Helping Our Tobacco Addicted Patients

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No Disclosures

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A Recipe for Functional and Financial Success

Smoking Cessation Counseling

Most important and modifiable risk factor
High levels of initial smoking
Failed efforts at cessation
Evidence-based cessation efforts: rare
Need strategies for cessation support

American Heart:
PORTRAIT Trial

Vascular patients – often smoke
Rarely receive evidence-based smoking tx
Frequently relapse
Cardiac Surgery - Disrupted Smoking Cessation Counseling

Medicare and many private
ICD10
Tobacco linked
Time-based codes

CPT Codes

99406 = 0.24 wRVU
99407 = 0.5 wRVU
CPT Codes

99406  3-10 minutes
99407  > 10 minutes

CPT Codes

99406 = 0.24 wRVU
99407 = 0.5 wRVU

Medicare = $38/wRVU

99406 = $9
99407 = $19

Employed at $50/wRVU

99406 = $12
99407 = $25

Smoking Cessation Counseling

Patient mentally competent
Physician or ACP directed session
Two attempts per year
Four sessions per attempt
Eight sessions per year.
Smoking Cessation Counseling

Recipe

Smoking Cessation Recipe:
- Take away literature
- Online resources
- Prescriptions
- Electronic documentation

Benefits of Smoking Cessation

CAD - halved at 1 year
Stroke - down to nonsmoker at 5 years
Lung cancer - halved at 15 years

Nicotine Replacement

- Patch
- Gum
- Lozenges
- Nasal spray
- Inhaler

Nicotine Replacement

Combine with behavioral measures
Avoid doubling up with tobacco
- Overdose – rare
- Headache
- GI distress
- Cardiac
- Seizures

- Centers for Disease Control and Prevention
  - How to Quit [www.cdc.gov](http://www.cdc.gov)
  - Tips From Former Smokers [www.cdc.gov](http://www.cdc.gov)
  - Quit Smoking [www.cdc.gov](http://www.cdc.gov)

- U.S. Department of Health and Human Services
  - Smokefree.gov [smokefree.gov](http://smokefree.gov)
  - SmokefreeTXT [smokefree.gov](http://smokefree.gov)
Bupropion - Zyban

Extended-release antidepressant
Works on craving related chemicals
Reduces cravings
Reduces withdrawal symptoms
Start a week or two before cessation

Zyban - Problems

Seizures
Heavy alcohol
Cirrhosis
Serious head injury
Bipolar
Psyc side effects

Varenicline - Chantix

Interferes with nicotine receptors
Lessens the pleasure
Reduces withdrawal
Start before cessation
Typically 12 week course

Chantix

GI
Headache
Sleep problems
Seizures
Mood changes

Creative Disruption

Amazon …. Borders books
Toyota …. Detroit
Fidelity …. Stock broker
Orbitz, Expedia …. Travel agent
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Vascular Surgery

Paralysis = Achilles Heel

High achievers: most vulnerable
Focus on high ROI

Recipe for Success?

Job to be Done

Focus on what the patient needs
Don't frame them by our attributes
What Job Do Our Patients Hire Us For?

To fix their broken blood vessels

Stay Relevant to our Patients

Best methods available

To fix their broken blood vessels