

Application of Lean Thinking Methods to Increase Engagement with Evidence-based Tobacco Treatment at the Stanford Cancer Center

Cindy Tran, MPH¹, Maura Lau, BS¹, Brittany Pike, MS¹, BSN, RN, Rachele Mirkin, MPH¹, Matthew Kendra, PhD², Judith Prochaska, PhD, MPH³

1. Health Education, Engagement and Promotion, Stanford Health Care, 2. Department of Psychiatry and Behavioral Sciences, Stanford University School of Medicine, 3. Stanford Prevention Research Center,

Baseline:

< **10%** of tobacco users referred for treatment.

< **1%** of tobacco users engaged in tobacco treatment.

Barriers: Reliance on referrals, distance to clinic, and insurance coverage.

Lean Approach

Adopted telemedicine to increase access to care.

Treatment offered in **20** cancer center clinics.

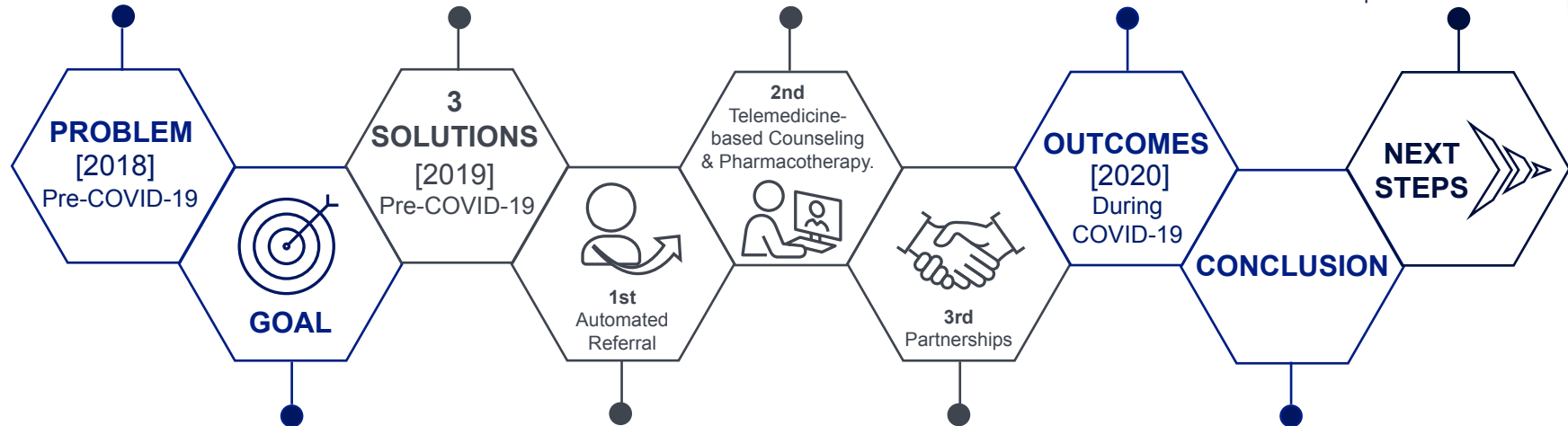
1,764 tobacco users identified.

100% referred for treatment.

377 (27%) engaged in treatment.

24% of treated patients are tobacco free.

Continue self-study and quality improvement to meet the changing health care landscape and public health climate.



Increase the Cancer Center's tobacco treatment referral rates from 10% to 100%, and tobacco treatment engagement rates from 1% to 30% within 12 months.

Integrated an Opt-Out Model, which identified tobacco users and initiated a referral for treatment.

Developed a supervised rotation for pre-doctoral clinical psychology students to provide 1:1 counseling.

Partnered with a virtual pharmacy (Alto) for home delivery of cessation medications.

Our Opt-Out referral + telemedicine treatment model reduced system inefficiencies and increased access.

A scalable and sustainable model prior to and during the COVID-19 pandemic: integrated into 20 clinics, 10-fold increase in referral rates, 20-fold increase in treatment engagement rates, and 24% quit rate.