

Support referrals to smoking cessation programs

State Quit Services can help your patients stop their tobacco use.

Provider referrals help drive enrollment in State Quit Services programs. If health professionals used the brief tobacco intervention method each time they saw someone using tobacco or other nicotine products, we would reduce tobacco use by 20%.¹

What will your patients experience?

Your patients will be enrolled in an evidence-based program designed to help them successfully quit smoking, vaping and other tobacco products. Regardless of where they are in their journey to quit, these programs can help.

It's hard to quit using tobacco. State Quit Services offers multiple methods to help patients create a plan and get support to increase their chances of success. This approach is validated by the Surgeon General's 2020 report.¹

All you need to do is ASK, ADVISE, and REFER. We'll take it from there.

What happens when State Quit Services receives a referral from a provider?



Outbound calls are made within 24 hours of receiving a referral.

State Quit Services will make several attempts to reach the person who was referred. Calls are made in the individual's selected best time frame.

1-800-QUITNOW (1-800-784-8669) will show on most cellphone caller IDs³



Brief tobacco intervention

ASK about all nicotine product use.

ADVISE the patient to quit.

Refer the patient to resources.

Ways to make referrals to State Quit Services

Method	Benefit	Considerations
Fax form to 1-800-483-3114	<ul style="list-style-type: none"> • Secure and straight forward • NRT authorization at time of referral 	<ul style="list-style-type: none"> • Requires fax capabilities • Outcome reports returned by fax or email • Time to fill out form
Online Provider Referral Site	<ul style="list-style-type: none"> • Real-time referrals • Easy and secure way to refer • NRT authorization at time of referral 	<ul style="list-style-type: none"> • URL is external from the electronic medical record • Outcome reports returned by fax or email

What can providers expect?

- Detailed outcomes will be sent to provider upon outcome established by referred patient.
- Online training will be available on how to successfully refer patients.

1. Smoking Cessation. A Report of the Surgeon General. Atlanta, GA: U.S. Department of Health and Human Services, Centers for Disease Control and Prevention, National Center for Chronic Disease Prevention and Health Promotion, Office on Smoking and Health, 2020. <https://www.hhs.gov/sites/default/files/2020-cessation-sgr-full-report.pdf>

2. CDC, The Brief Intervention, https://www.cdc.gov/tobacco/campaign/tips/partners/health/materials/twyd-5a-2a-tobacco-intervention_pocket-card.pdf

3. Cellphone is carrier dependent. Optum is a registered trademark of Optum, Inc. in the U.S. and other jurisdictions. All other brand or product names are the property of their respective owners. Because we are continuously improving our products and services, Optum reserves the right to change specifications without prior notice. Optum is an equal opportunity employer.

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