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

**Baseline:**
- < 10% of tobacco users referred for treatment.
- < 1% of tobacco users engaged in tobacco treatment.

**Barriers:**
- Resistance on referrals, distance to clinic, and insurance coverage.

**Lean Approach:**
- 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 (Ally) for home delivery of cessation medications.

**Outcomes:**
- Treatment offered in 20 cancer center clinics.
- 1,764 tobacco users identified.
- 377 (22%) engaged in treatment.
- 24% of treated patients are tobacco free.

**Next Steps:**
- Continue self-sufficiency and quality improvement to meet the changing health care landscape and public health climate.

**Goal:**
- 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.

**Conclusions:**
- 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.

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