



# ASHLine

A Transformation

For the Fax Referral Program

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# Develop an Identity


FROM



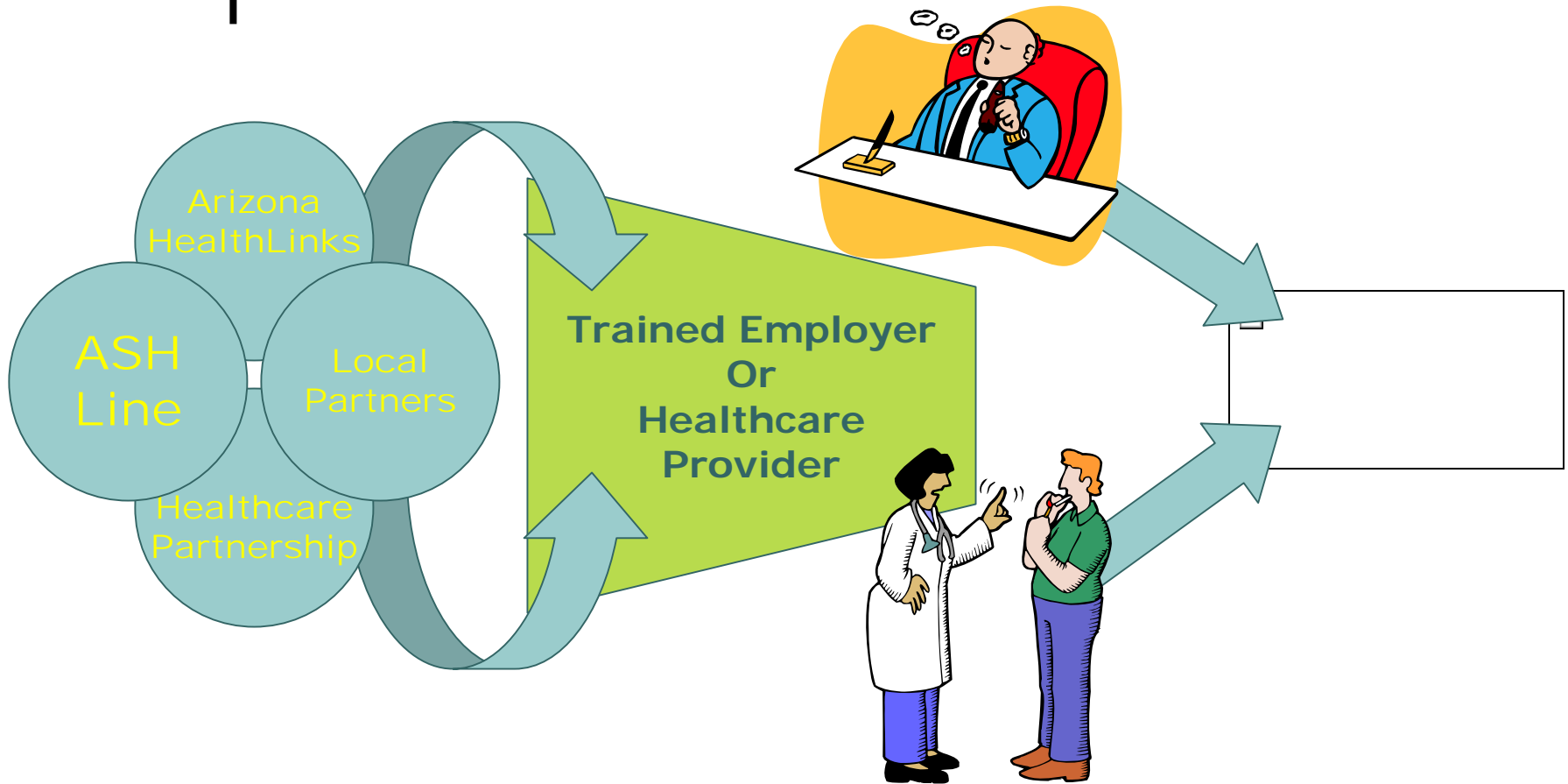
Arizona Smokers' Helpline  
Tobacco Education and Prevention Program  
Proactive Referral Fax



# Develop an Identity

TO   
ASH in  
QuitFax

# Tweak the Program





# Enhance Relations with Local Partners

- Referral Client Chooses to Attend Cessation Classes
  - Referral Form (with QuitFax#) is Generated and Faxed to the LP
  - CIF is completed by the LP
- LP Client Chooses Phone Counseling
  - Referral Form Faxed by LP
  - CIF Completed by ASHLine
  - Status Fax Form sent to LP



# Enhance Relations with Local Partners

- Allow Clients to use services:
  - Consecutively  
(Phone followed by Class or vice versa)
  - OR
  - Concurrently  
(Phone & Class Together)



# Coordinate Opportunities with HCP & AZHL

- Solicit Opportunities for Training Professionals and Refer to Healthcare Partnership
- Solicit Opportunities for Smoke-Free Worksites and Refer to Arizona HealthLinks
- Collaborate with Partners to provide a unified working relationship



# Adopt a “Pharm Rep” Model

- Hired & Trained an Outreach Coordinator
- Focused on one area of state
- Follows up with in-office visits with all trained professionals by Healthcare Partnership
- Collaborates with LP’s, HCP, and AZHL to provide training, education and materials
- Conducts quarterly “drop in” visits to trained professionals.




# Simplify Process

- Change the forms for ease of use and readability
- Preprint forms for providers to reduce errors
- Simplify Reports for Providers

# Develop a New Provider Packet

- Program Overview
- Contents List
- General Referral Forms
  - English/Spanish

- Professionals Pocket Guide
  - 5 A's & NRT Chart
- Script Pad – Client Referral Form
  - English/Spanish
- Wallet Card – Reminder for Not Ready
  - English/Spanish
- Magnets
  - English/Spanish
- Pocket Quit Guides
  - English/Spanish
- Materials Order Form



**ASHLine**  
**QuitFax**  
United By Arizona Department of Health Services  
Office of Tobacco Education & Prevention Program

**QuitFax Overview**

- Telephone coaching or referral to classes
- Insurance status does not matter
- Bilingual
- Open to all Arizona residents

- and it's **FREE**

**How To Get Started**

The first step is to identify which clients (or spouses or parents) are smokers. If you would like more training on identifying smokers or brief intervention skills, please call the ASHLine at 1-800-55-66-222.

**Everything You Need Is Inside**

QuitFax Form  
This form is all you need to get your clients enrolled in our stop-smoking telephone services or classes in your county. We take it from here!

If your clients want to quit **NOW**...  
Materials are included to help those clients who are ready to TAKE ACTION. They can prepare for quitting using the mini-guide, we call them within 3 days. Or they can call one of our stop-smoking coaches TODAY.

If your clients are just **THINKING** about quitting...  
Inside you'll find wallet cards to give to clients who are thinking about quitting but not ready to make the commitment today. They can call us when they're ready. Or you can refer these clients to us if they would like to talk to a stop-smoking coach about steps they can take to prepare for the quitting process.

All of these materials are available in English and Spanish and can be reordered using the "Materials Fax Form" inside.

**ANY QUESTIONS? We're here to help!**  
**Call the ASHLine at 1-800-55-66-222**  
**www.ashline.org**

ASHLine QuitFax



# Feedback to Date

- New Forms are easier to use
- New provider packet is good working tool
- New provider packet is good inroad to offices that have slowed/stopped their referrals



# Contact Info

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