

Tobacco Dependency Referral
QuitWorks Program RFP # B05527



Solicitation Information
23 August 05

RFP # B05527

TITLE: Tobacco Dependency Referral – Quit Works program

Submission Deadline: September 20, 2005 at 1:40 pm

Questions concerning this solicitation may also be e-mailed to the Division of Purchases at questions@purchasing.state.ri.us no later than September 9, 2005 at 4:00 pm (Eastern Time). Please reference the LOI # on all correspondence. Questions received, if any, will be answered and posted on the Internet as an addendum to this solicitation. It is the responsibility of all interested parties to download this information.

SURETY REQUIRED: No BOND REQUIRED: No
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William J. Anderson, C.P.M. Administrator of Purchasing Systems

Vendors must register on-line at the State Purchasing Website at www.purchasing.state.ri.us.

NOTE TO VENDORS:

Offers received without the entire completed three-page RIVIP Generated Bidder Certification Form attached may result in disqualification.

THIS PAGE IS NOT A BIDDER CERTIFICATION FORM

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SECTION 1 - INTRODUCTION

The Rhode Island Department of Administration/Division of Purchases, on behalf of the Rhode Island Department of Health (HEALTH) is soliciting proposals from qualified firms to implement the Quit Works Tobacco Dependency Referral Program among health care providers, as described elsewhere herein, and in accordance with the terms of this Request and the State's General Conditions of Purchase which is available at www.purchasing.ri.gov. A total of \$50,000 is available to fund one selected vendor.

This is a Request for Proposals, not a Invitation for Bid: responses will be evaluated on the basis of the relative merits of the proposal, in addition to price; there will be no public opening and reading of responses received by the Office of Purchases pursuant to this Request, other than to name those offerors who have submitted proposals.

INSTRUCTIONS AND NOTIFICATIONS TO OFFERORS:

- Potential offerors are advised to review all sections of this Request carefully, and to follow instructions completely, as failure to make a complete submission as described elsewhere herein may result in rejection of the proposal.
- Alternative approaches and/or methodologies to accomplish the desired or intended results of this procurement are solicited. However, proposals that depart from or materially alter the terms, requirements, or scope of work defined by this Request will be rejected as being non-responsive.
- All costs associated with developing or submitting a proposal in response to this Request, or to provide oral or written clarification of its content shall be borne by the offeror. The State assumes no responsibility for these costs.
- Proposals are considered to be irrevocable for a period of not less than sixty (60) days following the opening date, and may not be withdrawn, except with the express written permission of the State Purchasing Agent.
- All pricing submitted will be considered to be firm and fixed unless otherwise indicated herein.
- Proposals misdirected to other State locations or are not present in the Division of Purchases at the time of opening for any cause will be determined to be late and may not be considered. The official time clock is located in the reception area of the Division of Purchases, Department of Administration, One Capitol Hill, Providence, RI.

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- In accordance with Title 7, Chapter 1.1 of the General Laws of Rhode Island, no foreign corporation without a Rhode Island business address shall have the right to transact business in the State until it shall have procured a Certificate of Authority to do so from the Rhode Island Secretary of State (401-222-3040). *This is a requirement only of the selected vendor(s).*
- Proposals should include the offeror's FEIN or Social Security number as evidenced by a W9, downloadable from the Division of Purchases website at www.purchasing.state.ri.us.
- Bidders are advised that all materials submitted to the State for consideration in response to this Request for Proposals will be considered to be public records, as defined in RIGL Title 38, Chapter 2, and will be released for inspection immediately upon request, once an award is made.
- It is intended that an award pursuant to this Request will be made to a prime contractor who will assume responsibility for all aspects of the work. Joint venture and cooperative proposals will not be considered, but subcontracts are permitted provided that their use is clearly indicated in the offeror's proposal, and the proposed subcontractor(s) are identified in the proposal.
- The State of Rhode Island has a goal of ten percent (10%) participation by Minority Business Enterprises in all State procurements. For further information, visit the web site at www.mbe.ri.gov To speak with an MBE officer, please call (401) 222-6253.

NOTICE:

THERE MAY BE ADDITIONAL ADDENDA TO THIS BID/RFP AT ANY TIME BEFORE THE OPENING DATE AND TIME.

THE DIVISION OF PURCHASES WILL NOT BE NOTIFYING BY MAIL OF ANY SUCH ADDENDA.

IT IS THE **VENDOR'S RESPONSIBILITY TO CHECK AND DOWNLOAD ANY AND ALL ADDENDA.**

AN ADDENDUM TO A BID/RFP IS LISTED AS THE BID NUMBER WITH AN "A" AND THE NUMBER OF THE ADDENDUM FOLLOWING. FOR EXAMPLE, **3025A1** INDICATES ADDENDUM #1 HAS BEEN ISSUED FOR BID 3025. **3025A2** INDICATES ADDENDUM #2 HAS BEEN ISSUED.

YOU MUST CLICK ON **ALL** OF THESE LISTINGS TO GET THE **COMPLETE PACKAGE.**

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SECTION 2 - BACKGROUND AND PURPOSE

BACKGROUND:

- Despite decreasing smoking prevalence in Rhode Island, there are still 175,000 adult smokers. Most smokers will see a healthcare provider each year and more than 70% want to quit using tobacco products. By linking the health care system in Rhode Island to the state's quitline and other tobacco treatment resources, the QuitWorks Program can provide a solution for providers who need a resource to refer smokers and increase access to treatment for all smokers.
- Health care institutions and providers face a number of barriers in providing effective tobacco use interventions, including resource barriers (cost, lack of reimbursement for smoking cessation counseling and medications) and systems barriers (inability to identify smokers). One of the most common barriers is the lack of a resource for providers to refer patients who need more intensive counseling. Providers are often confused about what cessation counseling resources, if any, are available within their own hospital or healthcare organization, through health plans, or in the community. This barrier can be addressed by linking providers to the existing Rhode Island Quitline, 1-800-Try-To-Stop, and our local tobacco treatment programs by using the QuitWorks fax-enrollment process.
- Linking health care systems to the state's quitline and community-based tobacco treatment resources can be a solution for providers whose patients need intensive treatment and extra treatment support to quit. The program is key to building an integrated tobacco treatment service system for all Rhode Island providers.
- Despite the fact that evidence-based tobacco treatments exist, there is substantial room for improvement throughout the health care system in providing effective interventions with smokers. The QuitWorks program offered by the Massachusetts Department of Public Health (MDPH), integrated into the health care system, can support important system-level changes (e.g. identification of smokers, reminder systems) in office practices, hospitals and health centers; increase provider interventions with smokers and patient enrollment in treatment; and reinforce continued provider and institutional interventions by providing feedback reports on patient progress.

Reference documents:

- QuitWorks Overview (See Appendix)
- MDPH QuitWorks website at www.quitworks.org
- MDPH QuitWorks Guide for Hospitals and Health Centers (as a PDF)
- MDPH QuitWorks Guide for Office Practices (as a PDF).
- CDC's Quitline Resource Guide, Partnerships chapter at www.cdc.gov/tobacco
Click Educational Materials; Under Health Professionals click on Quitlines (download as PDF chapter by chapter)
- National Quitline Consortium website at www.naquitline.org

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QuitWorks materials were developed and are trademarked by the Massachusetts Department of Public Health. Permission has been granted to adapt QuitWorks materials for use in Rhode Island, subject to MDPH review.

GENERAL PURPOSE:

1. The purpose of this procurement is to implement the Massachusetts model QuitWorks program in the Rhode Island healthcare system.
2. A contract will be awarded approximately November 1, 2005 through June 30, 2006 with the option to renew for up to four additional 12-month periods. The contract amount is \$50,000 for the first period from November to June. Contracts will be renewed at the sole discretion of the State contingent upon vendor performance and the availability of funds.

RESULTS:

1. The program goal is to increase utilization of the state's quit line and other tobacco treatment resources by providers, and their patients who smoke, in hospitals, health centers or clinics and provider practices in Rhode Island, as measured by the number of institutions and practices that adopt the QuitWorks program and the number of enrollments (referrals) made through the program.
2. The objectives for the contractor are to promote and distribute QuitWorks Program kits to provider practices, and to recruit and train hospitals and health centers to adopt the program, as measured by the reach of program promotion, the number of practices receiving program materials, and the number of hospitals and health centers that formally integrate the program into patient care.

SECTION 3 - SCOPE OF WORK

GENERAL DESCRIPTION:

The contractor will provide training and technical assistance to hospitals, health centers, provider practices and other health care providers in Rhode Island to integrate a program into patient care. QuitWorks is a fax-referral program, linking the health care system and patients who use tobacco to Rhode Island's quitline, the Try To STOP TOBACCO Resource Center of Rhode Island. The program was developed in Massachusetts in 2001 by the Massachusetts Department of Public Health, in collaboration with all major health plans, and has been implemented in more than 60 Massachusetts hospital and clinic sites and 900 provider practices.

Under this procurement, the contractor will develop a plan to introduce the QuitWorks program to the Rhode Island health care system and will recruit institutions and provider practices to adopt the program. The contractor will also work with UMass Medical Center to implement a program of training and technical assistance to support adoption of program and tobacco treatment policies,

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systems and clinical practices, as recommended by the US Public Health Service. Training components, which have been developed by UMass will include (a) orientation to the QuitWorks Program, (b) on-site academic detailing, and (c) clinician training (focused on clinical practice guidelines for tobacco interventions, administration of pharmacotherapy, and use of the program).

Under a separate contract, the Department of Health will provide the training components as described in more detail below. Also under a separate contract, the Try To Stop Tobacco Resource Center of RI will review, adapt and print adapted Massachusetts QuitWorks materials, call center protocols, and data systems for use in Rhode Island. (Appendix contains reference materials on QuitWorks).

REQUIREMENTS:

1. The contractor and staff assigned to this project should possess specific expertise and/or credentials in medical education, academic detailing for Rhode Island hospitals, community health centers and provider networks; and medical quality assurance systems. A strong record of working effectively with Rhode Island health care executives, health plans, and health care professional societies is required.
2. Completion of all tasks (as specified in this Section) according to the timetable indicated.
3. The contractor must agree to cooperate and collaborate with other HEALTH vendors, among them QuitWorks consultants to HEALTH, the Try-To-Stop Tobacco Resource Center of RI, UMass Medical Center, and the HEALTH contractors for tobacco control media and evaluation.

The contractor must perform the following tasks as specified below.

1. Meet with HEALTH to review the QuitWorks program and the work to be performed through this procurement. A half-day meeting is anticipated. Representatives from JSI and the University of Massachusetts Medical School will also attend this meeting. At this meeting, the contractor is expected to advise HEALTH on strategies to form a collaborative agreement with RI health plans.

The meeting will address the following:

- detailed task plan and timeline for FY 06
- roles of each contractor and partner, including health plans
- contractor's plan to engage health plans as QuitWorks partners
- contractor's plan to recruit six QuitWorks pilot sites (2 hospitals, 2 community health centers, 2 large practices) in year one
- contractor's plan to recruit additional hospitals and community health centers to adopt QuitWorks in FY 06 and FY 07

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- contractor plan to introduce QuitWorks to up to 300 provider practices and distribute QuitWorks kits by close of FY 06
- contractor plans to develop and maintain a tracking database for QuitWorks

At the conclusion of this meeting, two follow-up meetings will be scheduled with all vendors (contractor, JSI, UMass).

The contractor will submit a recruitment plan to HEALTH for pilot sites, a plan to engage health plans, and schedule meeting to discuss:

Timetable: within one week of contract award.

Subsequently, a revised task plan and timetable will be submitted.

Timetable: within one month of contract award.

- 2 Conduct a thorough review of all QuitWorks materials, including tools, guides and the QuitWorks website for discussion with JSI and UMass Medical School. In-depth knowledge of the QuitWorks program, how it works, and the steps needed for institutions to adopt QuitWorks are essential to perform tasks under this contract. The contractor will e-mail memorandum to HEALTH on the review of draft QuitWorks materials for Rhode Island, (provided by JSI) including questions and anticipated problems.

Timetable: within one week of contract award

- 3 Schedule and complete a three-hour meeting with UMass QuitWorks staff to review Massachusetts's protocols and materials for implementing QuitWorks in healthcare institutions. The contractor will e-mail memorandum (minutes) on topics discussed, action steps, and issues or obstacles identified to HEALTH.

Timetable: within three weeks of contract award

- 4 Recruit and obtain agreements with two hospital and two community health centers to adopt the QuitWorks program.

Timetable: within three weeks of contract award

- 5 Schedule introductory QuitWorks presentations and clinical trainings in one pilot hospital and one pilot community health center (to be delivered by UMass Medical School). The contractor will e-mail memorandum on sites schedule, contact information, logistics to HEALTH.

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Timetable: within four weeks of contract award.

- 5 Observe UMass Medical School staff conduct on-site presentations at two pilot sites and debrief with UMMS; observe subsequent UMass clinical training at each site.

Timetable: Two on-site QuitWorks presentations will be completed no later than six weeks from contract award; two clinical trainings will be delivered at each site within 12 weeks from contract award.

- 6 Deliver on-site presentations at two additional pilot sites with UMass participation as observers and debrief with UMass staff.

Timetable: no later than eight weeks from contract award, deliver introductory Presentations. Conduct clinical trainings at the two sites within 16 weeks from contract Award.

7. Adapt a final QuitWorks presentation (PowerPoint) package and clinical training program, for Rhode Island hospitals and health centers.

Timetable: within 12 weeks of contract award, submit final presentation and training package to HEALTH and UMass staff for review.

- 8 Develop a plan and timetable to recruit all hospitals and health centers, at least eight of which must adopt QuitWorks in FY 06. The remainder may be scheduled in FY 07. The contractor will submit a plan to recruit all RI hospitals and health centers in FY 06-07 to HEALTH.

Timetable: within 12 weeks of contract award.

- 9 Conduct on-site QuitWorks presentations and clinical trainings in (8) hospitals and health centers in Rhode Island (in addition to four pilot sites).

Timetable: Between 12 and 36 weeks of contract award.

11. Convene meetings with RI health plans to develop a plan and timetable to promote QuitWorks to provider practices in Rhode Island, distribute kits, and select two (2) pilot practice sites. The contractor will submit to HEALTH the Promotion plan for office practices, including kit distribution and tracking plan.

Timetable: within 16 weeks of contract award

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12. Conduct QuitWorks pilot program in two provider practices, in collaboration with UMass Medical School staff and RI health plans.

Timetable: Within 24 weeks of contract award

13. Based on the pilot program, develop a training and technical assistance plan to assist large practices to adopt QuitWorks, in collaboration with health plans. The contractor will submit plans to HEALTH.

Timetable: Within 36 weeks of contract award

14. Launch QuitWorks with provider practices in Rhode Island, in collaboration with health plans. The Launch plan will include paid and earned media provided by HEALTH, outreach initiatives, and collaborative role of partner organizations and societies.

Timetable: Within 24 weeks of contract award

15. Distribute QuitWorks kits to at least 300 provider practices in Rhode Island in FY 06. The contractor will submit to Health a targeted list of office practices.

Timetable: Between 24 and 36 weeks of contract award

16. Manage and coordinate the QuitWorks customization process with each hospital and health center adopter; communicate and coordinate with JSI to ensure that custom enrollment forms are completed and monitor implementation in each site. The contractor will submit monthly progress reports summarizing status of implementation in each pilot site, an additional 8 hospitals and health centers. Monthly reports on all activity in progress or completed

Timetable: Weeks 4-end of fiscal year.

DELIVERABLES:

The following project deliverables and reports are required and should be submitted in both hardcopy (two copies) and in electronic form as Microsoft Word or Excel documents.

1. QuitWorks Program Implementation and Recruitment Plan: An implementation plan that includes a thorough review of the QuitWorks program, scheduled meetings with Health, JSI UMass Medical School. A recruitment plan that outlines strategies to engage 2 hospitals and community health centers with written agreements. A long-term plan and timetable to

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recruit all hospitals and community health centers in FY 06-07. A plan to recruit 2 pilot provider practices in Rhode Island to conduct QuitWorks pilot.

2. A Promotion Plan and timetable that identifies strategies to promote QuitWorks to provider practices in Rhode Island including kit distribution and tracking plan. A launch plan that includes outreach initiatives, paid and earned media campaign and collaborative role of partner organizations and societies. (It is expected that the HEALTH Disease Prevention and Control Communications coordinator will assist with all media. However, the contract should identify in the plan various promotion and distribution channels, including health care organizations' house organs, websites, newsletters, etc.)
3. Technical Assistance and Training Plan A plan outlining collaborative meetings with UMass Medical School to be trained in the QuitWorks presentations and clinical training model. The plan will include schedules to observe UMass Medical School staff conduct onsite presentations and clinical training and two additional pilot sites with UMass Medical School staff as observers and debrief with them. A plan to provide trainings to larger practices.
4. Technical Assistance and Training Program Materials. The contractor shall submit to HEALTH for review and approval the QuitWorks presentation (PowerPoint) package and clinical training program for Rhode Island hospitals and community health centers adapted in cooperation with UMass Medical School.
5. Monthly Progress and Fiscal Report. The contract shall submit a brief one to two-page narrative report describing work complete the prior month by the 10th of each month following month of service.
6. Monthly Institutional Tracking Report. A report will be submitted that tracks the status of all hospitals, health centers, and largest provider practices in the process of adoption of the program (e.g. initial contacts/meetings, on-site orientation, materials customization, clinical training, and problem log. The Try-To-Stop Tobacco Resource Center of RI will track and submit monthly program utilization reports (number of enrollments by provider and organization) to HEALTH and this contractor. This report should be submitted to HEALTH by the 10th of each month following month of service.

CONTRACTOR RESPONSIBILITIES:

The contractor shall supply all the services and materials needed to develop plans to promote the program to the health care system in Rhode Island, as indicated above. They will have the lead responsibility to effect collaborations needed to support this project and to recruit health care

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institutions and providers to adopt the program. The contractor will develop content for introductory letters and other print promotional materials (e.g. newsletter articles) intended to introduce the program to the health care community. The contractor in collaboration with UMass Medical School staff has sole responsibility for the development and delivery of training and technical assistance as described above.

HEALTH will be responsible for earned or paid media placements, as needed, to support program launch. The Try To STOP TOBACCO Resource Center of Rhode Island will design and print all hospital and provider guides and consumer materials needed for this project.

SECTION 4 - PROPOSAL SUBMISSION

Questions concerning this solicitation may be e-mailed to the Division of Purchases at questions@purchasing.state.ri.us no later than the date and time listed on the cover page of this solicitation. Please reference the RFP # on all correspondence. Questions received, if any, will be posted on the Internet as an addendum to this solicitation. It is the responsibility of all interested parties to download this information. For computer technical assistance, call the helpdesk at (401 – 222-2142, ext: 134.

Offerors are encouraged to submit written questions to the Division of Purchases. **No other contact with state parties will be permitted.**

Interested offerors may submit proposals to provide the services covered by this Request on or before the date and time listed on the cover page of this solicitation. Proposals received after this time and date may not be considered.

Proposals must include the following:

1. A completed and signed three-page RIVIP Bidder Certification Cover Form, available at www.purchasing.state.ri.us.
2. A separate, signed and sealed, Cost Proposal reflecting the fee structure proposed to complete all of the requirements of this project.
3. A *separate* Technical Proposal describing the background, qualification, and experience with and for similar programs, as well as the work plan or approach proposed for this requirement.

The Technical Proposal must contain the following sections:

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- Executive Summary

The Executive Summary is intended to highlight the contents of the Technical Proposal and to provide State evaluators with a broad understanding of the offeror's technical approach and ability, including prior experience and ongoing relationships with health care providers in Rhode Island.

- Offeror's Organization and Staffing

This section shall include identification of all staff and/or subcontractors proposed as members of the project team, and the duties, responsibilities, and concentration of effort which apply to each (as well as resumes, curricula vitae, or statements of prior experience and qualifications). It is suggested that a minimum of one full-time equivalent will be needed for this project.

- Work plan/Approach Proposed

This section shall describe the offeror's understanding of the State's requirement, including the result(s) intended and desired, the approach and/or methodology to be employed, and a work plan for accomplishing the results proposed. The description of approach shall discuss and justify the proposed approach to be taken for each task, and the technical issues that will or may be confronted at each stage on the project. The work plan description shall include a detailed proposed project schedule (by task and subtask), a list of tasks, activities, and/or milestones that will be employed to administer the project, the assignment of staff members and concentration of effort for each, and the deliverables for each.

- Previous Experience and Background: This section shall include the following information:

- A comprehensive listing of similar projects undertaken and/or similar clients served, including a brief description of the projects, noting which projects cited were performed by the proposed project staff.
- A description of the business background of the offeror (and all subcontractors proposed), including a description of their financial position, and
- The offeror's status as a Minority Business Enterprise (MBE), certified by the Rhode Island Department of Economic Development, and or a subcontracting plan which addresses the State's goal of ten percent (10%) participation by MBE's in all State procurements. For further information, call the MBE Officer at (401) 222-6670.

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In addition to the multiple hard copies of proposals required, Respondents are requested to provide their proposal in electronic format. Microsoft Word / Excel OR PDF format is preferable. Only 1 electronic copy is requested.

Proposals – **a clearly marked original plus four (4) copies** should be mailed or hand-delivered in a sealed envelope marked "RFP #B05527: Tobacco Dependency Referral Program" to:

By Courier or by Mail:

RI Department of Administration
Division of Purchases, 2nd Floor
One Capitol Hill
Providence, RI 02908-5855

NOTE: Proposals received after the above-referenced due date and time may not be considered. Proposals misdirected to other State locations or which are not present in the Division of Purchases by the scheduled due date and time will be determined to be late and may not be considered. The official time clock is located in the reception area of the Division of Purchases, One Capitol Hill, Providence, RI. Proposals faxed to the Division of Purchases will not be considered.

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SECTION 5 - EVALUATION AND SELECTION

The State will commission a Technical Review Sub-Committee, which will evaluate and score all proposals, using the following criteria:

1. Qualifications & Experience of Professional Staff (0 – 20 points)
2. Capability, Capacity, and Qualifications of the Offeror (0 - 20 points)
3. Quality of the Work Plan (0 - 25 points)
4. Suitability of Approach/Methodology (0 – 15 points)
5. Cost Proposal (0 - 20 points)

[calculated as (lowest responsive cost proposal divided by this cost proposal) X __ points]

Notwithstanding the foregoing, the State reserves the right to award on the basis of cost alone.

Proposals found to be technically or substantially non-responsive at any point in the evaluation process will be rejected and not considered further. The State may, at its sole option, choose to require presentation(s) by offerors clearly in consideration for award.

The Technical Review Sub-Committee will present written findings, including the results of all evaluations, to the State's Architect/Engineer and Consultant Services Selection Committee, which will recommend up to three finalists to the Director of the Department of Administration, who will make the final selection for this requirement.

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COST PROPOSAL SUMMARY

OFFEROR: _____

Option 1 - TASK

TASK	COMPLETION DATE	STAFF HOURS	TOTAL
_____	_____	_____	\$ _____
_____	_____	_____	\$ _____
_____	_____	_____	\$ _____
PROJECT TOTAL:			\$ _____

Option 2 - STAFF

STAFF

Fully-absorbed hourly rates for all staff members proposed for this work, and the concentration of hours for each (use additional sheets, if necessary):

NAME	TITLE	HOURS	HOURLY RATE	TOTAL
_____	_____	_____	_____	\$ _____
_____	_____	_____	_____	\$ _____
_____	_____	_____	_____	\$ _____
TOTAL STAFF:				\$ _____

REIMBURSIBLE EXPENSES

_____	\$ _____
_____	\$ _____
TOTAL EXPENSES	
PROJECT TOTAL:	
	\$ _____

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Appendix A

Massachusetts QuitWorks Overview

QuitWorks: An Overview

The existing QuitWorks program is an evidence-based tobacco treatment resource for any Massachusetts provider to use with any patient, regardless of health insurance. Developed and funded by the Massachusetts Department of Public Health in collaboration with all major commercial and Medicaid health plans in Massachusetts, QuitWorks features a universal enrollment form and links providers and their patients who smoke to proactive telephone counseling and the full range of the state's tobacco treatment services, including Internet and in-person smoking cessation services. Strength of QuitWorks is that it incorporates the clinical and system-level recommendations from the PHS Clinical Practice Guideline for Treating Tobacco Use Dependency. An important evidence-based component of QuitWorks are feedback reports. QuitWorks faxes reports to individual providers on every patient enrolled and aggregate reports, customized for each participating hospital and health center. QuitWorks is intended to promote health care systems change, increase brief provider interventions (5As), and improve smokers' access to effective, evidence-based treatment. Since its launch in 2002, seven commercial and Medicaid health plans have promoted the QuitWorks program in Massachusetts to their provider networks and health plan subscribers. QuitWorks Office Practice Kits have been delivered to nearly 1,700 office practices and many community health centers and providers have enrolled over 3,500 smokers, more than 30% of who are uninsured or served by a Medicaid health plan.

Although launched originally with provider practices, hospitals and Community Health Centers have increasingly requested the QuitWorks program. Beginning in February 2003, the MDPH QuitWorks team has assisted 22 of 62 hospitals in Massachusetts to integrate QuitWorks into hospital systems and patient care, through on-site technical assistance, CEU presentations, training for providers, and

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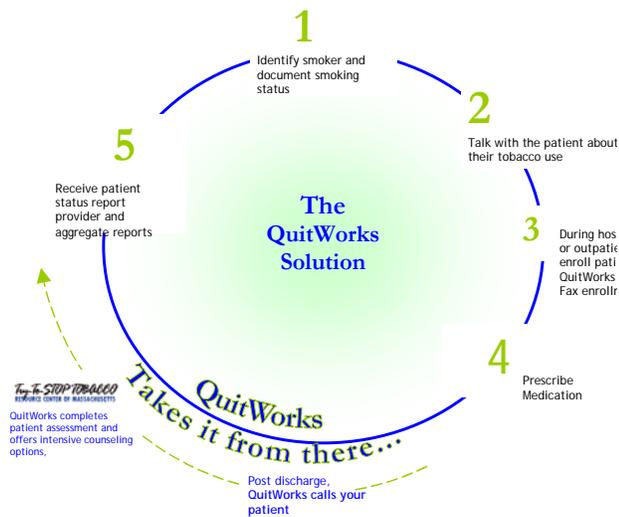
customization of the QuitWorks enrollment form. To respond to the demand, a QuitWorks Institutional Task Group developed a *QuitWorks Guide for Hospitals and Health Centers*. The Guide outlines five steps for hospitals and health centers to implement QuitWorks and provides an implementation chart. The Guide also outlines what the QuitWorks team (Massachusetts Department of Public Health, University of Massachusetts Medical School, and the Try To STOP TOBACCO Resource Center) will do to assist with adoption. QuitWorks: A Universal System Linking the Health Care System to the State's Tobacco Treatment Resources.

How QuitWorks Works

QuitWorks helps the health care setting establish systems to identify and document smoking. Once identified as a smoker, the enrollment form prompts the referring provider to complete a brief intervention based on the 5A model, prescribe medication, and obtain patient consent to participate in QuitWorks. If the patient agrees, the enrollment form is then faxed to the JSI Resource Center. The Resource Center then proactively calls the enrollee to screen for readiness to quit and offers self-help materials, enrollment in www.trytostop.org, up to five telephone counseling sessions provided by the American Cancer Society's National Quitline, and/or referral to a trained tobacco treatment specialist in more than 30 community based tobacco treatment clinics in Massachusetts. Patients are provided with QuitWorks education materials (Think About It or QuitWorks Welcome brochures) by the provider upon enrollment, and receive additional stage-based materials by mail from the Resource Center. Each referring provider is sent a status report on their patient within several days of the patient referral and a second report on patient services received and outcome at six months. Health plans and hospitals or health centers also receive customized aggregate reports on enrolled patient services and outcomes. The QuitWorks program is illustrated below:

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QuitWorks At A Glance



QuitWorks is trademarked by the MDPH. These materials were developed by the MDPH; permission has been granted to adapt QuitWorks materials for Rhode Island.