

Enhancing eReferral Capacity:

A Strategy for Increasing Cessation among Priority Populations and Encouraging Health System Change

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Pfizer Project Goal

- Deliver effective quitline services to more smokers especially those in priority populations.
- Establish a national capacity to implement eReferral systems between state quitlines and healthcare organizations.
- Ensure that every state quitline service provider gains experience and develops capacity in implementing eReferral systems.

Project Overview

- Establish state teams:
 - a quitline service provider
 - the state quitline funder
 - a healthcare organization that serves priority populations
- Provide TA on implementing eReferral
- Monitor progress
- Develop and disseminate products

Outcomes

Project's intended outcomes achieved:

- Increased the total number of quitline providers with experience in eReferral
 - Four service providers trained so that 9 of 11 providers who operate state quitlines now have eReferral capacity
 - The remaining 2 service providers are very small and provide service to West Virginia and Puerto Rico
- Increased the number of referrals to quitlines; and
- Integrated quitlines into additional health care institutions.

Lessons Learned

- Variability exists in the eReferral implementation process based on the EHR vendor.
- Prior to embarking on an eReferral project, it is advantageous to select and collaborate with stakeholders and organizations with whom you have previously collaborated successfully.
- IT expertise is essential.
- Take care of business prior to fully engaging a healthcare partner.