Tobacco Cessation and Intervention Training

October 23, 2008
3:00pm – 9:00pm
Crowne Plaza Hotel
4100 Presidential Blvd.
Philadelphia, PA
Ph#: 215-561-7500

Redefining Success in Treating the Chronic Disease of Tobacco Addiction

No Cost CME’s for Physicians — No Cost CDE’s for Dentists
No Cost CEU’s for Health Professionals

Completion of this training qualifies currently enrolled Medicaid providers for:
• The PA Department of Health’s Tobacco Cessation Registry Certification as an approved provider of tobacco cessation services.
• The PA Department of Public Welfare’s Provider Enrollment Services as an approved provider of tobacco cessation services.

Please note: This program is for anyone interested in tobacco cessation and intervention training. You do not have to be a Medicaid provider to participate.

Jointly Sponsored By:
The Pennsylvania Area Health Education Center Program
The Pennsylvania State University College of Medicine
Dental Society of Western Pennsylvania

In Collaboration With:
The Pennsylvania Department of Public Welfare and
The Pennsylvania Department of Health,
Division of Tobacco Prevention and Control
Smoking Is Still Regarded As A Bad Habit, Yet Tobacco Dependence Now Shares The Status Of Chronic Disease

Targeting tobacco use, the leading cause of preventable death in the nation, is fundamental to the mission of health and health care of all medical, dental and behavioral health practitioners. In 2007, the Centers for Disease Control estimated 438,000 people in the United States die prematurely from smoking or exposure to secondhand smoke, and another 8.6 million have a serious illness caused by smoking. For every person who dies from smoking, 20 more people suffer from at least one serious tobacco-related illness. Despite these risks, approximately 45.1 million U.S. adults smoke cigarettes. Smokeless tobacco, cigars, and pipes also have deadly consequences, including lung, larynx, esophageal, and oral cancers. Low-tar cigarettes and other tobacco products are not safe alternatives. Coupled with this enormous health toll is the significant economic burden of tobacco use: more than $75 billion per year in medical expenditures and another $92 billion per year resulting from lost productivity. Regardless of research evidencing the health risks and comorbidity of tobacco addiction, many health care professionals still view smoking and tobacco use as a bad habit. Yet, smoking remains the leading cause of preventable death in the United States. ¹

Most smokers want to quit but find it difficult. Behavioral interventions and pharmacotherapies are available, safe, and effective in the treatment of tobacco dependence. Tobacco dependence is a chronic condition and shares the status of other chronic illnesses, such as diabetes and heart diseases. There is a growing interest and concern about the high rates of co-morbidity of tobacco dependence with other chronic diseases. Medical management of these patients is complex, but there are similarities in their behavioral components of treatment, and their effectiveness of medications. Effective treatments, provided as long as is necessary, can achieve successful clinical outcomes with tobacco dependence.² Join us for a workshop focused on the goal of improved patient care in the management of tobacco dependence as a chronic disease.

Purpose
This educational program is an interdisciplinary training course in tobacco cessation and intervention designed to meet the practice needs of clinical and administrative healthcare professionals working with uninsured, underinsured and at-risk populations. With the extensive research in tobacco addiction and its applications to practice, new trends in treatment interventions are emerging and will be the focus of this training.

This program offers a clinical track that teaches practitioners and health care professionals effective and relevant interventions for patients using tobacco, germane to their scope of practice. The administrative track helps practice management staff create a seamless approach to identifying and tracking patients using tobacco. This track also assists staff in completing all necessary forms to become a recognized provider of cessation services and manage the reporting and reimbursement processes as outlined by the Department of Health’s Cessation Registry and the Department of Welfare’s Provider of Enrollment Services. The Department of Health and Department of Public Welfare will assist with the enrollment process on-site during the conference.

Audience
This program is relevant for health care professionals in clinical and administrative services. The clinical track offers educational and training opportunities for physicians, dentists, nurse practitioners, physician assistants, pharmacists, nurses, dental assistants, psychologists, social workers and allied health professionals. The administrative track provides learning opportunities for health care professionals in areas of administrative, financial and management services.

¹ Center for Disease Control: http://www.cdc.gov/nccdphp/publications/aag/osh.htm
² Annals of Internal Medicine: Ann Intern Med. 2008 Apr 1;148(7):554-6 (copy of article provided in program packet)
Schedule
2:30 – 3:00pm Registration
3:00 – 6:00pm General Session
6:00 – 6:30pm Boxed Dinner
6:30 – 9:00pm Breakout Sessions

Faculty
▪ Frank Leone, MD, University of Pennsylvania, School of Medicine
▪ James Sciote, DDS, MS, PhD, Temple University, School of Dentistry
▪ Linda Kanzleiter, MPsSc, DEd, Pennsylvania State University, College of Medicine
▪ Frank Vitale, MA, University of Pittsburgh, School of Pharmacy
▪ Antoine B. Douailhy, MD, University of Pittsburgh Physicians, Department of Psychiatry
▪ Dottie Schell, Statewide Director for Tobacco Education, PA AHEC Program & PA Chapter, American Academy of Pediatrics

General Session
Tobacco is a socially acceptable drug delivery system. It is the powerful grip of tobacco as an addiction that nourishes the high level of daily use and rewards its users. Regardless of decades of research that prove the extreme health risks of smoking and the complex nature of the addictive disease, the health community continues to view tobacco addiction as a habit. This plenary session introduces the special nature of addiction in clinical practice and explores the complexity of learned behaviors associated with tobacco use. The session will frame tobacco use as a chronic disease and review efficacy of comprehensive screening and treatment modalities for patient care. A special discussion will focus on managing at-risk populations and pregnancy.

Learning Objectives for this Session
▪ Explore tobacco addiction as a chronic disease and the need for comprehensive treatment interventions for improved patient care.
▪ Describe the nature of tobacco addiction and comorbidity relative to managing complex patients and improved patient outcomes.
▪ Review screening techniques for oral disease related to smoking and spit tobacco as part of the annual health exam to assess overall health of the patient.
▪ Discuss effectiveness of pharmacotherapy and behavioral treatment approaches in managing tobacco addiction to support comprehensive treatment planning.
▪ Recognize the special intervention needs of at-risk populations and pregnant women using tobacco to reduce health risks to mother and child.
▪ Discuss dual diagnoses for mental health illnesses and addictive diseases in order to develop appropriate interventions.
▪ Review the impact of tobacco dependence on the health resources of the Commonwealth.

Breakout Sessions
Prescriber Breakout Session will benefit physicians, physician assistants, nurse practitioners and psychiatrists. This breakout session will emphasize and focus on available smoking cessation medications and usage recommendations. Participants will also explore the effectiveness of treatment modalities and techniques for specific trigger situations.

Learning Objectives for this Session
▪ Redefine success in working with the complex nature of nicotine addiction in the clinical setting to reduce patient-physician anxiety within the treatment process.
▪ Understand the comorbidity of nicotine addiction in relation to diabetes and other chronic diseases promoting comprehensive patient care.
Discuss all currently available smoking cessation medications, including dosage and usage recommendations ensuring adequate nicotine replacement for patients.

Review brief behavioral interventions appropriate for patient encounters increasing compliance to treatment.

Advise providers of coaching techniques for specific trigger situations for patients to assist patients with managing stressful situations.

Review efficacy of other treatment modalities for those patients requiring in-depth counseling.

Review use of tobacco cessation medications for youth and pregnant women fostering effective treatment interventions.

**Non-Prescriber Breakout Session** will benefit nurses, psychologists, social workers and allied health professionals. This breakout session will focus on an in-depth discussion of counseling techniques and interventions to facilitate and maintain quit attempts. Participants will also briefly review cessation medications and the efficacy of dual treatment modalities.

**Learning Objectives for this Session**

- Discuss brief and in-depth behavioral interventions for patients to increase compliance and success of treatment goals.
- Review co-morbidity and self-management skills for patients.
- Discuss the relationship between intensity of counseling and its effects on increasing patient compliance and achievement of treatment goals.
- Review coaching techniques for specific trigger situations for patients to manage stressful situations.
- Review all current smoking cessation medications, including dosing and usage recommendations to understand nicotine replacement therapy.
- Discuss cessation interventions for at-risk populations and pregnant women to improve compliance to treatment and to diminish risk behaviors.

**Oral Health Breakout Session** will benefit dentists, dental hygienists and dental assistants. This session will emphasize the critical role of oral health professionals in tobacco cessation and intervention services. A significant portion of the session will review screening for diseases related to tobacco use as well as coaching techniques for trigger situations and techniques for brief interventions. Smoking cessation medications will also be discussed.

**Learning Objectives for this Session**

- Review screening for tobacco-related oral diseases to improve patient care.
- Advise coaching techniques for specific trigger situations with patients to reduce tobacco use.
- Review all currently available smoking cessation medications, including dosing and usage recommendations promoting quit attempts.
- Discuss brief behavioral interventions as part of patient care with identified tobacco users.
- Discuss health risks of tobacco use with special populations such as youth and pregnant women.

**Administrative Breakout Session** will benefit administrative and financial staff, including billing and coding personnel. This session will focus on developing a systemic approach to managing and tracking patients identified as tobacco users within your practice. The opportunity to work with representatives from the Department of Health to join the Cessation Registry and the Department of Public Welfare to understand the process of reimbursement for cessation services is a key component of this session.

**Learning Objectives for this Session**

- Assess current office policy for tracking patients identified as tobacco users to ensure comprehensive health care.
- Develop systemic approach to track patients identified as tobacco users to alert practitioners of patient status.
Complete application to qualify as a member of the Department of Health’s Cessation Registry to become a recognized provider of cessation services.

Understand the regulations and processes guiding the Department of Public Welfare’s reimbursement policy for tobacco cessation services for seamless submission of required documents and receipt of reimbursement.

Credit
This activity has been planned and implemented in accordance with the Essential Areas and policies of the Accreditation Council for Continuing Medical Education through the joint sponsorship of Penn State College of Medicine and The Pennsylvania Area Health Education Center Program. Penn State College of Medicine is accredited by the ACCME to provide continuing medical education for physicians.

Penn State College of Medicine designates this educational activity for a maximum of 5.5 AMA PRA Category 1 Credit(s)™. Physicians should only claim credit commensurate with the extent of their participation in the activity.

Penn State has approved this program for 0.5 Continuing Education Units (CEUs). Upon completion, participants will receive a certificate of CEUs earned.

It is our policy to ensure balance, independence, objectivity, and scientific rigor in all of our sponsored educational programs. Faculty and course directors have disclosed relevant financial relationships with commercial companies, and Penn State has a process in place to resolve any conflict of interest. Complete faculty disclosure will be provided to program participants at the beginning of the activity.

The Dental Society of Western Pennsylvania is an American Dental Association Continuing Education Recognition Program Provider approved by the Pennsylvania Dental Association. This program has been approved for 6 Continuing Dental Education Credits.

Registration/Cancellation Policy
There is no fee for this program. Pre-registration is required by email, fax, or mail. Registrations will be confirmed by email. If you do not receive a confirmation within two weeks, phone 717-531-4327 to confirm your registration. Walk-ins and late registrations can be accepted only if space is available. The PA AHEC Program may cancel or postpone the program at their discretion. Pre-registered participants will be notified if the program is canceled.

Tobacco Cessation Provider Eligibility
Those eligible to become pre-approved Tobacco Cessation Providers for Medical Assistance at the end of this training session:

1) have been tobacco free for at least 1 year,
2) are physicians, dentists, psychologists, and CRNPs who are already enrolled MA providers,
3) are other therapists or counselors who work for, or contract to, the above persons or to eligible provider types or agencies specified in Medical Assistance Bulletin 99-02-02 that are already enrolled with MA.

Please bring your 13 Digit MA number or the 13 digit MA number that your employer will use in billing. This will allow us to complete, on site, all the enrollment documentation necessary for you or your employer to be recognized as an MA service provider who can bill for Tobacco Cessation Services.

Registration with the Pennsylvania Department of Health as a Pre-approved Tobacco Cessation Provider will also be done on site. You don’t need to bring any special materials for this part of the registration process.
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Registration Form
October 23, 2008 ♦ Crowne Plaza Hotel, Philadelphia, PA
(Please print legibly)

Name: ________________________________
Degree/Credentials: ________________________________
Title/Specialty: ________________________________
How would you like your name to be printed on your nametag?

Date of Birth: ________________________________ (to be used as an identifier)
Email Address: ________________________________

Home Address: ________________________________
City: ________________________________ State: ____________ Zip: ____________
Phone: ________________________________

Organization/Company/Practice Name:

Address: ________________________________
City: ________________________________ State: ____________ Zip: ____________
Phone: ________________________________ Fax: ________________________________
County: ________________________________

THERE IS NO FEE FOR THIS PROGRAM. PRE-REGISTRATION IS REQUIRED.

Breakout Choice:
☐ Prescriber – Physicians, Physician Assistants, Nurse Practitioners, Psychiatrists
☐ Non-Prescriber – Nurses, Psychologists, Social Workers, Allied Health Professionals
☐ Oral Health – Dentists, Dental Hygienists, Dental Assistants
☐ Administrative – Billing, Coding

Do you require special services (i.e., handicapped access, hearing impaired, etc.), and if so, what services do you require?
Also, a boxed dinner will be provided. If you have any special needs (i.e., allergies, vegetarian, etc.), please specify.

Please return to the PA AHEC Program Office via:
Email: tkrushinsky@psu.edu or Fax: 717-531-3696
If you have any questions, please call the PA AHEC Program Office at 717-531-4327