



Tobacco-Free Living:

Just a Fax Away

HIP is pleased to announce its partnership with the New York State Smokers' Quitline. Established in 2000, the Quitline provides convenient and confidential support to help people stop smoking. This state-sponsored program is also designed to support the efforts of health care providers who can use the service to refer patients for smoking cessation programs. Health care providers play an integral role in the success of tobacco cessation efforts and research has shown that physician involvement positively influences quit rates. Our aim is to increase HIP member utilization of these services by making it simpler for you to refer all of your patients (regardless of insurance coverage) to smoking cessation programs.

The Fax-to-Quit program, available through the New York State Smokers' Quitline, is a quick and easy way for you to connect your patients to comprehensive tobacco cessation services. The program is offered to all New York State health care providers and helps tobacco-using patients quit regardless of health insurance coverage or form of tobacco use.

Patients who participate will receive telephonic behavioral modification counseling, free or reduced cost pharmacotherapy products, a quit kit of educational materials and unlimited toll-free access to a support line.

Here's how the Fax-to-Quit Referral Form works:

- Step One: Provider completes the "referral source" section of the form and attaches patient's stamp, label or name, record number, DOB and date.
- Step Two: Patient fills out the "patient information" section of the form and signs at the bottom. *Patient signature is required for follow-up.*
- Step Three: Provider faxes the form toll free to the New York State Smokers' Quitline at **1-866-784-8329**.

To download an electronic copy of the Fax-to-Quit Referral Form or to learn more about HIP's Smoking Cessation Program, visit hipusa.com.

New York State Smokers' Quitline: **1-866-NYQUITS (1-866-697-8487)**
www.nysmokefree.com

Now that's **HIP**
HEALTH PLAN OF NEW YORK