

A hand is shown holding a cigarette that has been broken in half. The cigarette is held horizontally, with the two halves meeting at the center. The background is a solid, dark blue color. The lighting is soft, highlighting the texture of the cigarette paper and the hand.

The Download
April 2025

**Transforming Tobacco
Cessation Referrals**



Meet Our Speakers



Joanne Jarvi

*Sr. Director, Network
Growth & Development
(MiHIN)*



Karen Brown

*Tobacco Dependence
Treatment Coordinator
(MDHHS)*

Agenda

- Who is MiHIN and What is an HIE?
- What is Michigan's Tobacco Quitlink Program?
- How MiHIN supports Michigan healthcare providers
- Benefits of electronic referrals for providers and patients



Who is MiHIN and What is an HIE?



Michigan Health Information Network Shared Services (MiHIN)

MiHIN is Michigan's state-designated entity to continuously improve healthcare quality, efficiency, and patient safety by promoting secure, electronic exchange of health information. MiHIN represents a growing network of public and private organizations working to overcome data sharing barriers, reduce costs, and ultimately advance the health of Michigan's population.



Goals of Health Information Exchange

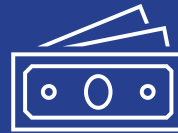
Reduced inefficiencies



Improved healthcare access



Lower healthcare costs



Better quality of care & health outcomes



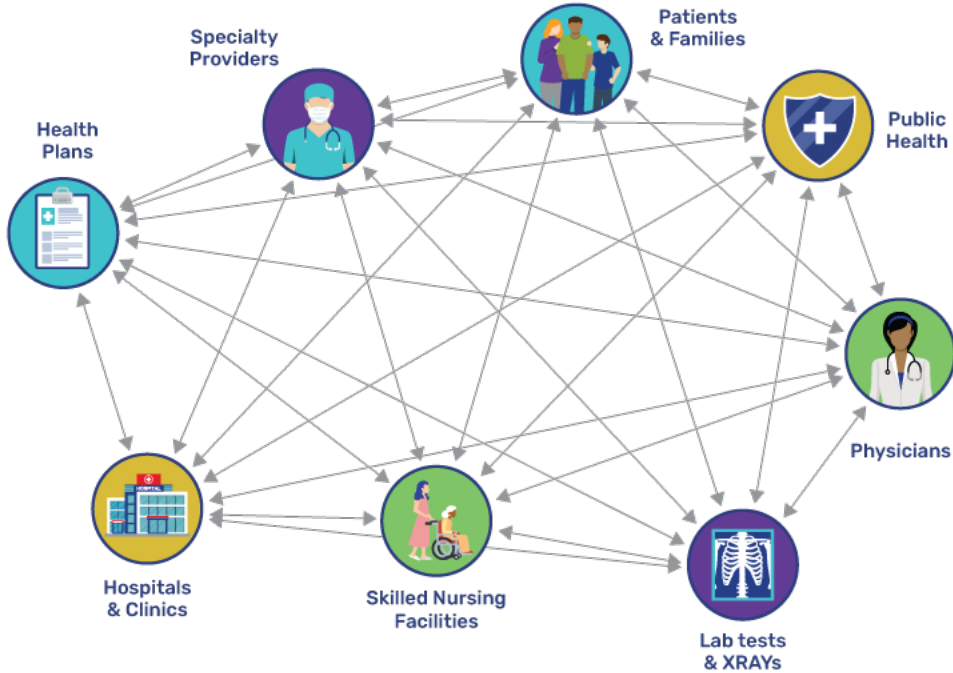
Personalized medicine for patients



Statewide Health Information Exchange Creates Efficiency

BEFORE:

Duplication of effort, waste and expense

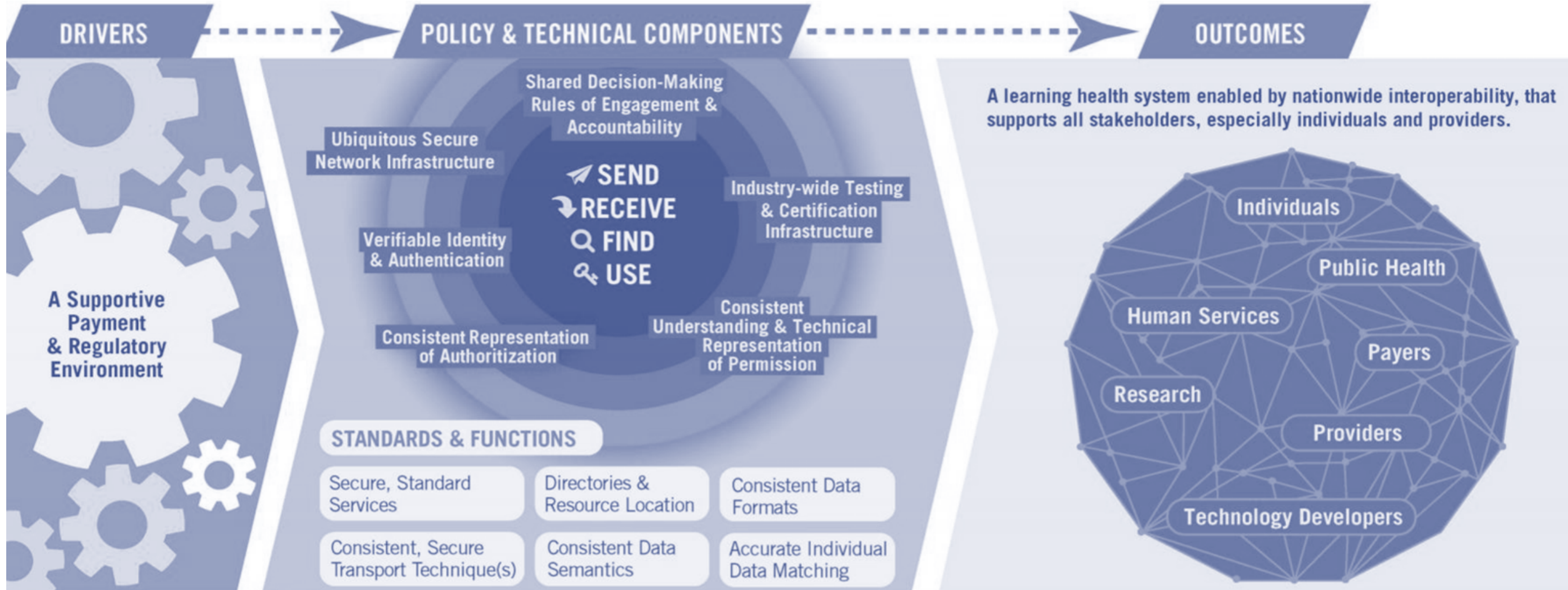


NOW:

Connect once to access shared services



Enabling a Learning Statewide Healthcare Ecosystem



“Connecting Health and Care for the Nation: A Shared Nationwide Interoperability Roadmap.” The Office of the National Coordinator for Health Information Technology.” Final Version 1.0.

What is Michigan's Tobacco Quitlink Program?

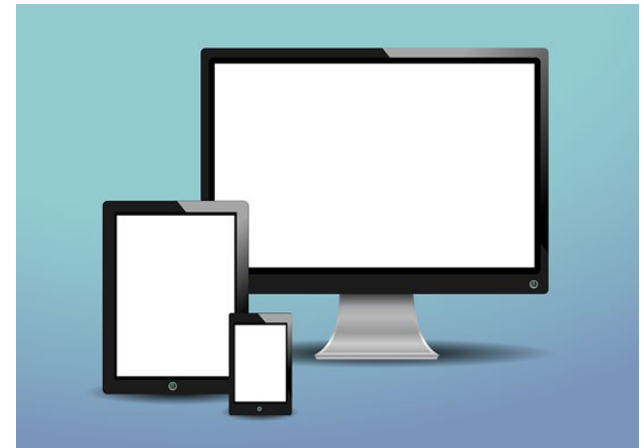


MI TOBACCO
Quitlink
We can help you live tobacco-free.



What are Tobacco Quitlines?

- Not a hotline or a one-time fix.
- Not scripted.
- Not operated by volunteers.
- They are evidence-based.
- They have medical directors.
- They are operated by a professional organization that provides guidance.
- Can provide assistance in multiple languages.
- Can provide assistance in multiple ways

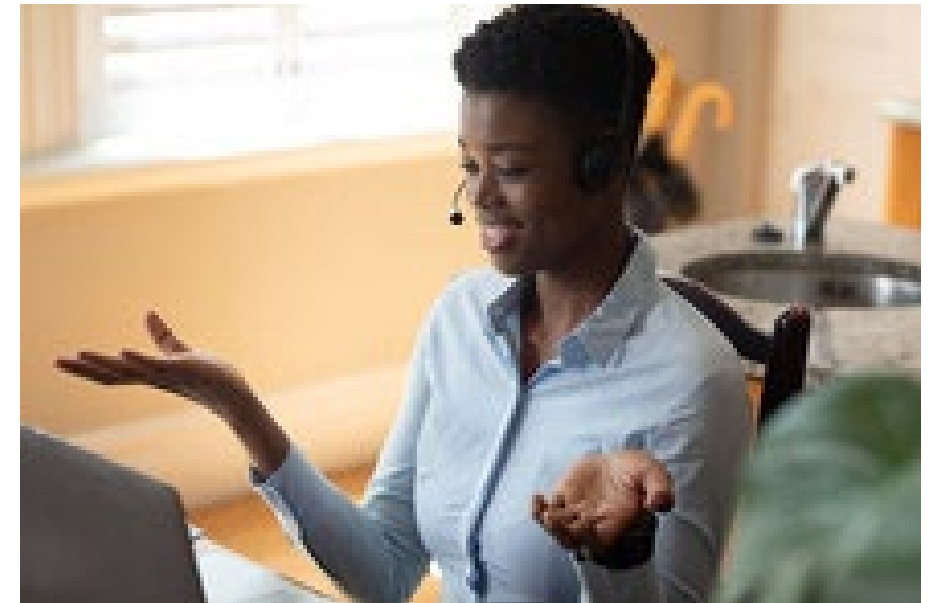




- Operating since October 2003.
- A Program of the Michigan Department of Health and Human Services.
- 1-800-QUIT-NOW (784-8669).
- 1-855-DEJELO-YA (1-855-335356-92).
- 1-855-372-0037 (American Indian Commercial Tobacco Line).
- 1-855-891-9989 (My Life My Quit, Youth E-Cigarette Line).
- 1-877-777-6534 (TTS) Video Relay with sign language is also available.
- Calls answered 24/7.
- Answering machine if phones are busy (call backs in 24 hours or less).
- Text QUITNOW to 333888.
- <https://michigan.quitlogix.org>.
- www.mylifemyquit.com.

What Does the Quitlink Do?

- Referral to local programs.
- Intensive proactive counseling sessions.
- Unlimited reactive calls for one year.
- Free NRT to the uninsured & others.
- Self-help materials.
- Text and/or email messaging.
- Online interactive coaching.
- Fax, online, or e-referral for health care providers.



Quitlink Service Delivery



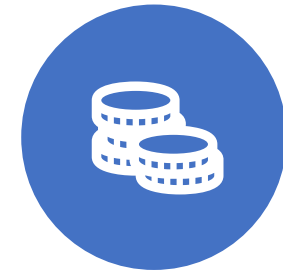
EVERY PARTICIPANT IS VIEWED
AS A UNIQUE PARTICIPANT.



COACH ASSESSES MOTIVATION
AND WORKS WITH CALLER
ACCORDING TO WHERE THEY
ARE IN STAGES OF CHANGE.



ALL CALLS ARE SCHEDULED BY
THE PARTICIPANT TO
ACCOMMODATE THEIR
SCHEDULE.

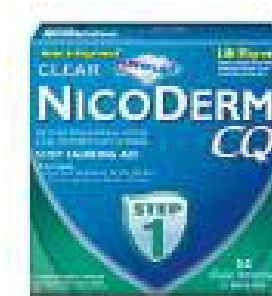


ALL PARTICIPANTS CAN CALL
INTO TO THE QUITLINK FOR
ADDITIONAL SUPPORT AT NO
COST.

Nicotine Replacement Therapy

- Michigan Tobacco Quitlink NRT

- All participants are medically screened.
- Patches, gum and lozenges offered to eligible groups.
- Up to eight weeks of NRT available.
- Shipped directly to the participant's home.
- Only available to those 18 and older.
- No cost to the participant.
- Prenatal must have approval from physician.



Arabic Language Line



- The Michigan Tobacco QuitLink has an Arabic-speaking coach on staff.
- Nearly 500,000 people in Michigan speak Arabic (This population is under-estimated in the US Census due to immigration issues).
- This eliminates the need for a third-party translator service during the calls.
- Hours: 11:30 a.m.- 8:00 p.m.

American Indian Commercial Tobacco Quitline

1.855.372.0037



- Up to ten coaching calls per quit attempt with a dedicated Native coach.
- Protocol designed in conjunction with American Indian tribal members in several states including Michigan.
- Focus is on commercial tobacco use.
- Eight weeks of NRT to all participants with combination medication as an option.

Behavioral Health Protocol

- Began October 1, 2020.
- Specialized support for individuals with behavioral health conditions.
- Appropriate for callers who report depression, anxiety, bipolar disorder, schizophrenia, post traumatic stress disorder, or substance abuse disorder.
- Seven coaching calls designed to improve coping with stress and behavioral health symptoms while quitting.
- In FY23, 61% of callers had at least one behavioral health condition.

NEW! Menthol Cessation Incentive Program



- Began May 1, 2022.
- Incentive-based program to increase reach and engagement.
- All callers are asked about menthol use.
- Coaches are trained in cultural sensitivity with information on how African American communities have been targeted with menthol advertising.
- Tailored material is sent.
- Callers using menthol are eligible for prepaid Omnicaard Visa cards.
- 1,373 (48%) enrollees who use menthol cigarettes enrolled in Fiscal Year 2023.

How to Refer to the Michigan Tobacco Quitlink

eReferral



Provider Web Referral



Fax Referral

Secure Online Referral



English OR Español

[About the Quitline](#) | [About Quitting](#) | [Health Professionals](#) | [Enroll Now](#)

Hello. [Sign In](#) or [Enroll today](#).

[Home](#) / [Health Professionals](#) / [Make a Referral](#)

[Education](#)

[Make a Referral](#)

[Quitline FAQs](#)

[Resources](#)



Follow Michigan Tobacco Quitlink on Twitter

Make a Referral

Use the form below if you would like to refer someone to the program.

[Prefer fax referral](#)

[Learn about eReferral](#)

* = Required

Patient Information

Fax Referral Form



Michigan Tobacco Quitlink Fax Form

Fax to: **1-800-261-6259**

PROVIDER INFORMATION (PRINT CLEARLY)

Feedback will only be sent to HIPAA covered entities to either the fax number or email listed below.

Provider First Name _____ Provider Last Name _____
Contact (if applicable): First Name _____ Last Name _____
Name of Health System/Hospital/Health Center/Community Organization: _____
Department or Clinic Name (if applicable): _____
Address _____ City _____ State _____ Zip _____
Phone (____) _____-____-____ Email for HIPAA-covered entity: _____

Fax for HIPAA covered entity (____) _____-____-____
Type of HIPAA covered entity: Health care Provider Health Plan Health care Clearing House Not Covered Entity

As a HIPAA covered entity you are authorized to receive personal health information for the individual being referred.

As a Not Covered Entity, personal health information will not be shared back for the individual being referred.

Provider consent is required to provide nicotine replacement therapy (NRT) to individuals who are pregnant or breast feeding.

Is the patient: Pregnant Breastfeeding

(If Provider) I authorize the Quitline to send the patient over-the-counter nicotine replacement therapy.

Please sign here if patient may use NRT _____ Date _____
Provider signature

PATIENT INFORMATION (*Required) (PRINT CLEARLY)

*Patient Name (First) _____ (Last) _____

Patient Zip _____ *Date of Birth: ____/____/____

*Phone (____) _____-____-____ Home Cell Work OK to leave message at number provided? Yes No

THE VOICEMAIL MAY BE A RECORDING FROM AN AUTODIALER.

*Do you require accommodation while participating in the program such as TTY, Translator or Relay Service?

Yes, if Yes, please specify _____ No

Consent of Text: Yes No

Michigan Tobacco Quitlink: Fax Referral



- Fax Referral Forms
 - Online at Michigan.quitlogix.org.
- Quitline receives referral form- referrals can be made by a variety of types of providers and staff.
 - Call within one business day.
 - Three attempts in the requested time frames or over a 10-day period.
- Fax back to provider.
 - When referral is received.
 - When patient enrolls.
 - When patient receives nicotine replacement therapy.
 - When patient completes the program.
 - If patient is unreachable.
 - If patient declines to participate

Help!

I Have A Question About the Quitlink.

- Calling the Quitlink may not get you an answer.
- Coaches and Intake Specialists CAN answer questions about how the Quitlink and referral works.
- They CANNOT answer questions about your clients. That is HIPAA-protected information.
- They CANNOT fill requests for posters and quit cards. Those are fulfilled by MDHHS.
- Best Practice for questions:
 - Email Karen Brown at brownk34@michigan.gov.
- If you have a client question, do not email client names unless it is encrypted. Send general email to Karen with phone contact information.

Features of the Quitlink Website

- Intuitive click features.
- Health professional training videos with free continuing education.
 - <https://quitlogixeducation.org/michigan/>
- Updated features for people who are disparately affected by tobacco
 - Updates were completed using advice and input from the CDC National Networks and subject matter experts.
 - Videos feature real Quitline participants from various states that the Quitline serves.
 - <https://michigan.quitlogix.org/en-us/about-quitting/tobacco-and-you/>
 - Denise
 - <https://www.youtube.com/watch?v=Nlekf8qe7xY&t=121s>
 - Koren
 - <https://www.youtube.com/watch?v=WAt6POb6lt4>

How Do I Order Materials?

- Material orders can be placed by emailing us at:
mdhhs-quitkit@michigan.gov
- Please include name, address, and quantity information.
- Types of materials available can be viewed at:
www.Michigan.gov/tobacco

Contact Information

Karen S. Brown, MPA

Tobacco Dependence Treatment Coordinator

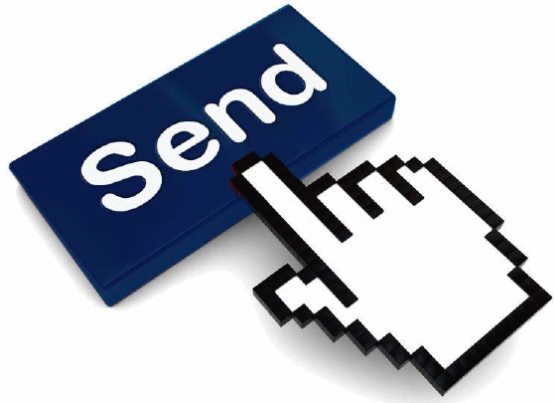
brownk34@michigan.gov

517-335-8803



How MiHIN Supports Healthcare Providers





- ✓ **More Complete Patient History**
- ✓ **Streamlined Direct Care Coordination**
- ✓ **Simplified and Safer Transitions of Care**
- ✓ **Improved Medication Reconciliation**

What Information do we route or make available?



Admission,
Discharge
Transfer (ADT)



Continuity of
Care Document
(CCD)



Observation
Result
(ORU)



Immunization Event
(VXU)



Where did
the message
come from?



What time was
the message
generated?



What was
the event
type?



Who
is the
patient?



Who is
helping the
patient?



Is the
patient still
alive?



What observations
have been
made



What diagnoses
have been
made?



Does the
patient have
insurance?



What other
relevant
information?

Benefits of MiHIN Tobacco Free Electronic Referrals for Providers and Patients



Tobacco Free Process

1

A patient has a visit with their provider and discusses participating in a tobacco cessation program. The provider sends a visit summary (CCDA) to MiHIN via DSM.

2

MiHIN receives the CCDA and sends the CCDA to National Jewish Health.

3

National Jewish Health meets with the patient and sends the CCDA referral (from the visit) back to MiHIN via DSM.

4

MiHIN receives progress note with CCDA.

5

MiHIN sends the CCDA referral to the patient's provider.



What's Next?

- Come to Bits & Bytes!
Monday, April 14, 2025
1:00 – 2:00 PM
[Registration link](#) will be in the chat
- Contact your account manager or help@mihin.org to learn more about MiHIN's Tobacco Free Use Case
- Additional Resources:
 - [Tobacco Free Use Case](#)
- Contact Information
 - Joanne.Jarvi@mihin.org – General Inquiries
 - brownk34@michigan.gov – Quitlink Program



Questions?



THANK YOU

LET'S CONNECT



mihin.org



[@MiHIN](https://twitter.com/MiHIN)



linkedin.com/company/mihin