



**What is it?** Information for PCPs regarding a pocket reference manual to aide you in helping your WellCare patients quit smoking.

## SMOKING CESSATION.... IT CAN'T HURT TO ASK

Have you have asked yourself, “What can I do to make a difference in the lives of my patients who smoke?” We have an answer! Through motivational interventions, you can help decrease tobacco use in your patient population.

The Public Health Service-sponsored Clinical Practice Guideline, **Treating Tobacco Use and Dependence**, to assist in identifying tobacco users and supporting and delivering effective smoking cessation intervention. This pocket reference manual will help you guide your patient to a smoke free lifestyle. A small excerpt from the manual of “5 A’s” and the “5 R’s” is printed below.

*Manual can be obtained by contacting your provider representative.*

### Motivational Interventions

Tobacco user willing to quit – “5A’s” motivational intervention

- **Ask** – Systematically identify all tobacco users at every visit
- **Advise** – Strongly urge all tobacco user to quit
- **Assess** – Determine patient’s willingness to make a quit attempt
- **Assist** – Aid the patient in quitting (e.g., counseling, literature, pharmacotherapy)
- **Arrange** – Schedule follow-up appointment with patient (e.g., in person or by telephone)

Tobacco users unwilling to quit – “5 R’s” motivational intervention

- **Relevance** – Encourage the patient to indicate why quitting is personal relevant
- **Risk** – Identify potential negative consequence of tobacco use
- **Rewards** – Ask the patient to identify potential benefits of smoking cessation
- **Roadblocks** – Ask the patient to identify barriers to quitting
- **Repetition** – Motivational intervention should occur at every patient visit

Additionally, the following resources are available to you and your patient to reinforce your efforts to encourage smoking cessation.

## **Patient and Provider Resources:**

- **Tobacco – Quit Line**

Sponsored by the American Lung Association  
1-866-QUIT-YES (1-866-784-8937)

- **Florida Quit-for-Life Line**

Sponsored by the Florida Department of Health and the American Cancer Society  
1-877-U-CAN-NOW (1-877-822-6669)

- **Smoking Quit Line for Pregnant Women**

Sponsored by the Florida Department of Health and the American Cancer Society  
1-866-66-START (1-866-667-8278)

- **American Lung Association**

1-800-LUNG-USA (1-800-548-8252)

- **American Heart Association**

1-800-AHA-USA1 (1-800-242-8721)

- **County Health Department**

To locate a local office, contact your local provider representative.

## **Provider Resources**

- Agency for Health Care Research and Quality (AHR) Publication Clearinghouse manual on **Treating Tobacco Use and Dependence**.

*Manual can be obtained by contacting your provider representative.*

The use of pharmacotherapy is a key part of a multi-component approach to assist patients with their tobacco dependence. Patient enrolled in the Staywell, HealthEase, or WellCare HMO Health Plans are entitled to the following prescription benefits:

### **Medication Benefit\*:**

*(\* Prescriptions subject to co-pay, and patient's prescription generic and brand coverage)*

- Nicotine Patches, Nicotine gum, or Zyban tablet
- All smoking cessation products have a three month maximum per year benefit

As clinicians, you are in a frontline position to help your patient by asking two key questions: “Do you smoke?” and “Do you want to quit?” As a leader in health care, we are committed to providing ongoing support for members who are trying to stop smoking and providers who deliver this care. Let’s work together as a team to deliver quality health care that will enrich our members’ health and quality of life!