

ATTUD

Spring 2020 Newsletter



ASSOCIATION FOR THE TREATMENT OF TOBACCO USE AND DEPENDENCE

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Message from ATTUD President

Maher Karam-Hage, MD

Colleagues,

We all started 2020 with big hopes and aspirations for the coming decade, these dreams and aspirations were interrupted suddenly in late January with news of an outbreak of coronavirus in Wuhan China and the story has never stopped since, instead it developed into a worldwide pandemic similar to one that last happened 100 years ago. I hope that all of you are safe and sound and adjusting to isolation as we wait to resume a new level of normal.

The ATTUD Board of Directors have continued to meet monthly as before by videoconferencing. Our priority initiatives have been around the national certificate in tobacco treatment practice (NCTTP) and certification process, reimbursement for tobacco treatment specialists (TTSs), and professional development for our members. As of January 2020, we have 1229 NCTTP certificates already awarded; while reaching certification level has proven to be more challenging than originally expected, it continues to be a top priority for our organization. We will keep you all updated with further details as they become finalized.



You can learn more about our efforts to promote reimbursement and professional development in this issue of the newsletter including ATTUD member's contributions to and summary of the recently released [Smoking Cessation: A Report from the Surgeon General](#), committee reports and commentary on [Integration of Nicotine Dependence Treatment into Behavioral Health Services](#). Also in this issue, meet our newest board member, Jamie McConaha and help us celebrate [Year of the Nurse](#).

A few things to be aware of:

- We contracted a new management company The REES Group, Inc. (TRG). We began the transition from CCE (our prior managing group) to TRG in mid-March and estimate that process to be completed by end of May.
- With this transition to new management, be aware that there may be delays in membership renewal reminders. We are working to correct that. If you have not received a reminder and think your membership is due for renewal, or if you have had trouble logging into the members-only website, or getting messages from our listserv; please email Cori VanGalder at cvangalder@reesgroupinc.com and she will assist you to reinstate your membership.

- Our partnership with the Smoking Cessation Leadership Center continues to provide an active listserv as one of the easiest and most trusted source of quick and evidence based information on any topic in our field in addition to making other pertinent announcements e.g. continuing education opportunities
- We have renewed our partnership with the Journal of Smoking Cessation, providing free access to all our members. I encourage you to take advantage of that benefit of your membership at https://attud.org/secure/members_only/journal.php

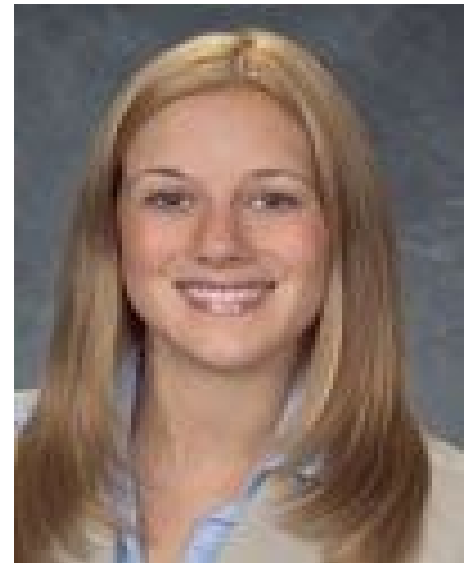
As always, you can read about our board work by reviewing our meeting minutes in the “Members’ Only” section of the website. I wish everyone a great and hopefully “virus free” summer and fall.

Maher Karam-Hage, MD
ATTUD President

New Board Member Secretary-elect

Jamie L. McConaha, PharmD, NCTTP, BCACP, CDE

Dr. Jamie McConaha is an Associate Professor of Pharmacy Practice at Duquesne University School of Pharmacy in the Division of Pharmacy Practice. Dr. McConaha's teaching and research interests focus on the role of the pharmacist in ambulatory care, specifically with the disease states of diabetes, COPD, and tobacco cessation. She is the coordinator of the Duquesne University Tobacco Treatment Specialist (TTS) training course. She teaches in this certificate program as well as the tobacco cessation curriculum within the school of pharmacy.



Dr. McConaha developed and teaches a group smoking cessation class to patients of her practice and throughout the greater Pittsburgh community. She has published on the topics of electronic nicotine delivery systems, and spoken on this topic at the local and national level.

Year of the Nurse-Celebrating Nurse Tobacco Treatment Champions

Each publication of the newsletter includes spotlight on an ATTUD member that has made significant contributions to the field of tobacco treatment. Since this is the Year of the Nurse, we decided to celebrate nurses who champion tobacco treatment. There are many among us but one nurse stands out for us: Audrey Darville, member of ATTUD since 2009, past president, secretary, communications chair and member of the policy committee. The following is Audrey's message of appreciation for all TTS nurses and a nurse who is attributed the founding of modern nursing, Florence Nightingale.



While we have been in the midst of this historic pandemic, a special recognition on May 12 likely went unnoticed by most: The day Florence Nightingale was born 200 years ago. This is the Year of the Nurse, and what a year it has been. A quote attributed to Nightingale: "I am of certain convinced that the greatest heroes are those who do their duty in the daily grind of domestic affairs whilst the world whirls as a maddening dreidel" seems eerily applicable today.

Nightingale's "Notes on Nursing" (required reading in nursing education) starts by focusing on the impact of keeping air "pure," in addition to warmth, cleanliness, and other elements of nutrition and comfort as key to healing. Maybe this is why so many nurses are drawn to tobacco treatment. Trained from the start that caring for patients includes not just disease management, but protection and prevention for even the most vulnerable among us, is part of our nursing DNA.

I know many other professionals share this commitment. However, this is the Year of the Nurse, so I hope you will indulge me while I give a shout out to my nursing colleagues in ATTUD for the great work they are doing to reduce the deadly toll of tobacco. I am grateful for the work you do and honored to stand among you. *Audrey Darville, 42 years a nurse.*

ATTUD COMMITTEES

ATTUD Committee Chairs

Behavioral Health-
Theresa Hankin
Business-Co-Chairs-
Chris Kotsen and Mike
Steinberg
Communications-Co-Chairs
Karma Bryan and Lisa Maggio
Inter-Agency Relations-
Thomas Payne
Interdisciplinary Co-Chairs-
Maher Karam-Hage and Jill
Lowewen
International Relations-
Wael Abd Meguid
Membership-
Scott Irwin
Policy-
Matt Bars
Training Issues-
Angela Brumley-Shelton

ATTUD committees conduct the essential work needed to support the organization's mission of *excellence in tobacco treatment training and advocacy*.

Share your tobacco control expertise by joining a committee. Contact Committee Chairs at this link [ATTUD Committees](#) for information.



ATTUD COMMITTEE Reports

Behavioral Health Committee

Chair-Theresa Hankin

The ATTUD Behavioral Health Committee's goal is to strengthen collaborative relationships among tobacco dependence, mental health and addiction treatment stakeholders to promote development of policies and resources for treatment of tobacco use and dependence among persons with behavioral health and substance use disorders.

In keeping with this goal, the committee has updated and revised the resource library on ATTUD's website: [Resources for Providers/Behavioral Health](#). There is a wealth of information including *Behavioral Health Toolkits, Fact Sheets and a Recommended Book List*. There is also a link to *Scientific Reports and Briefs* pertinent to counseling persons with behavioral health/Substance Use Disorder: [Provider Information/Scientific Reports](#). We are also always looking for more members for our committee. Contact Theresa if interested. We meet once monthly and do much of our work via emails.



Invitation to Submit Case Studies:

Encounters treating tobacco dependent clients with behavioral health and substance use disorders.

The Behavioral Health Committee would like to invite ATTUD members to submit case studies describing encounters treating tobacco dependent clients with behavioral health and substance use disorders. We are seeking submissions to help compile our disparities/behavioral health case studies. Please send your submissions to Theresa Hankin RRT, NCTTP at hankint@Upstate.edu.

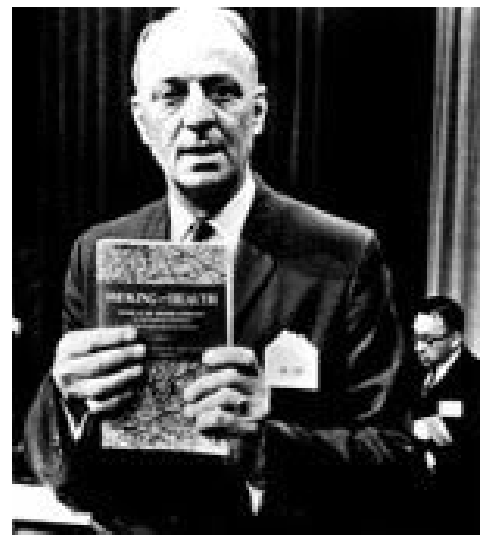


Please use this simplified template from the ATTUD website: [Case Study Template](#) and here is a sample of a case study [Case Study Sample](#).

Missed opportunity and the need for integration of nicotine dependence treatment into behavioral health services

Commentary by David “Mac” Macmaster, CSAC, PTTS
Managing Consultant

Wisconsin Nicotine Treatment Integration Project (WINTIP)



History has a way of revealing lost opportunities after they have passed. One example of missed opportunities in public health may be the way smoking cessation and treatment evolved after the 1964 Surgeon General's Report identified the true connection between smoking cigarettes and lung cancer deaths. It's not that the newly created Office of Smoking and Health with their single state Tobacco Prevention and Control Programs missed an opportunity. Truth is this evidence-based approach has effectively reduced smoking, disease and death from 42% to 15% or less smoking prevalence resulting in millions of saved lives and deserves to continue. The missed opportunity is the failure of not including nicotine dependence, or Tobacco Use Disorder as it is now called, into our established Substance Use Disorder treatment service when these programs were created in the 1970's. This unfortunate public health oversight has prevented those with Tobacco Use Disorders from having access to the effective addiction treatment and recovery services available to those with Alcohol Use, Opiate Use and other Substance Use Disorders. This lost opportunity can be remedied when access to addiction treatment programs is opened to those that need them.

Full text of this article: [Treating Tobacco Use Disorders In Behavioral Health](#) and in *Resources for Providers /Behavioural Health* on the ATTUD website



Crowded Room. Smoke on Paper (2016)

Business Practices Committee

Co-Chaired by Mike Steinberg and Chris Kotsen.

Along with members from 2019, we are happy to introduce three new members who joined in 2020:

Sarah Tello, APN, CTTS, in private practice, TX

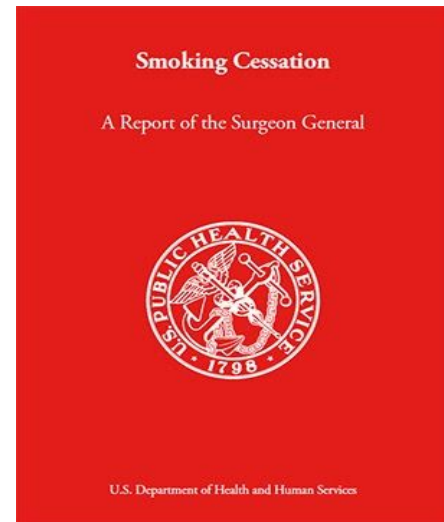
Cara Petrucci, MPH, MBA, Roswell Park Cancer Center, NY

Vicky Peters, RRT, CTTS, Penn State College, PA

- The ATTUD Business Committee developed comments for Medicare in January on the Scope of practice and ways to lower barriers to treatment within US healthcare systems. This is part of a larger body of work that the committee has been working on for years in helping ATTUD to advocate for fair and reasonable reimbursement for Tobacco Treatment Specialists (TTS's).
- We continue to focus on sharing and developing best practices around telehealth tobacco treatment services, which will be more important now in the COVID-19 era and due to the new and changing regulations around billing issues with telehealth within healthcare systems.
- Dr Chris Kotsen, Chair of the Committee, contributed to Chapters 6 and 7 of the 2020 Surgeon General Report (SGR) on Smoking Cessation Smoking Cessation: A Report of the Surgeon. The committee will review the new SGR to provide input to ATTUD on any policy changes and future advocacy efforts.
- The committee is assisting ATTUD BOD in developing coalitions with organizations and partnerships to leverage policy recommendations for current tobacco treatment best practices, more broadly within current US healthcare systems.

Smoking Cessation: A Report of the Surgeon General

ATTUD members, Chris Kotsen, Nancy Rigotti, Frank Leone and Michael Cummins contributed to the most recent report on smoking cessation issued by U. S. Surgeon General, Dr Jerome Adams: [Smoking Cessation: A Report of the Surgeon General](#). The last report published 30 years ago, *The Health Benefits of Smoking Cessation*, outlined the lethal dangers of nicotine and recommended that smokers quit for their health. The current report discusses the need for improved treatments for nicotine addiction and urges doctors to do a better job helping patients to quit by asking, advising and connecting them to resources for quitting. The following commentary by ATTUD members, K. Michael Cummings, Clifford E. Douglas, and Richard Wender discusses the report and current challenges in treating tobacco use and addiction.



Give Smokers a Real Choice: End Cigarette Addiction

This month, US Surgeon General Jerome Adams issued his first official report on smoking and health. This report, like many that have come before it, continued to warn Americans about the well-known lethal dangers of cigarettes and the need for smokers to quit. Dr. Adams also urged doctors to do a better job helping their smoking patients to quit – very good advice since smoking remains the nation’s leading cause of preventable death and too many doctors don’t use their unique influence to help their patients do so.

Dr. Adams’ report on smoking cessation makes it clear why progress with smoking cessation has been so painfully slow:

1. nicotine addiction makes it very hard to stop smoking, and
2. current treatments for nicotine addiction are only partially effective.

The reality is most smokers do want to stop but find it hard to stay smoke-free because of the way cigarettes are designed. This is really the crux of the problem when it comes to smoking cessation.

We are hopeful that Dr. Adams will join with other health professionals in strongly and emphatically endorsing FDA's logical plan to establish a very low nicotine standard for combustible tobacco rendering cigarettes non-addictive. If this plan were implemented, one analysis suggests that approximately 5 million additional adult smokers could quit smoking within one year of implementation and over time more than 33 million people – mostly youth and young adults – would have avoided becoming regular smokers.

With addictive cigarettes gone from the market, the vast majority of smokers who want to quit smoking but who have been unable to do so will have a powerful new incentive to finally stop. Thus, rendering cigarettes non-addictive must be coupled with stepped up efforts to ensure easy access to inexpensive nicotine replacement medications, fully covered by health insurance, as well as support from in-person counseling, telephone quitlines, quit-smoking apps, and other proven options. And the FDA should encourage and facilitate robust innovation to produce a greater variety of effective cessation products and medications.

Of course, there is political risk to taking on the cigarette companies, as the FDA knows well since their bold plan to issue a standard on nicotine in combustible tobacco products got pushed to the back burner this year. That should not have happened, since there is an urgent need to act regardless of any politics; lives are



on the line. Dr. Adams' report reminds us that the smoking problem is not going away with 34 million adult smokers and 480,000 Americans deaths from smoking predicted just this year.

At his press event, Dr. Adams joked about the size of his report, telling the audience that it could end up as a door stop if people don't use the information to make a difference. He's right, and we hope the doctors of America and the public health community will join with the Surgeon General and call on the FDA to follow through on their plan to render cigarettes non-addictive. It is long past time that smokers had real choices.

K. Michael Cummings, PhD, MPH
Department of Psychiatry and Behavioral Sciences,
MUSC, Charleston, South Carolina

Clifford E. Douglas, J.D.
Director, University of Michigan Tobacco Research Network
Adjunct Professor, University of Michigan School of Public Health

Richard Wender, M.D.
Professor, Family and Community Medicine
Thomas Jefferson University

CMS Reimbursement for tobacco treatment specialists

[Audrey Darville, Chris Kotsen, & Matt Bars](#)

ATTUD is working in collaboration with some of our members, their respective organizations and other key advocates to address CMS reimbursement for TTS's. We are developing a white paper making our case and want to thank those organizations that have provided much needed information and data we are using to highlight current practice as demonstration projects. Based on this input, we propose three primary recommendations to enhance both the reach and quality of services tobacco users receive as an integrated, cost effective component of their healthcare:

- 1) Tobacco Treatment Specialists are recognized by CMS as qualified providers for the delivery of tobacco treatment services.
- 2) Use an intensive treatment model for reimbursement reflecting the high level, cognitive complexity of clinical care.
- 3) Monetary support and recognition for tobacco dependence treatment as a standard of care for patients.

ATTUD Members' Meeting at NCTOH

The annual members' meeting was held last August in Minneapolis at the National Conference for Tobacco or Health. Dr Frank Leone presented on *Billing and Documentation Requirements for Tobacco Dependence Treatment* at the meeting. A recording of the presentation is available on the Members Only page of the ATTUD website. [Frank Leone lecture on billing for TDT](#)



Stay tuned for details about this year's meeting which will be held via Zoom conferencing.

ATTUD Listserv

The ATTUD listserv is a product of our partnership with the UCSF Smoking Cessation Leadership Center. This is a valuable resource including an archive of topics which is available on our website: [Listserv archive](#). After enrolling in the listserv, members can submit questions and comments by email. Recent topics have included for example,

John Hughes blog on NRT during pregnancy with discussions from Yael Bar-Zeez, tobacco use and COVID-19 risk, billing for video/telephonic visits to treat tobacco dependence by Crhis Kotsen and Kimber Richter, mental health and tobacco dependence and several discussions on pharmacotherapy options. The listserv also provides announcements on continuing education and training programs.

List Your Program on the ATTUD Website

ATTUD.org is happy to post your program in the searchable “Find A Treatment Provider” listing [Find A Treatment Provider](#). We welcome and continue to add new programs in this public view section of the site. See the page for the application and instructions on how to submit.
