

# RESPONSE TO CALLS FROM STATE QUITLINE FROM PATIENTS REFERRED FROM URMIC

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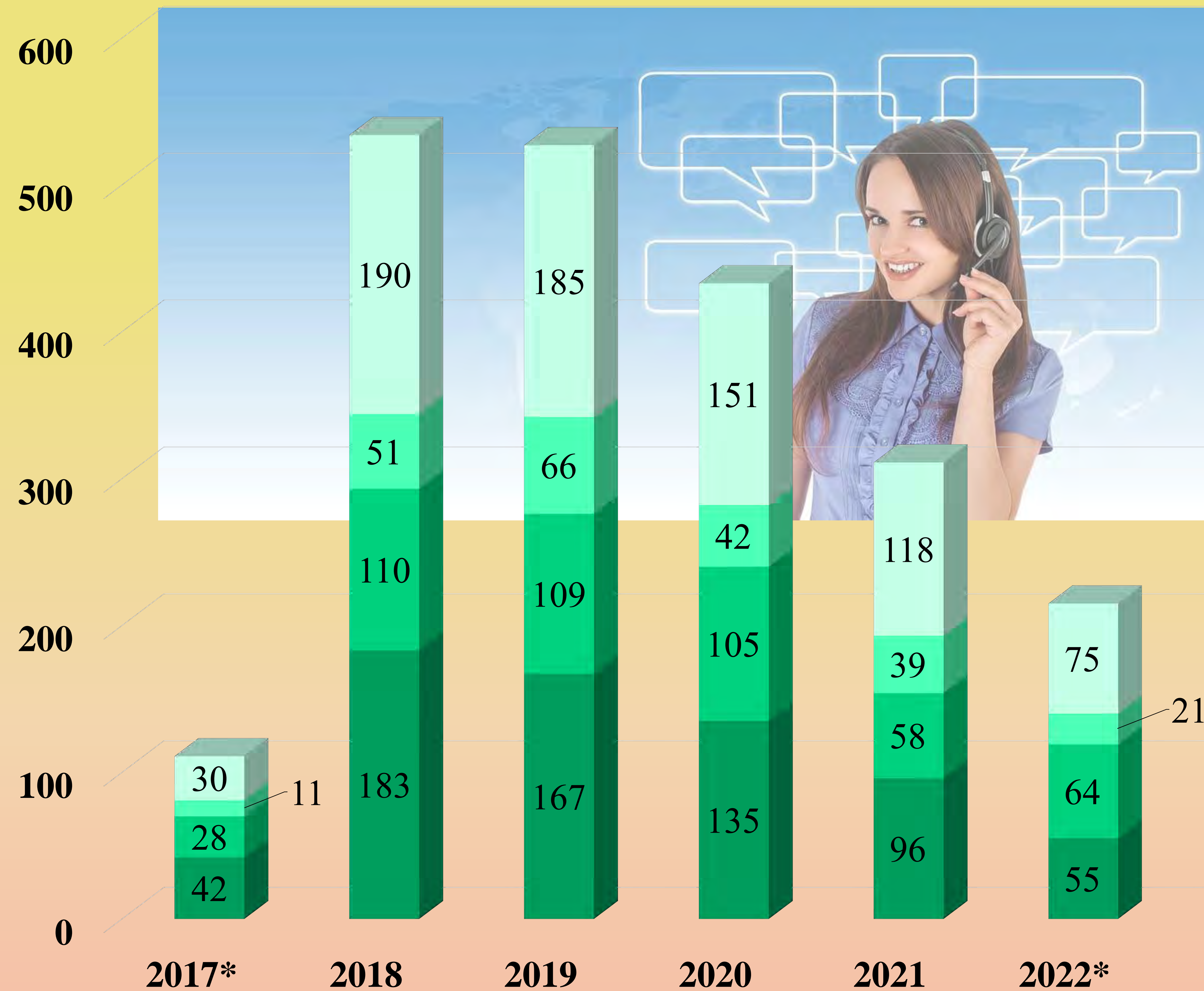
## BACKGROUND

The New York State Smokers' Quitline (NYSSQL) provides free counseling and Nicotine Replacement Therapy (NRT) to current smokers and vapers trying to quit. NYSSQL has an annual reach 2.7 times higher than other State programs. In 2017, healthcare providers at University of Rochester Medical Center (URMC) started using the Electronic Health Record (EHR) to refer patients to the NYSSQL. The present analysis assessed how well the NYSSQL has reached patients referred by URMC providers. The updated data presented here are from August 2017 to October 2022.

## METHODS

NYSSQL data from URMC EHR referrals were collected from August 2017 to October 2022. A descriptive analysis of the response rate was performed according to: The number of tobacco product users reached by the NYSSQL; The outcome of the attempts made; The quit status; And the NRT eligibility of those reached.

## URMC Quitline referrals by year and call outcomes



- Maximum Attempts (5) to Contact Has Been Reached
- Wrong Number/Contact Information Changed/Disconnected
- Declined Service at Time of Call
- Reached/Completed Service

## RESULTS

- URMC providers referred over 2100 patients to the Quitline during the period of analysis.
- The average percentage of the total calls per year from 2018 to 2021 (partial years excluded) which yielded an outcome of 32.0% "Reached/Completed"
- It was observed that "Declined Service" did not preclude future NYSSQL usage

## DISCUSSION

Annually, provider-referred patients have shown a steady ratio between response types - with 1/3 of calls completing service. The New York State Smokers' Quitline provides evidence-based resources and interventions. Active referrals from providers facilitate opportunities for tobacco product use cessation: Measurable in ways that can inform improvements (reach and acceptance), and increase the number of those served by counseling and/or Nicotine Replacement Therapies (NRT).

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