

15 YEARS AT THE TOP
#1 RESPIRATORY HOSPITAL IN THE NATION.



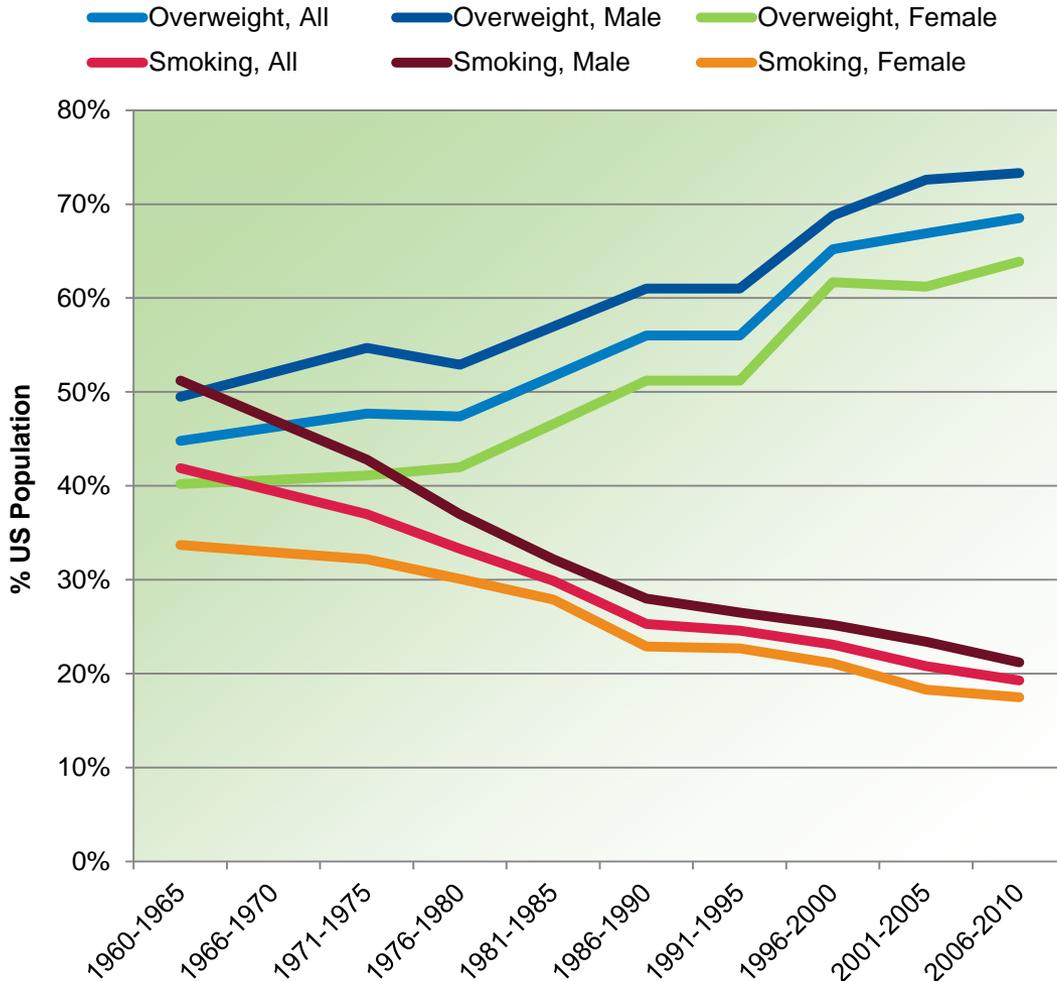
Ranked the #1 Respiratory Hospital in America since 1998 by *U.S. News & World Report*, our focus is on delivering preventive, personalized medicine.



Our wellness programs focus on the #1 and #2 causes of preventable illness— smoking and obesity.

QuitLogix® and FitLogix® are behavioral change programs for smoking cessation and weight management.

Trends in Health Status



Obesity and smoking cause co-morbid conditions that drive up health care costs.

Obesity

- Type 2 diabetes
- Coronary heart disease and stroke
- Hypertension
- Arthritis
- Obesity-related cancers

Smoking

- Coronary heart disease and stroke
- Chronic obstructive lung diseases
- Lung cancer
- Other smoking-related cancers

Source: National Center for Health Statistics. Health, United States, 2011.

US Population



33% are overweight
36% are obese
19% are smokers

A recent study comparing the annual medical care costs of smoking and obesity in an employed population reported that ***healthcare costs associated with obesity now exceed those associated with smoking:***

- Smokers cost \$1,274 more per year than nonsmokers
- Overweight individuals cost \$382 more per year than those with normal weight
- Obese individuals cost \$1,850 more per year than those with normal weight
- Morbidly obese individuals cost \$3,086-5,530 more per year than those with normal weight

Source: Moriarty J, Branda M, Olsen Kerry, et al. *J Occup Environ Med.* 2012 March.

Success Through Behavioral Change



QuitLogix®

smoking cessation



FitLogix®

nutrition, exercise and weight loss

Conventional Approach	Our Approach
Instruct	Engage
Fixed Process	Individualized Process
Teachable Moments	Learning Opportunities

Our wellness programs are built on clinical evidence showing that people tend to resist that which is forced upon them, and tend to support that which they helped create.

Our coaching, educational materials, online resources, and tracking equipment help people create permanent change in their lifestyles. Our participants quit smoking, and make permanent changes in their activity levels and eating habits, leading to sustained weight loss.

Our Proven Method for Changing Behaviors

Stages of Change

- Coaching sessions are tailored to change state
- Calls are not scripted

Motivational Interviewing

- Increases participant engagement
- Goals and actions are personalized
- Accountability for goals



VS.

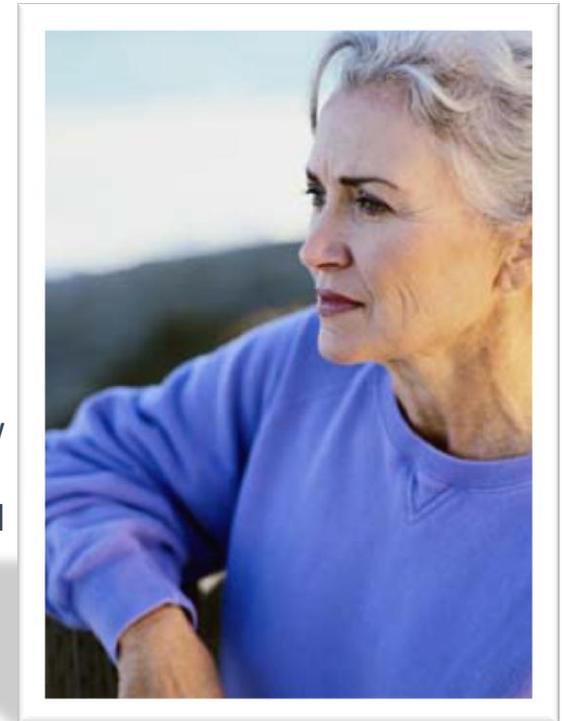


Behavior change clinical guidelines

- Transtheoretical Model of Change: Stages of Change (Prochaska & Velicer, 1997)
- Motivational Intervention: Second Edition Preparing People for Change (Miller & Rollnick, 2002)
- Health Behavior Change (Rollnick, Mason, & Butler, 2007)

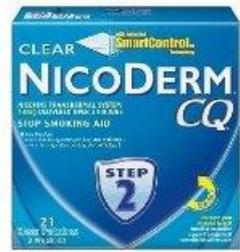
QuitLogix clinical guidelines

- Clinical Practice Guidelines: Treating Tobacco Use and Dependence (Fiore et al.) and 2008 Updates
- Locke, E.A. (1996). Motivation Through Conscious Goal Setting. *Applied and Preventive Psychology*, 5, 117-124.
- Marlatt, G. A. & Gordon, J. R. (1985). *Relapse Prevention: Maintenance Strategies in the Treatment of Addictive Behaviors*. New York: Guilford Press.
- Bandura, A. (1986). Social foundations of thought and action: A social cognitive theory. New Jersey: Prentice-Hall, Inc.
- Tobacco Dependence Treatment Handbook (Abrams, Niaura, Brown, Emmons, Goldstein, & Monti, 2007)
- Telephone Quitlines: A Resource for Development, Implementation, and Evaluation. (Centers for Disease Control and Prevention, Sep 2004)
- Additional recommendations from recent scientific and clinical publications, and the North American Quitline Consortium (NAQC).

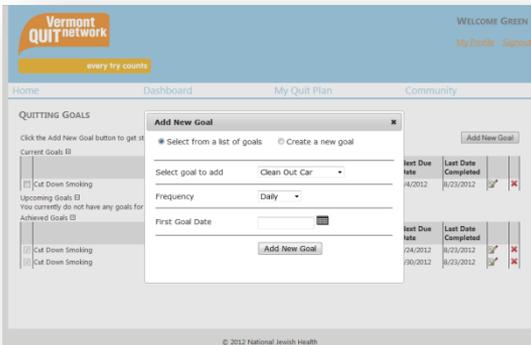




Personalized Coaching (5 calls)
English and Spanish speaking coaches

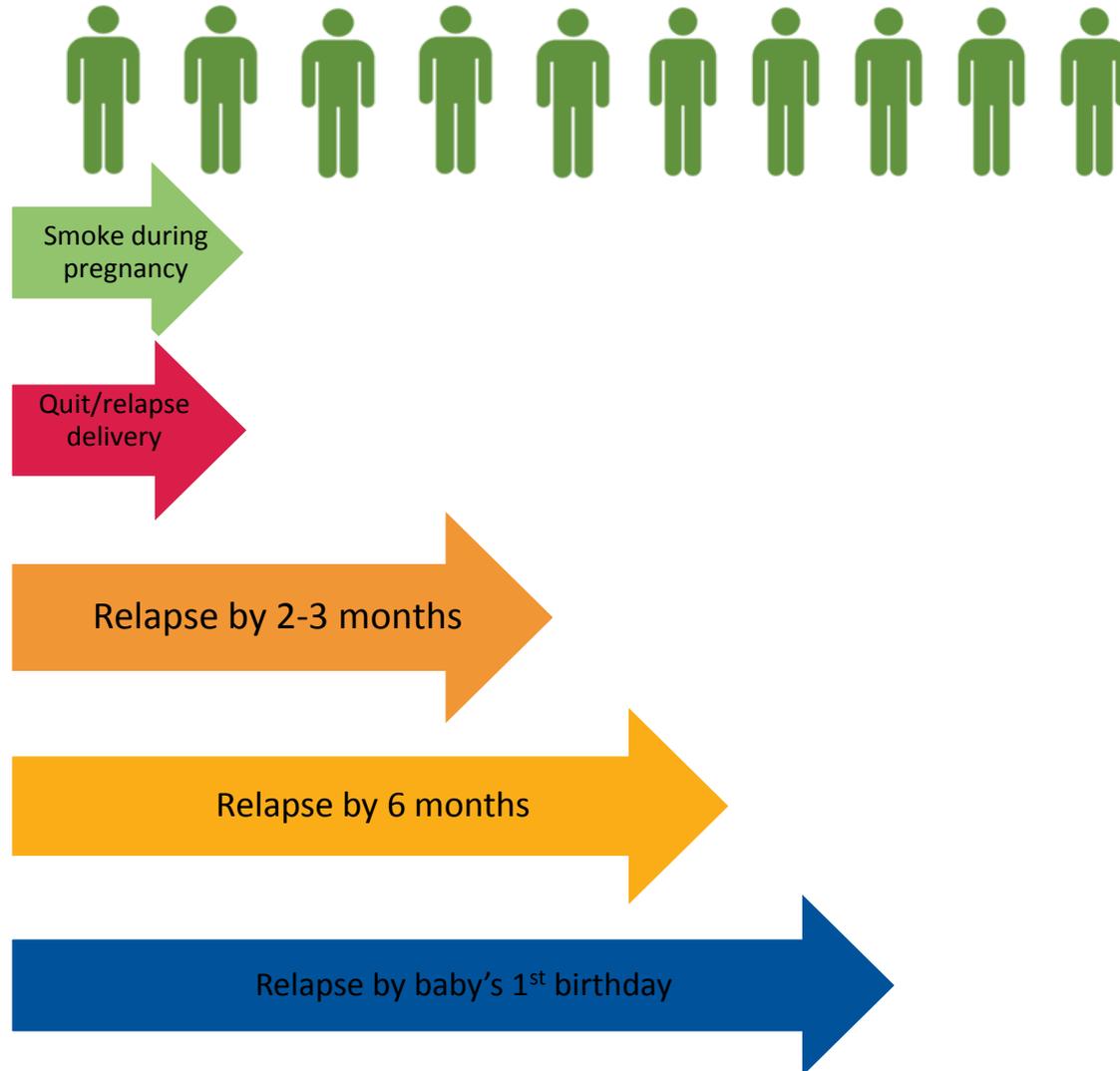


Nicotine Replacement Therapy
Smoking Cessation Prescriptions



Websites
Mobile Apps
Texting
Educational Materials



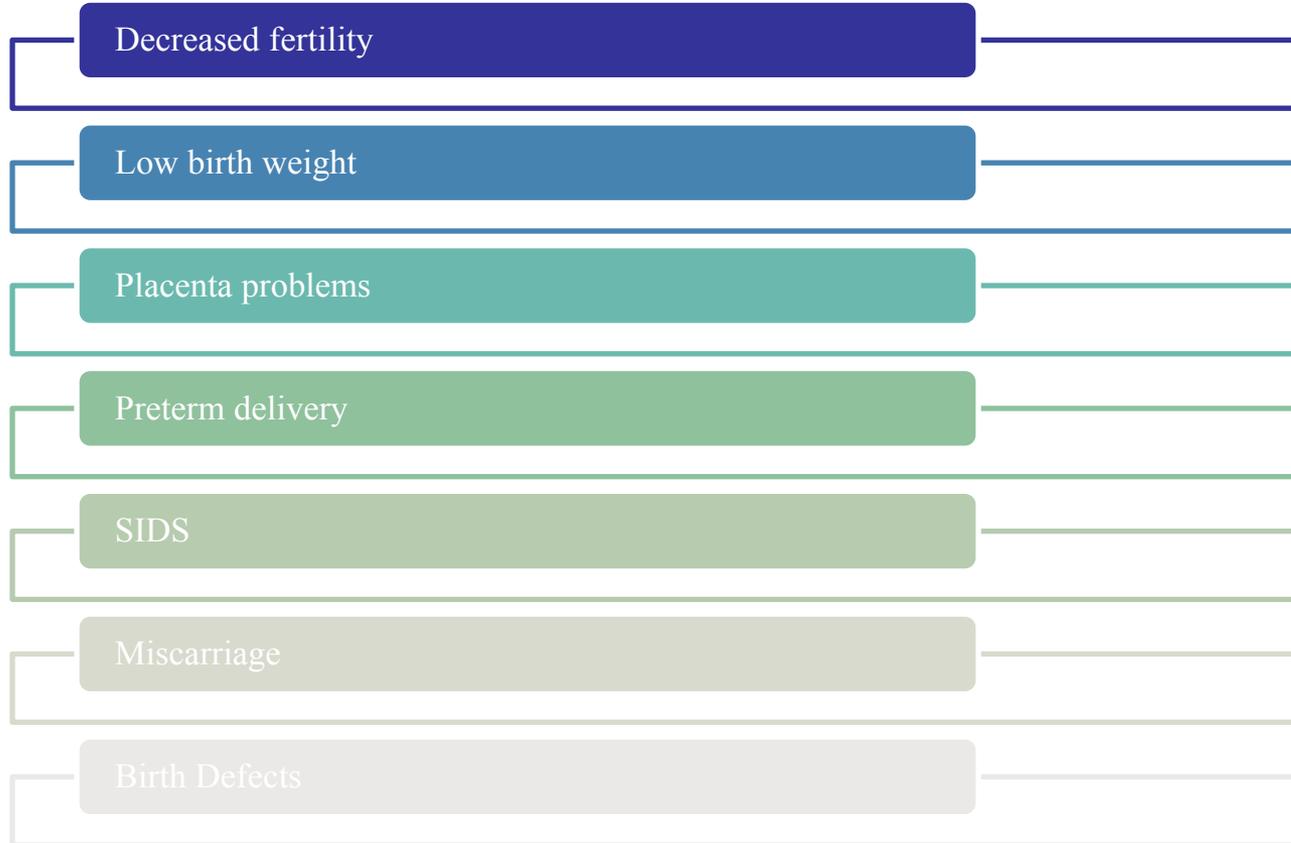


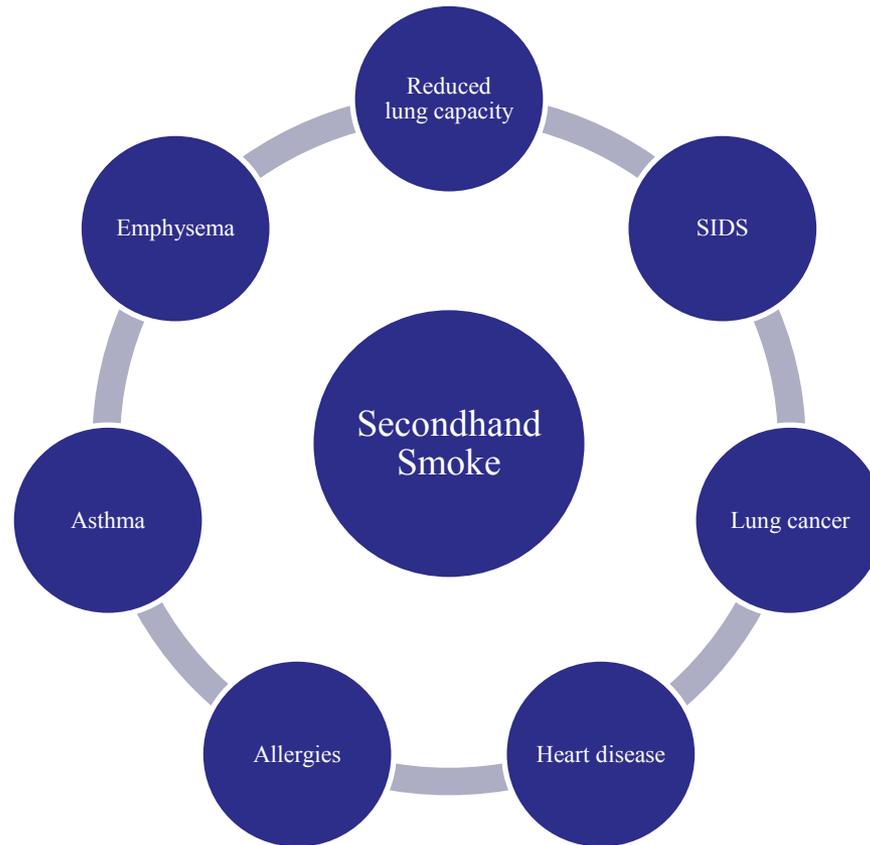


Only ½ directed to quit



1% (over 7 years) = 57,000 LBW infants
save \$572 million in direct medical costs





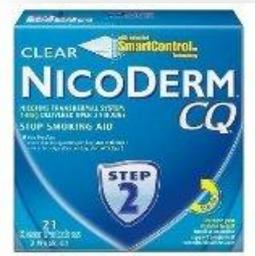
Pregnancy and Postpartum Program



Dedicated Coaching

- (5 calls during pregnancy)
- (4 calls during postpartum)

English and Spanish speaking coaches



Nicotine Replacement Therapy

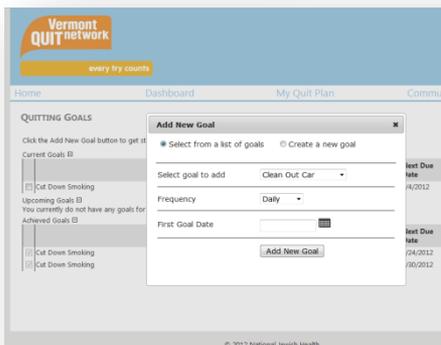
- MD consent required 2 wks

Smoking Cessation Prescriptions



Incentives

- Based on completed calls

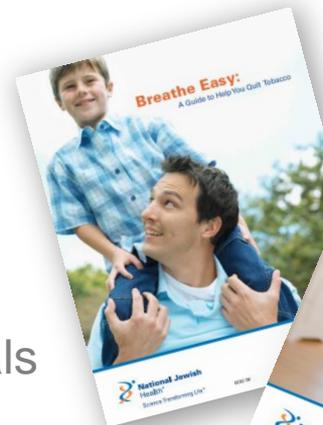


Websites

Mobile Apps

Texting

Educational Materials



Pilot project: Colorado

Developed out of a service need to population

Goal: determine the impact of a tailored program

Opportunities

Allowed us to develop a program for a specific need

Challenges

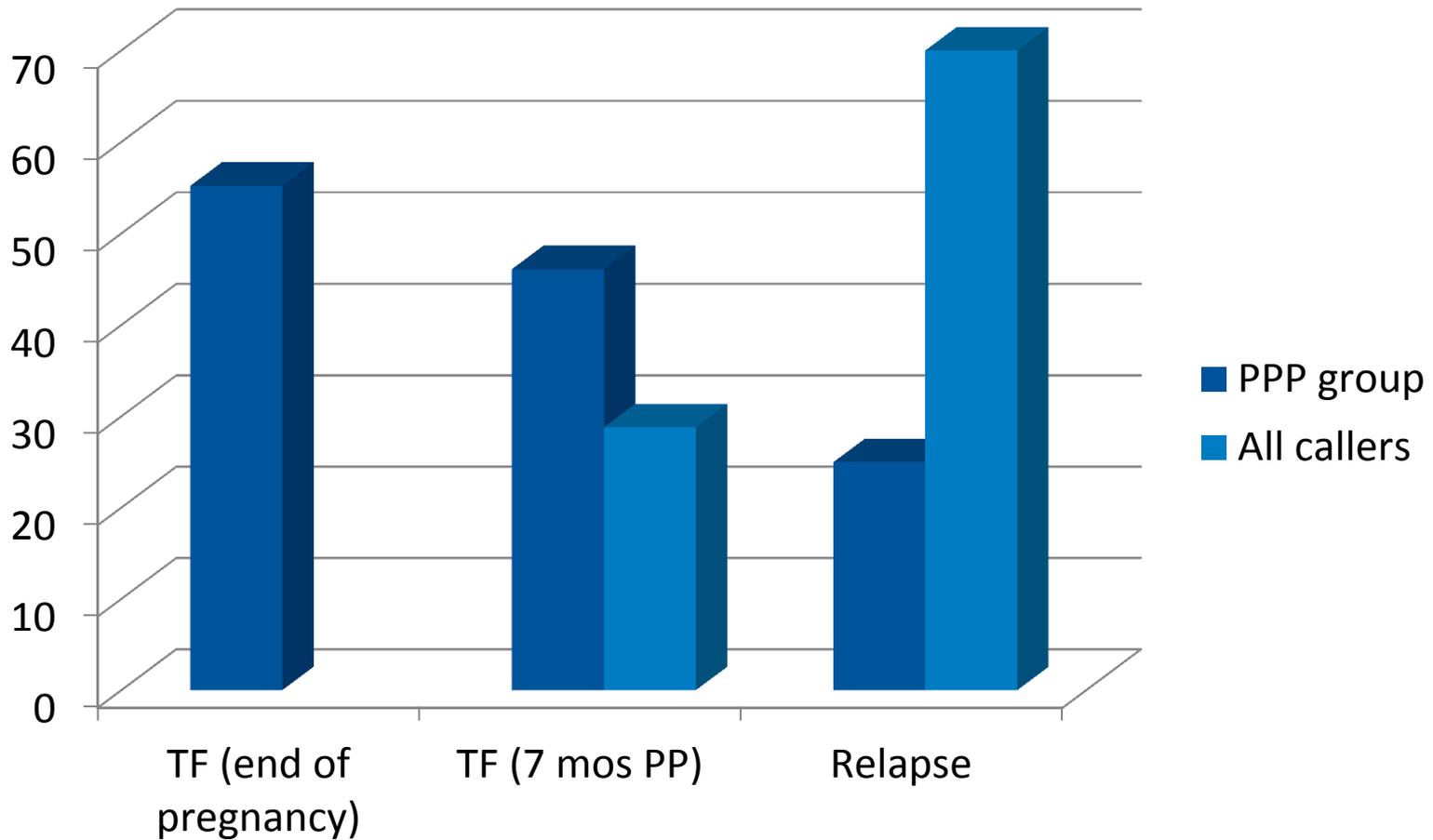
No evaluation budget



Pilot Sample (N=99)

- Sample participants were
 - Younger
 - Single
 - less educated
 - Medicaid beneficiaries
- Higher risk for smoking
- Higher risk for relapse





Inclusion

- Resident of state in which program is being offered
- Eligibility determined by insurance status
- Currently pregnant (can not enroll in program if Post-Partum)
- Rewards
 - Receives \$5 per completed call during pregnancy (up to \$25)
 - Receives \$10 per completed post-partum call (up to \$40)





Pregnancy Experience

- Eligibility determined
- Complete intake:
 - Reason for calling and awareness of QuitLine
 - Assessment for types of tobacco use
 - Caller characteristics
 - Other intake data
 - Client specific questions
- Medical screening
- Welcome packet
- Participant starts the program
- Text messaging option
- Coaching begins
- NRT, if available and consent
- Reward process for completed calls begins
- Coaching continues through pregnancy and resumes 1 year post-partum.

Postpartum Experience

- Reengage two weeks prior to due date
- NRT (per client offerings) and eligible
 - Requires NEW MD consent if nursing
 - If nursing or qualifying insurance status, participant may be eligible for additional NRT post-partum
- Coaching calls resume at 2 week intervals
- Text messages sent prior to each call
- Rewards process begins
- 5 attempts to reach a participant





PATIENT FAX REFERRAL FORM

Fax to: 1-800-261-6259

Today's Date _____

Use this form to refer patients who are ready to quit tobacco in the next 30 days to the Michigan Tobacco Quitline.

PROVIDER(S): Complete this section

Provider name _____	Contact Name _____
Clinic/Hosp/Dept _____	E-mail _____
Address _____	Phone () - _____
City/State/Zip _____	Fax () - _____

Does patient have any of the following conditions: pregnant uncontrolled high blood pressure heart disease

If yes, please sign to authorize the Michigan Tobacco Quitline to send the patient free, over-the-counter nicotine replacement therapy if available. If provider does not sign and the patient has any of the above listed conditions, the Michigan Tobacco Quitline cannot dispense medication.

Provider Signature

Please Check: Patient agreed with clinician to be referred to the Michigan Tobacco Quitline.

PATIENT: Complete this section

Initial Yes, I am ready to quit and ask that a quitline coach call me. I understand that the Michigan Tobacco Quitline will inform my provider about my participation.

Best times to call? morning afternoon evening weekend

May we leave a message? Yes No

Are you hearing impaired and need assistance? Yes No

Date of Birth? ____ / ____ / ____ Gender M F

Patient Name (Last) _____ (First) _____

Address _____ City _____ State _____

Zip Code _____ E-mail _____

Phone #1 () - _____ Phone #2 () - _____

Language English Spanish Other _____

Patient Signature _____ Date _____

PLEASE FAX TO: 1-800-261-6259

Or mail to: Michigan Tobacco Quitline, c/o National Jewish Health®, 1400 Jackson St., S117A, Denver, CO 80206

Confidentiality Notice: This facsimile contains confidential information. If you have received this in error, please notify the sender immediately by telephone and confidentially dispose of the material. Do not review, disclose, copy or distribute.

Provider Fax Referral Form

Pregnancy Facebook Post

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You are posting, commenting, and liking as Col

Write something...

 Colorado QuitLine
23 hours ago

We have lots of ways to help you av

Recent Posts By Others

 **Destiny**
A perfect little life supported by Colorado Quit Line and smoking reduction while pregnant. Thank you Michelle for all of your support in helping Chance be born healthy!



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