

# Integrating Tobacco Referrals Into Care Management for Priority Patients

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# Conflict of Interest

**This speaker has no conflicts of interest to report.**

# About Us



## 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).



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.

# Maine, MaineHealth, and Tobacco

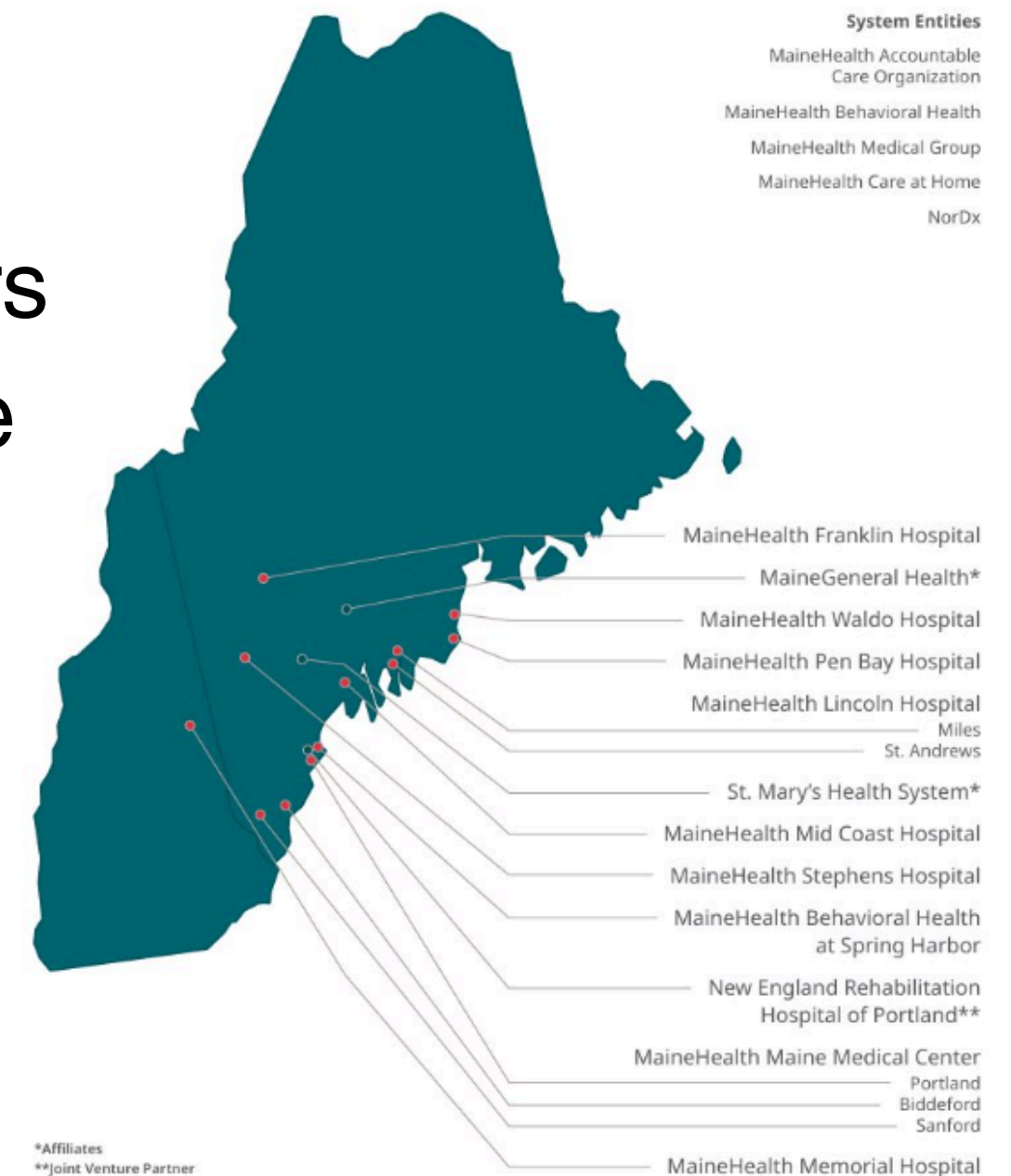
## Maine:

- Tobacco prevalence exceeds national average
- 53.1% to 57% of adults reported as ever-smokers
- Leading causes of death: Cancer, Heart Disease

## MaineHealth:

- largest health system in the state
- Addressing tobacco systematically since 2015
- Strategy: “Every” visit, setting, staff, patient

## The MaineHealth System



# Why Engage Care Management and EDVH>61%?

- August 2025 – “EDVH” Risk of Hospitalization or Emergency Department Visit
- 8% of PC patients have EDVH>61%
- Poorly controlled clinical conditions driving utilization and outcomes.
- Complex Disease Care Management



# Why Engage Care Management and EDVH > 61%?

- 22% of these patients use tobacco  
(compared to 8% for all PC pts)
- 13% were referred to treatment  
(compared to 15% for all PC patients)
- Some of the most referrable patients are getting referred as much as all others, or even less

# Progress and Results

- September 2025 – Clinical leadership buy-in
- December 2025 – trained 70 RN Care Managers, Community Health Workers, Social Workers, and Health Coaches
- January through March 2026 – Monitoring
- **CHALLENGES!**
  - Nomenclature, Attribution, Impact, Improvement