



## SAVE THE DATE

---

### **The Provider Quitkit: the California Smokers' Helpline and the Medi-Cal Incentives to Quit Smoking Project (MIQS)**

***November 17, 2014***  
***12:00 PM - 1:00 PM***

The California Department of Health Care Services (DHCS), California State Office of Rural Health is hosting a webinar for rural health clinics (RHCs), Federally Qualified Health Centers (FQHCs), small rural hospitals, and sole rural providers on the MIQS project.

Medi-Cal members smoke at higher rates than the General Population, but every provider encounter is an opportunity to quit. The California Smokers' Helpline offers free telephone counseling that doubles the chances of quitting, and now offers a web-based referral service that connects your patient proactively. Through 2015, the MIQS project is also offering free nicotine patches by mail and gift card bonus to Medi-Cal members. Find out how these easy tools can help you with promoting tobacco cessation for your patients—it is one of the best things you can do for your patients' health!

#### **OBJECTIVES:**

- 1) Understand the importance of addressing tobacco especially among Medi-Cal members
- 2) Connect patients who smoke with the Helpline using the web-based referral
- 3) Learn how to promote MIQS materials and messages to your patients
- 4) Utilize resources to help evaluate your local performance

**Presenter: Elisa Tong, MD, MA** is an Associate Professor of Internal Medicine at University of California, Davis. She is the Outreach Principal Investigator for the MIQS project, which is a project funded by Centers for Medicare and Medicaid Services and led by Medi-Cal's Medical Director, Dr. Neal Kohatsu. She also leads a UC-wide Tobacco Cessation Network whose "UC Quits" project aims to address tobacco at every clinical encounter. Her research area of interest is in tobacco control policy and cessation, with a special interest in disparities.

**Space is limited.** Reserve your webinar seat now at: <https://www3.gotomeeting.com/register/290450158>  
Further questions about this webinar should be directed to April Freitas, Program Consultant at telephone (916) 449-5770 or e-mail: [april.freitas@dhcs.ca.gov](mailto:april.freitas@dhcs.ca.gov)

This program is funded by the California State Office of Rural Health

