00 p	1 3:00 p Other (Transfers Only)	1 3:15 p
1 3:30 p	1 3:15 p	1 3:15 p Other (Transfers Only)	1 3:30 p
1 3:45 p	1 3:30 p	1 3:30 p Other (Transfers Only)	1 3:45 p
1 4:00 p	1 3:45 p	1 3:45 p Other (Transfers Only)	1 4:00 p Other (No Coach)
1 4:15 p	1 4:00 p Admin (End of Day Wrap Up)	1 4:00 p Other (Transfers Only)	1 4:15 p Other (No Coach)
1 4:30 p Other	1 4:15 p	1 4:15 p Other (Transfers Only)	1 4:30 p Other (No Coach)
1 4:45 p Other	1 4:30 p Other	1 4:30 p Other (Transfers Only)	1 4:45 p Other (No Coach)
1 5:00 p Other	1 4:45 p Other	1 4:45 p Admin	1 5:00 p Other (No Coach)
1 5:15 p Other	1 5:00 p Other	1 5:00 p Admin	1 5:15 p Other (No Coach)
1 5:30 p Other	1 5:15 p Other	1 5:15 p Admin	1 5:30 p Other (No Coach)
1 5:45 p Other	1 5:30 p Other	1 5:30 p Admin	1 5:45 p Other (No Coach)
1 6:00 p Other	1 5:45 p Other	1 5:45 p Admin	1 6:00 p Other (No Coach)
1 6:15 p Other	1 6:00 p Other	1 6:00 p Admin	1 6:15 p Other (No Coach)
1 6:30 p Other	1 6:15 p Other	1 6:15 p Admin	1 6:30 p Other (No Coach)

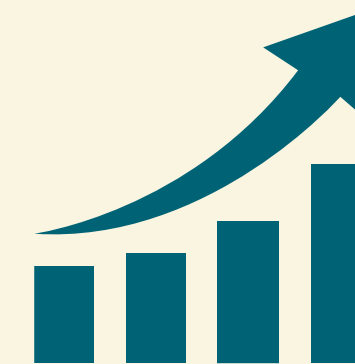
Promising Initial Results

Increased Connections in first 12 months with appointment model

The Maine QuitLink observed a **25% increase** in the number of registrants completing an initial treatment intervention with a Tobacco Treatment Specialist during the first 12 months of the appointment-based quitline model.



The average number of coaching calls over 10 minutes in length completed by Maine QuitLink participants **increased from 2.5 to 3.4** during the first 12 months of the appointment-based model.



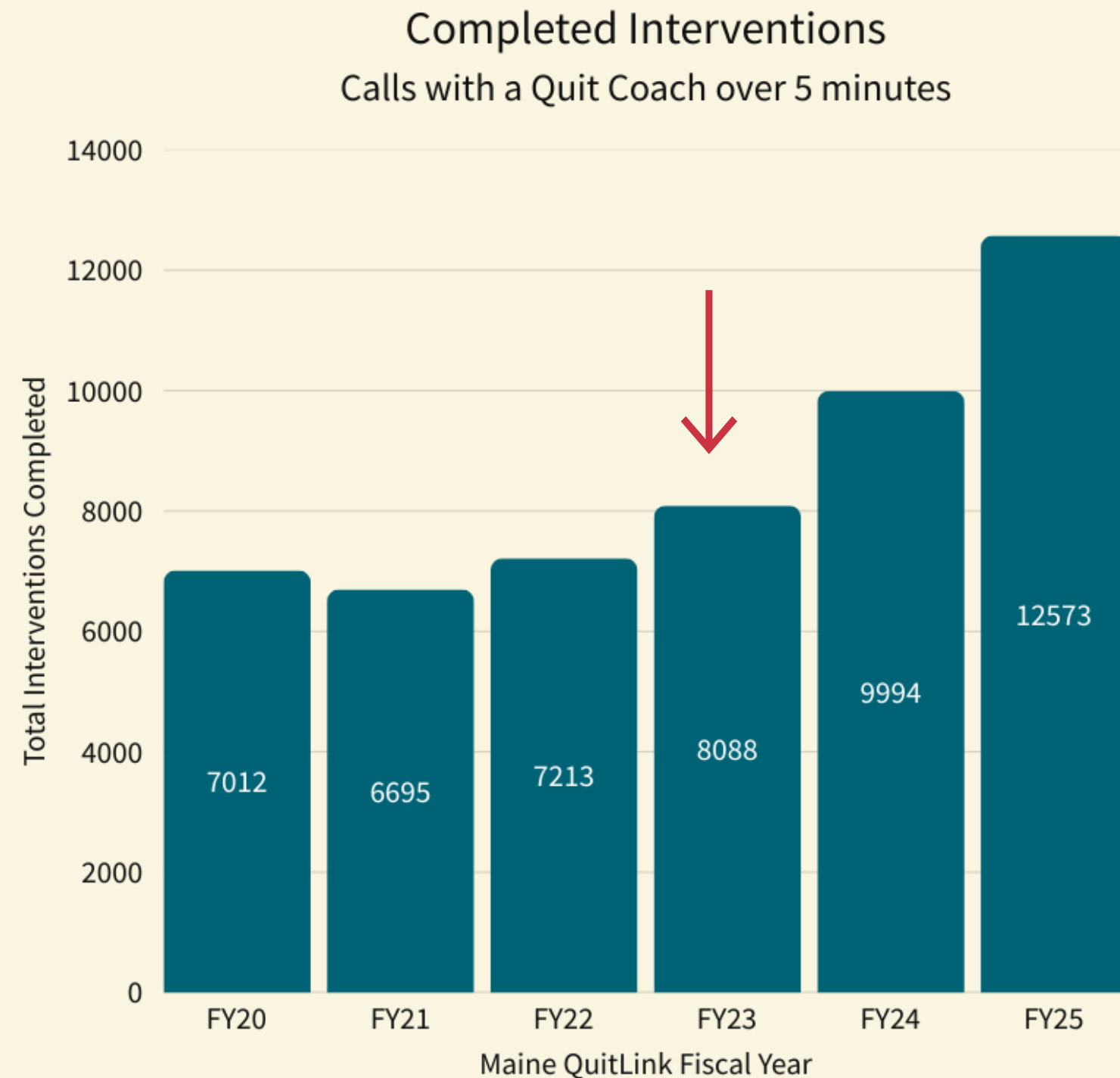
3.4

AVG # OF TREATMENT INTERVENTIONS



FEWER AD HOC CALLS

Increased Coaching Connections



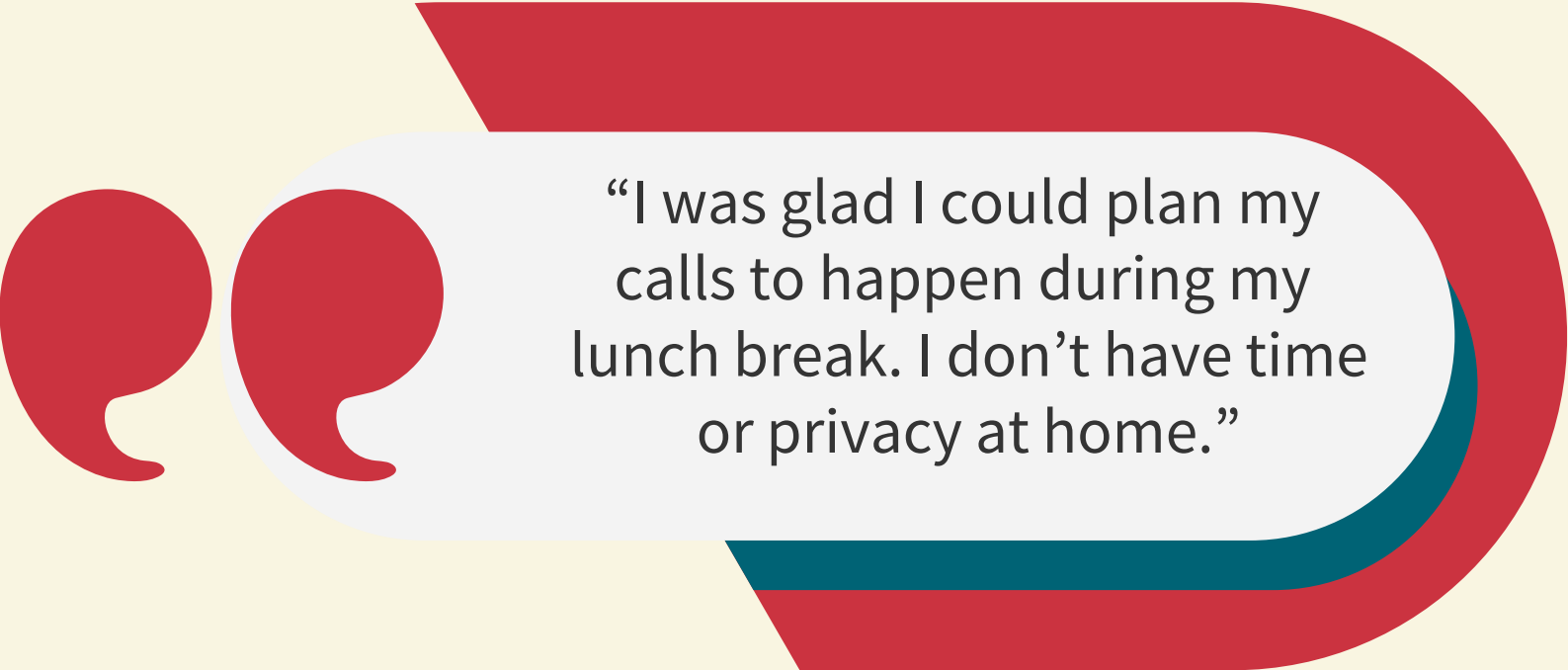
The number of completed coaching interventions has increased post-implementation of the appointment-based model despite a shift away from extended hours.



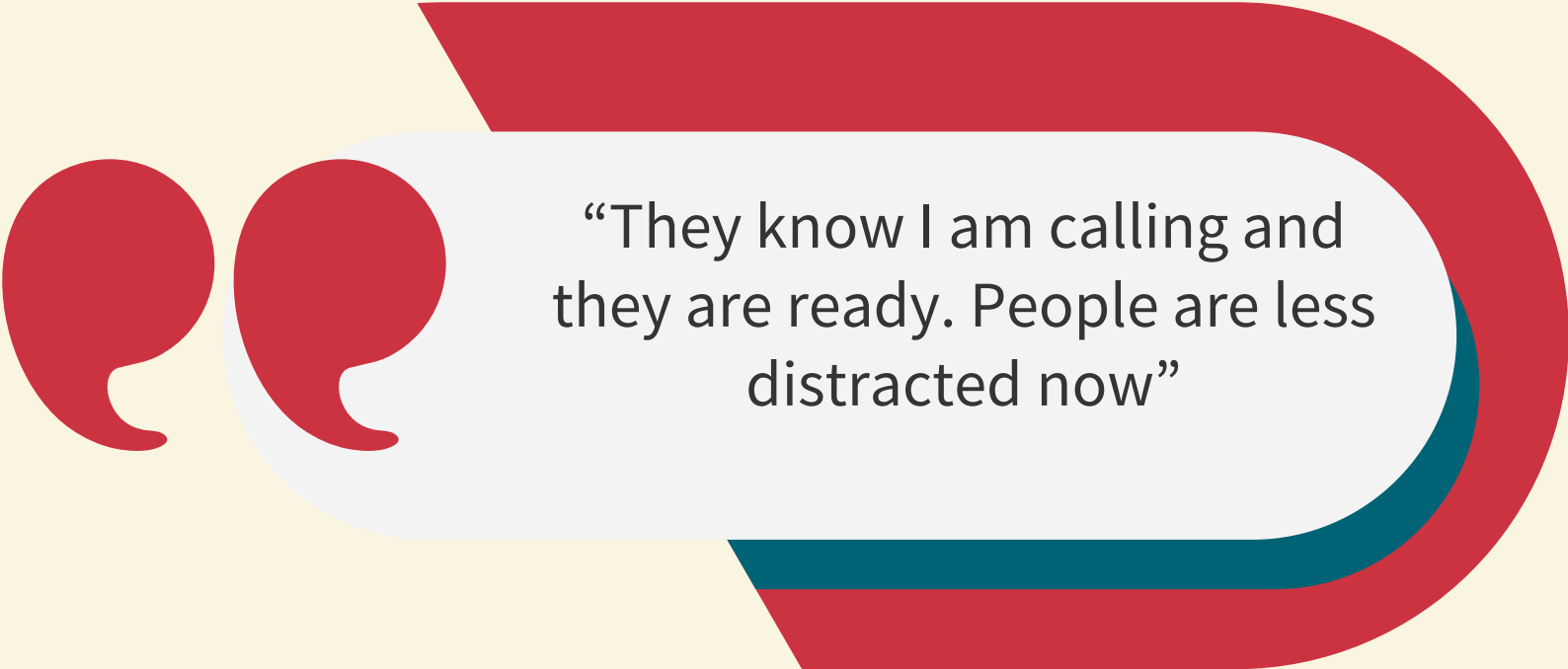
Strengthened Interactions

Enhanced Call Quality:

- Participants more prepared and engaged due to expected outreach
- Scheduled outreach supports Coach readiness and strengthens the quality of each interaction
- Scheduling structure simplifies matching participants with same coach when beneficial



“I was glad I could plan my calls to happen during my lunch break. I don’t have time or privacy at home.”



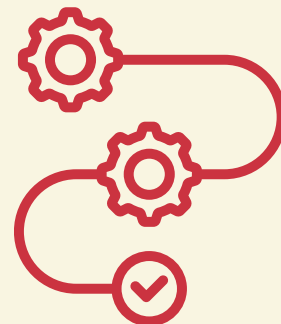
“They know I am calling and they are ready. People are less distracted now”

Improved Operations



Coach Schedules

- **Optimized Provider Scheduling**
 - Aligned with work schedule
 - Pre-populated breaks, huddles, and meetings



Workflow

- **Enhanced workflow experience**
 - Workflow equity
 - Supports flexible, real-time adjustments



Capacity Management

- **Forecasting**
 - Supports proactive planning and workload forecasting
 - Adjust based on volume

Evolving Insights

Lessons Learned



- **EMR integration streamlines operations**
 - Improves workflow efficiency, data access, and tracking
- **Participant self-scheduling increases engagement**
 - Increases engagement, strengthens follow-through, and supports lasting change
- **Predictable scheduling improves outcomes**
 - Boosts productivity, capacity management, and accountability.
- **Continuous monitoring + robust EHR support drive improvement**

Still in Progress



- Balancing flexibility vs. predictability in scheduling +1 average coaching call — why not more?
- Optimizing appointment reminders: best modality & timing
- Adapting to EHR updates and standardized workflows
- When to use the EHR patient portal for scheduling & communication

Next Steps & Conclusion



Looking Ahead:

- Appointment reminders
- Email follow-up with No Shows
- Outcomes Survey Question
- Continuous monitoring & Stakeholder Feedback
- Pending tax increase



“Did you find your coaching appointments to be the right amount of time to meet your needs?”



Final Thoughts:

Adopting an appointment-based model with personalized scheduling—enabled by integration with a health system EHR—led to higher counseling completion rates, increased participant engagement, and overall operational efficiencies for Maine’s quitline in the first year and beyond, showing promise in addressing key limitations of conventional quitline structures. Stakeholder feedback suggests that accommodating diverse preferences and needs helps strengthen connection, trust, and accountability.

“The Way Life Should Be”



Hard Worker.
Caring Father.
Former Smoker.



Stay Connected
with us!



**Quit LIKE A
MAINER!**

Maine Center for Disease Control and Prevention

Center for Tobacco Independence | CTIMaine.org

Thank you

✉ Amelia.Giles@mainehealth.org