

2016

## Clinical quality corner



Confidence comes with every card.®

## Medical assistance with smoking and tobacco use cessation

This measure, assessed annually through member experience surveys, looks at cessation efforts provided to members 18 years of age and older who are current smokers or tobacco users. Members are asked if they:

- Received cessation advice during the last year
- Discussed or were recommended cessation medications during the last year
- Discussed or were provided cessation methods or strategies during the last year

### Improving HEDIS® scores\*

- Consider making it part of your office policy to ask each patient about their tobacco use status.
- Urge every tobacco user to quit. Help them set an ideal quit date. Suggest that they remove tobacco products from their environment and get support from family and friends. Review past efforts to quit and discuss what led to their relapse.

### Did you know?

- Smoking is the leading cause of preventable death in the U.S., with 480,000 people dying annually from tobacco use or secondhand smoke exposure.
- Tobacco contains more than 7,000 chemicals and chemical compounds.
- In addition to oral cancers, smokeless tobacco increases risk of heart disease and stroke.
- Electronic or e-cigarettes are a new popular alternative, particularly among adolescents, but still contain nicotine and other harmful chemicals. Production of e-cigarettes is largely unregulated by the federal government.

*Continued on back*

\*HEDIS, which stands for Healthcare Effectiveness Data and Information Set, is a registered trademark of the National Committee for Quality Assurance.

- Take a personalized approach to counseling them. Recommend the use of approved pharmacotherapy, if appropriate.
- Provide supplementary materials on tobacco cessation or free coaching services. For example, let them know about the Michigan QuitLine, a free coaching service offered through the Michigan Department of Community Health. Information is available at <https://michigan.quitlogix.org>.