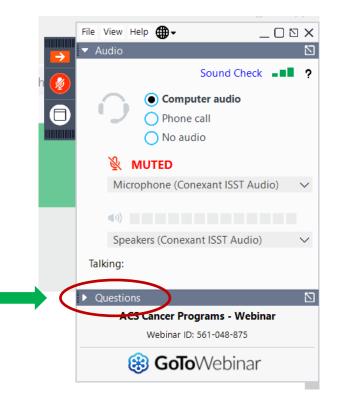


Start Strong with Just ASK: Practical Tools and Clinical Advice April 29, 2022



Logistics

- All participants are muted during the webinar
- Questions including technical issues you may be experiencing – should be submitted through the question pane
- Questions will be answered as time permits; additional questions and answers will be posted on the website
- Please complete the post-webinar evaluation you will receive via email







Introducing Our Moderator



AMERICAN COLLEGE OF SURGEONS



Jamie S. Ostroff, PhD Chief, Behavioral Science Service Director, Tobacco Treatment Program Department of Psychiatry & Behavioral Sciences Memorial Sloan Kettering Cancer Center New York

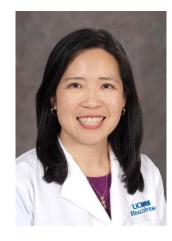


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Introducing Our Panelists









Rob Adsit, MEd Director of Education and Outreach Programs, University of Wisconsin Center for Tobacco Research and Intervention, Wisconsin

Elisa Tong, M.D. M.A. Professor of Medicine Division of General Internal Medicine UC Davis Health, California

Jessica L. Burris, PhD

Associate Professor of Psychology Member of Markey Cancer Center University of Kentucky







- Introduction 2022 Tobacco Cessation Project & Clinical Study
- How to Build Your Team
- Finding, Documenting, and Reporting Smoking/Tobacco Use Status in the Electronic Health Record
- The "Who," "Why," "When" and "How" of Just ASK





2022 Tobacco Cessation Project & Clinical Study

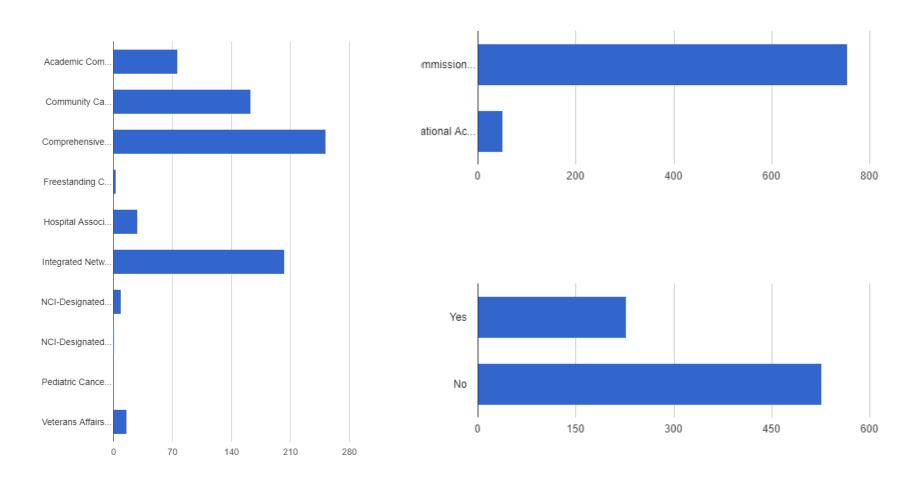
Timothy Mullett, MD, MBA, FACS Thoracic Surgery, University of Kentucky Markey Cancer Center, Kentucky Chair, Commission on Cancer Kentucky



Graham Warren, MD, PhD	Medical University of South Carolina
James Harris, MD	Western Surgical Group CoC Accreditation Committee Chair
Daniel Boffa, MD	Yale School of Medicine CoC Quality Integration Committee Chair
Ellen Hahn, PhD	University of Kentucky College of Nursing
Audrey Darville, APRN, PhD	University of Kentucky College of Nursing
Laurie Kirstein, MD	Memorial Sloan Kettering CoC Education Committee Chair
Jamie Ostroff, PhD	Memorial Sloan Kettering
Jessica Burris, PhD	University of Kentucky College of Public Health
Sarah Shafir, MPH	American Cancer Society
Tim Mullett, MD	University of Kentucky Thoracic Surgery CoC Chair
Elisa Tong, MD, MA	UC Davis Health
Rachel Shelton, ScD, MPH	Columbia University



Participant snapshot



2022 Just ASK - Baseline Overview: UNVALIDATED DATA



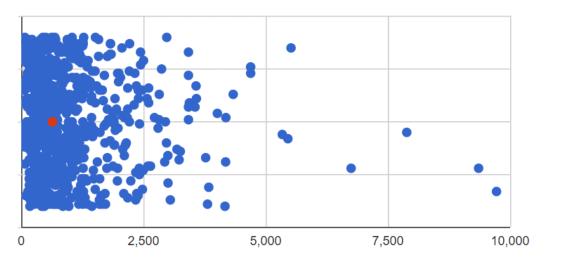
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Annual new patient volume (analytic cases from last complete year) (analytic_volume)

Total							n StDev				Percentile						
Count (N)	Missing*	Unique	Unique	Min	Мах	Mean		Sum	0.05	0.10	0.25	0.50 Median	0.75	0.90	0.95		
800	<u>1 (0.1%)</u>	625	0	9711	927.25	1002.3	741802	132.70	188.90	327.75	627.50	1136.3	2068.1	2790.0			

Lowest values: 0, 0, 25, 29, 32

Highest values: 5508, 6737, 7875, 9345, 9711



Download image

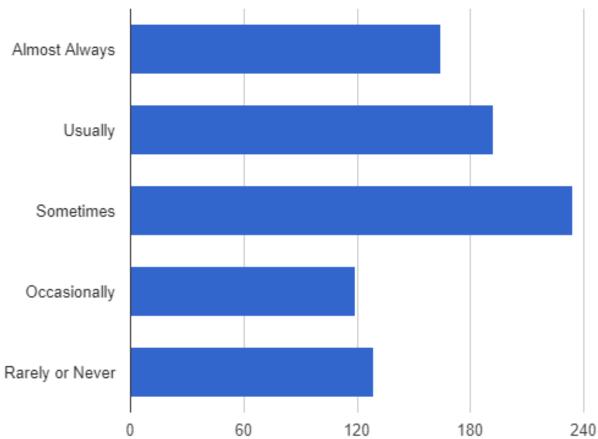


2022 Just ASK - Baseline Overview: UNVALIDATED DATA

Participant snapshot



Document smoking cessation advice and tobacco treatment plan in electronic health record.



2022 Just ASK - Baseline Overview: UNVALIDATED DATA

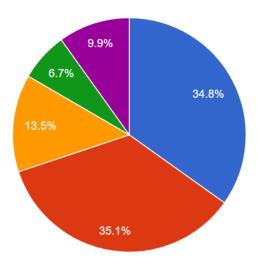


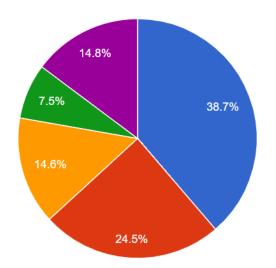
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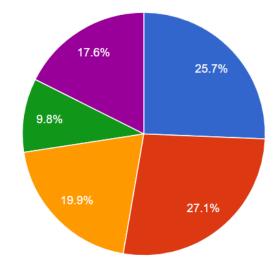
Participant snapshot

Cancer PROGRAMS

TOP IDENTIFIED BARRIERS (Agree/Somewhat Agree) Blue/Red







Lack of Staff Training – 69.9%

Lack of Designated Champion – 63.2% Competing Clinical Priorities – 52.8%

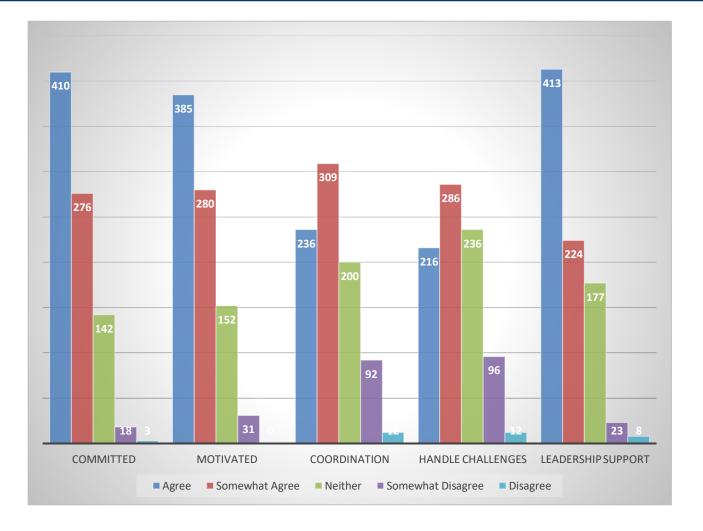
2022 Just ASK - Baseline Overview: UNVALIDATED DATA



Readiness & Priority



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2022 Just ASK - Baseline Overview: UNVALIDATED DATA



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How to Build Your Team Plan-Do-Study-Act Elisa Tong, MD, MA





Step 1a: Assemble a team to discuss how to assess smoking

CORE TEAM

Project lead

Clinical champion(s)

- Physician
- Nursing
- Medical assistant supervisor
- Evaluation
 - IT analyst
 - Cancer registrar







Step 1a: Assemble a team to discuss how to assess smoking

INTERNAL STAKEHOLDERS

Administrative staff

• Registration or scheduling

Multidisciplinary clinical team

- Pharmacy
- Social work

Clinical Leadership

- Cancer Committee
- Ambulatory or Hospital

Marketing or communications







Step 1a: Assemble a team to discuss how to assess smoking

EXTERNAL STAKEHOLDERS

Patients who are current or former smokers

Community-based organizations

Local or state public health programs

Other cancer programs





ASK 52 Peers: NCI Cancer Center Cessation Initiative

PROGRAMS

ncer

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https://cancercontrol.cancer.gov/brp/tcrb/cancer-center-cessation-initiative



Step 1b: Discuss specific and achievable goals for your cancer program. Share about the importance of addressing smoking in cancer care. Just ASK is a first step.

"Smoking increases the risk of death or cancer... and may result in poorer treatment response and increased treatment-related toxicity"

Smoking and Cancer What Healthcare Professionals Need to Know

Smoking Causes Cancer One rul of every three cancer deaths in the U.S. is related to cinarette e out or every trace causes 12 types of cancer, including cancers of the lung, oking, smoking causes 12 types of cancer, including cancers of the lung, myn, oral cavity and pharyns, esophagus, pancreas, bladder, stomach, liver, ion and rectum, kidney and renal pelvis, cervix, and acute myeloid leukemia (AML). Additionally, secondhand smoke exposure causes lung cancer. Research shows that, in both patients with cancer and cancer survivors

Increases the risk of death, including death from cancer Increases the risk for development of additional primary cancers which are unoking-related. May increase risk of cancer recurrence May result in poorer treatment response and increased treatment-relate

Smoking Cessation Protects Against Cancer Smoking cessation is one of the most important actions people who smoke can take to improve their health and reduce their risk for cancer. This is true for all people who smoke, regardless of age or smoking duration and intensity. For its with cancer, studies suggest that outting smoking can significantly uce mortality and improve their prognosis.

Benefits of Smoking Cessation

- Reduces the risk of 12 different types of cancer, including lung, laryno and rectum, liver, cervix, kidney, and acute myeloid leukemia (AML).
- After cessation, the risk of developing cancer (compared to continued sm
- S to 10 years after quitting: added risk* of cancers of the larynx, oral cavity, and pharynx drops by half 10 years after guitting: risk of cancers of the bladder, esophagus, and kidney decreases.
- 10 to 15 years after guitting: added risk* of lung cancer drops by half.
- · 20 years after guitting: risk of cancers of the larynx, oral cavity, pharynx, and pancreas drops to close to that of someone who 20 years after guitting: added risk* of cervical cancer drops by about hal

Benefits of Smoking Cessation for Patients With Cancer

Improves the prognosis of patients with cance May improve all-cause mortality in patients with it and benefits both patients with cancer and nts' tobacco use and de





FDA-Approved Medications Nicatine Replacement Therapy (NRT)





Clinical Interventions Work Infracto use and desendente is a chronic, relative core

A. 000

https://www.cdc.gov/tobacco/patient-care/caresettings/pdfs/cdc-osh-hcp-oncology-factsheet-508.pdf





Step 1b: Discuss specific and achievable goals for your cancer program. Assess current workflow. Define how your cancer program will complete ASK reporting.



Where is smoking status assessed and documented? What data will be extracted?





Step 1c: Create a plan to improve ASKing for all new cancer patients. Select intervention strategies to improve ASKing about smoking.





What do your patients need?

Nonsmokers

Smokers

Breathing



2.5

2.0

1.0

0.5

Heart Attack

Pneumonia

*Breathing problems such as coughing, wheezing, and

A smoker is 2.2 times more likely

to get pneumonia than a nonsmoker. So if a nonsmoker has a 10 percent

risk, a smoker has a 22 percent risk.²

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low oxygen levels are increased in smokers.

Smoking Increases Your Risk of Heart and Breathing Problems'

Smoking increases the mucus in the airways and decreases your ability to fight infection. It also increases the risk of pneumonia and other breathing problems. Airway function improves if you quit 8 weeks before your procedure.

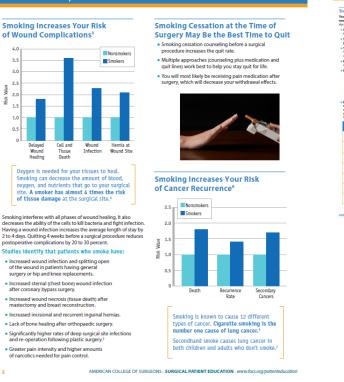
The nicotine from cigarettes can increase your blood pressure, heart rate, and risk of arthythmias (inregular heart beat). The carbon monoxidie in cigarettes decreases the amount of oxygen in your blood. Quitting at least 1 day before your operation can reduce your blood pressure and inregular heart beats.

Smokers have an increased risk of blood clots and almost twice the risk of a heart attack as nonsmokers.



AMERICAN COLLEGE OF SUBGEONS Impiring Quality: Inpiring Quality:

Quit Smoking Before Your Operation



EDUCATION Helpful Resou atment Quilt Line at 1-800-1-855-DE/ELO-19 to be effective for Telephone courseling: Call the Quit Line at 1.600-QUIT-NOW (1.600-784-6669). Help is and all information is confidential Behavior therapy: Training to help you **Quit Smoking** Your Action Plan, Doing Your Part for the Rest Surgical Recovery Varenictine* Dirk the day Bapespion⁴ Nicotine patch Ncotine call the out line 1-800-OUIT-NOW or 1-800-784-866 5 What I like to chew what did not work My Action what I am doing instead: who is helping I feel comfort Avoid alcohol or coffee if you need to avoid What do I like to do when there is no smoking SURGICAL PATIENT EDUCATION PROGRAM

https://www.facs.org/-/media/files/education/patient-ed/quit_smoking.ashx



What do your providers need?







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Social History: Tobacco Use

- Current every day smoker
- Current some day smoker
- Former smoker
- Never smoker
- Smoker, current status unknown
- Unknown if ever smoked
- Heavy tobacco smoker
- Light tobacco smoker

Suggested script & definitions:

"Have you ever smoked in your life?" NO = Never smoker

"When did you last smoke?" <u>></u> 30 days = Former smoker

"How much do you smoke?" Daily = Current every day smoker >10 cigarettes/day = Heavy smoker

Passive smoke exposure –never < "Are you exposed to smoke at home/work?" smoker

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PLAN – DO – STUDY – ACT

- Attend educational webinars with team members and providers.
- Implement selected intervention strategies
- Complete follow-up assessments









PLAN – DO – STUDY – ACT

- Monitor progress in ASKing about smoking status. Extract assessment data on a regular basis, preferably monthly from the electronic health record (EHR), to see if more patients are being ASKed about smoking.
- Meet with team members on a regular basis to discuss assessment data. Work to identify gaps, barriers, and systemic deficits related to ASKing (e.g., by patient characteristics, provider department, workflow, etc.).



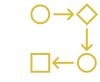






PLAN – DO – STUDY – ACT

- Reflect on the success and challenges of the project.
- Refine intervention strategies with stakeholders and sustain the quality improvement.
- Present final results to the cancer committee.
- Consider future interventions to ASSIST patients with smoking cessation. Any site that wants to provide assistance to patients can refer patients to free state quit lines (1-800-QUIT-NOW), identify existing local smoking cessation programs, or assist patients directly with counseling and medications in clinic.



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Finding, Documenting, and Reporting Smoking/Tobacco Use Status in the Electronic Health Record

Rob Adsit, MEd, University of Wisconsin





Finding and Documenting Smoking/Tobacco Use Status in the EHR

- Epic
- Cerner
- eClinicalWorks

Extracting EHR Data for Reporting





Finding and Documenting Smoking/Tobacco Use Status in the EHR

- Epic
- Cerner
- eClinicalWorks

Extracting EHR Data for Reporting





- Promoting Interoperability (formerly Meaningful Use) has made "Smoking Status Documentation" nearly universal in every EHR software (Epic, Cerner, Allscripts, etc.)
- Smoking/Tobacco Use Status functionality in EHR base software





Standards Criteria	
§ 170.207(h) Smoking Status	Smoking status must be coded in one of the following SNOMED codes: (1) Current every day smoker. 449868002 (2) Current some day smoker. 428041000124106 (3) Former smoker. 8517006 (4) Never smoker. 266919005 (5) Smoker, current status unknown. 77176002 (6) Unknown if ever smoked. 266927001 (7) Heavy tobacco smoker. 428071000124103 (8) Light tobacco smoker. 428061000124105

SNOMED-CT = Systemized Nomenclature of Medicine – Clinical Terms Designated standards for medical terms, codes, and definitions for the documentation and exchange of clinical health information in the electronic health record



https://www.healthit.gov/isa/representing-patient-tobacco-use-smoking-status



H	istory						
	Medical Surgical	Tobacco Use Smoking status:	Heavy Tobacco Smoker	Types:			
		Start date:	2/5/1990	Packs/day:			0
	Medical History	Quit date:		Years:			Pack years
	Status			1.4.4.4.			r ware juano
		Smokeless tobacco:	Never Used 🔎	Types:	Snuff	Chew	
	Substance and Se	A 1 4 4					
	ADL and other Co	Quit date:					
	Social Documenta			Comment:			
	Socioeconomic			Comment.			
	Specialty						
	Birth History						



Cancer

PROGRAMS

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Smoking/Tobacco Use Status Documentation - Epic Example 3

- Casial I listana							
Social History							
						Mark as Reviewed	7/18/2018
Tobacco Use:	Current Some Day Smoker 🔎	Smokeless Tobacco:	Never Used 🔎				
Quit Date:	i i i i i i i i i i i i i i i i i i i	Quit Date:					
Packs/day:	0.25 🗐 0.25 0.5 1 1.5 2	2					
	3						
Years:	30.00 🗐 0.5 1 2 3 4	5					
	10 15						
Ready to Quit:	Yes No						
Counseling Given:	Yes No						
Comments:]					
Smokeless Tobacco Freque	ency						
						Mark as Reviewed	7/18/2018
			1				
Snuff: How man	y pouches a day?		Chew: How many	/ pouches a day? 🗋			
			-	© 2019	Epic Systems Corpo	oration. Used with p	ermission.



Cancer

PROGRAMS

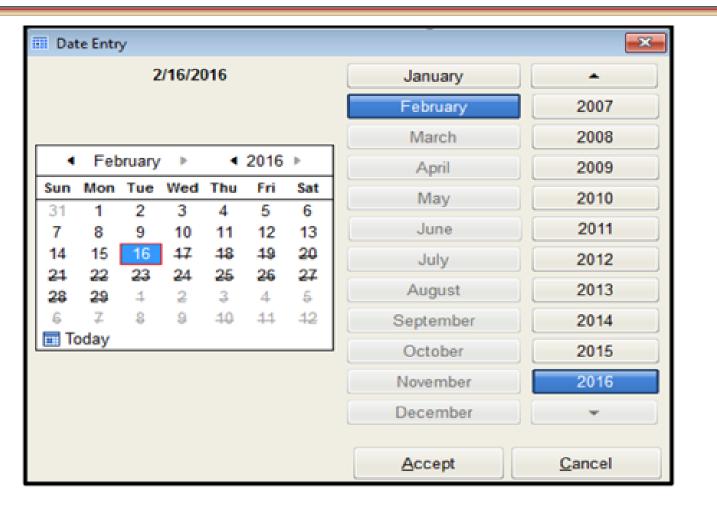
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Cancer
PROGRAMS

∠ Title
Current Every Day Smoker
Current Some Day Smoker
Former Smoker
Heavy Tobacco Smoker
Light Tobacco Smoker
Never Assessed
Never Smoker
Passive Smoke Exposure - Never Smoker
Smoker, Current Status Unknown
Unknown If Ever Smoked







Cancer

PROGRAMS

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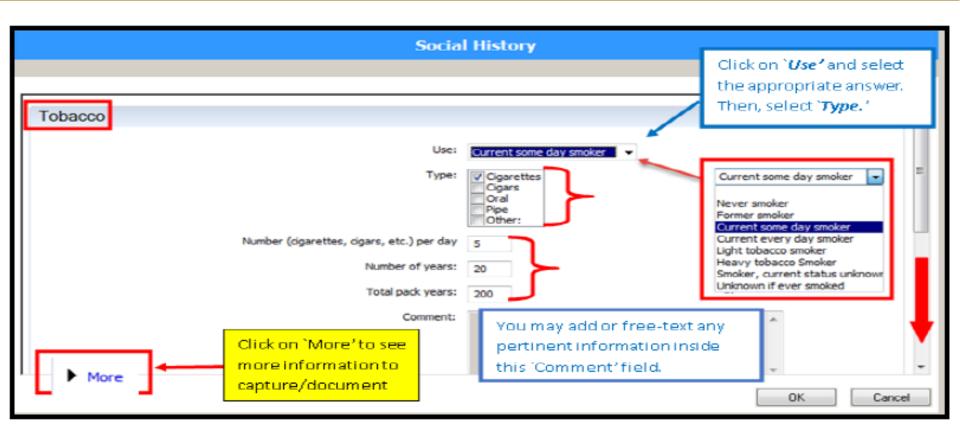
http://www.integration.samhsa.gov/pbhci-learning-community/07.11.13 Tobacco Webinar Series Park%204%20-%20EHRs Final.pdf

Language/Interpretation Needs						
t Intake		_				
Pain Assessment			4		Social History	
Reproductive Life Questions						
Allergies			Mark all as Reviewed			
Medication History & Compliance			Social			
Immunization Screening - Adult		I	🕂 Add 🛒 Modily 🛛 Display: All	•		🔄 Un able to Obtain
Inactivated Injectable Influenza Vaccin				Details		Last Reviewed
Live Attenuated Influenza Vaccine	/		Tobacco Alcohol			
Family History	/		Substance Abuse Sexual			
Procedure History			Sental			
Social History						
Ambulatory Smoking Cessation						



Smoking/Tobacco Use Status Documentation -Cerner Example 1 continued



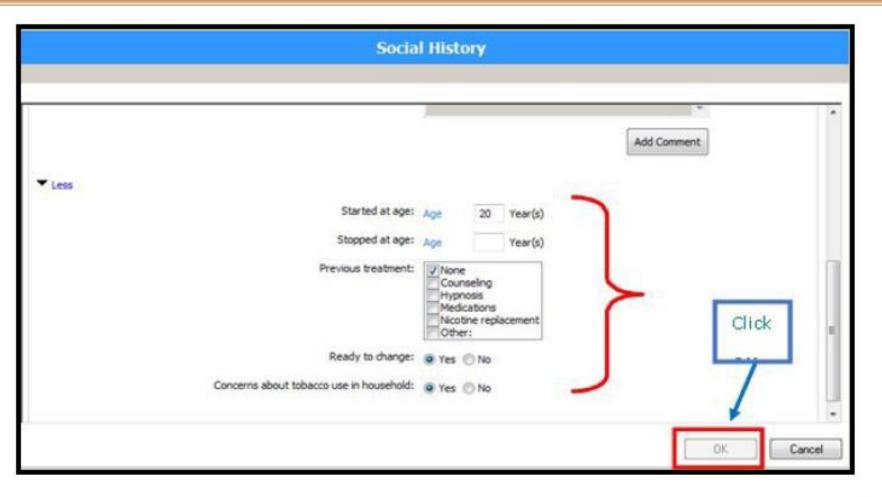




EHR screenshots used in this presentation are used with permission from the EHR vendor or are in the public domain

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Smoking/Tobacco Use Status Documentation -Cerner Example 1 continued





Cancer

PROGRAMS

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Tobacco Status					
When was your last cigarette?	How many cigarettes have you smoked in the last week?	How many cigarettes have you smoked in the last 30 days?			
Tobacco Status Notes		Other tobacco products used in the last 30 days			
		 None Bidis Cigars, cigarillos or filtered cigars Clove cigarettes or kreteks Hookah Paan with tobacco, gutka, zarda, khaini Pipes Smokeless tobacco (i.e. dip, chew, or snuff) Snus Vape/E-Cigarette Other: 			



Cancer

PROGRAMS

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Finding and Documenting Smoking/Tobacco Use Status in the EHR

- Epic
- Cerner
- eClinicalWorks

Extracting EHR Data for Reporting





Extracting and Reporting Your Patient Population Who Smokes/Uses Tobacco

Tool: EHR Registry



- Tool to identify, manage, track, and report patients with a particular diagnosis or condition
- Infinitely customizable you define the inclusion criteria
- Tobacco Registry built into Epic's base software





Registry

- Population of patients (registry members)
- Data elements (rules) relevant to the population registry metrics.

Inclusion Rule

- Patient is alive
- Patient is 18 years old or older
- Diagnosed with Nicotine Dependence (ICD-10 codes F17.200-F17.219)
 - Diagnosis is on Problem List;
 - Diagnosis used at least once in an Encounter Diagnosis or Invoice Diagnosis in last 365 days
- One Smoking Status in Social History in the last 1095 days (3 years):
 - Current Every Day Smoker
 - Current Some Day Smoker
 - Smoker, Current Status Unknown
 - Heavy Tobacco Smoker
 - Light Tobacco Smoker
- Had an order placed in the last 365 days for nicotine replacement therapy or Varenicline



Cerner EHR registry example - smoking cessation

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https://www.healthit.gov/sites/default/files/cerner_ehr_guide.pdf



Extracting and Reporting Your Patient Population Who Smokes/Uses Tobacco

Tool: Data Extraction Report Writing (Epic)



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Epic's Database to store EHR data: Clarity

(Sequel Server or Oracle)

To build a report to extract specific data, work with your health system's Information Technology Report Writers.

Because of Promoting Interoperability (formerly Meaningful Use), your health system likely has a Report already built to report "Smoking/Tobacco Use Status."





- Define date range (past month, past six months, etc.)
- Define patient denominator (All adult patients seen. All adolescent patients seen.)
- Define patient numerator (All adult patients seen who had their smoking/tobacco use status documented in the EHR.)
- Number/percentage of adult patients seen who currently smoke/use tobacco
- Future (next phase of "Just Ask"). Number/percentage of adult patients seen who currently smoke/use tobacco and who were provided cessation medication and cessation counseling or who were referred to cessation services.





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The "Who," "Why," "When" and "How" of Just ASK

Jessica L. Burris, PhD Jamie S. Ostroff, PhD





National Comprehensive Cancer Network®

American Society of Clinical Oncology Making a world of difference in cancer care

NCCN Clinical Practice Guidelines in Oncology (NCCN Guidelines®)

Smoking Cessation

Version 1.2022 — April 4, 2022

Tobacco Cessation Guide For Oncology Providers





NATIONAL CANCER INSTITUTE Division of Cancer Control & Population Sciences

AMR American Association for Cancer Research



Behavioral Research Program



Population-based screening can reduce bias in care delivery



Create a culture where tobacco use is like any other drug/substance use







Align with best practices and quality standards



Invited Commentary | Oncology

Effective Cessation Treatment for Patients With Cancer Who Smoke—The Fourth Pillar of Cancer Care

Michael C. Fiore, MD, MPH, MBA; Heather D'Angelo, MHS, PhD; Timothy Baker, PhD

JAMA Network Open. 2019;2(9):e1912264.



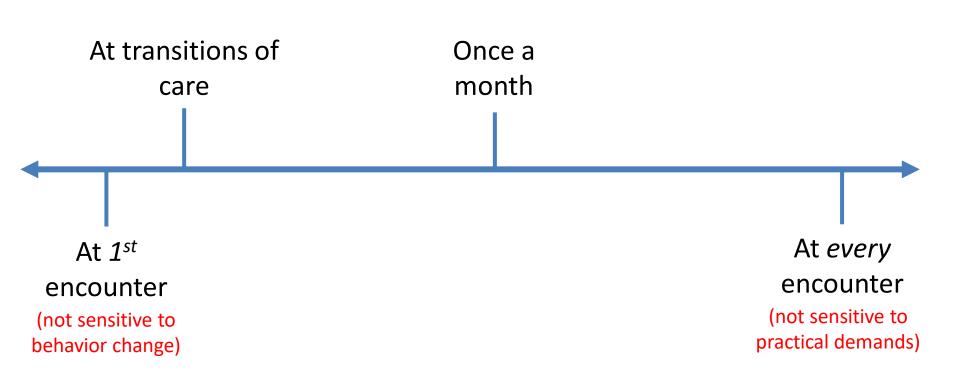
To provide effective tobacco cessation treatment, you must ASK about smoking status. It's the first step.

Ask about smoking status

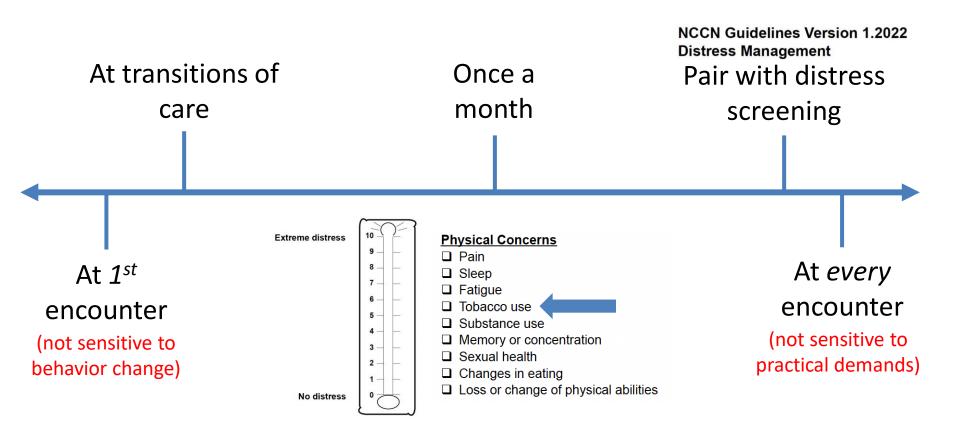


- Advise patients who smoke to quit
- **R**efer patients who smoke to a treatment program, or 3 **C**onnect patients who smoke with a treatment program











How do you ASK?





Published in final edited form as: *AMA J Ethics.*; 19(5): 475–485. doi:10.1001/journalofethics.2017.19.5.msoc1-1705.

Decreasing Smoking but Increasing Stigma? Anti-tobacco Campaigns, Public Health, and Cancer Care

Kristen E. Riley, PhD, Michael R. Ulrich, JD, MPH, Heidi A. Hamann, PhD, and Jamie S. Ostroff, PhD

Words Matter!



Stigma and Smoking



Definition: *Experience and internalization* of negative appraisal and devaluation

- Common (reported by as many as 95% of lung cancer patients).
- Commonly experienced (48% of lung cancer patients) during interactions with health care providers.
- Perceived stigma (blame), internalized stigma (selfblame, guilt), constrained disclosure.
- Associated with negative psychosocial (depression) and cancer care delivery outcomes (avoidance, poor treatment adherence, misreporting of smoking and poor utilization of cessation support services).

Medical encounters with physicians and other health care providers

- Well-intended and justified assessments of smoking history may activate feelings of guilt, regret and stigma.
- Missed opportunities to respond empathically.

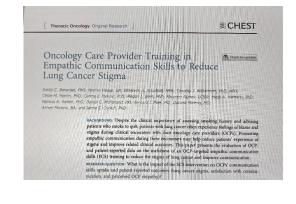




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A Trial to Reduce Lung Cancer Stigma



TBM

BRIEF REPORT

Responding empathically to patients: a communication skills training module to reduce lung cancer stigma

Smita C. Banerjee,¹⁰ Noshin Haque,¹ Carma L. Bylund,² Megan J. Shen,³ Maureen Rigney,⁶ Heidi A. Hamann,⁶ Patricia A. Parker,¹ Jamie S. Ostroff⁴

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Banerjee, SC, Hague, N, Schofield, EA, Williamson, TJ, Martin, CM, Bylund, CL, Shen, MJ, Rigney M, Hamann, HA, Parker, PA, McFarland DC, Park BJ, Molena D, Moreno A, & Ostroff JS. (2021). Oncology care provider training in empathic communication skills to reduce lung cancer stigma. Chest, 159(5), 2040–2049. https://doi.org/10.1016/j.chest.2020.11.024

Banerjee, SC, Haque N, Bylund C L, Shen M J, Rigney M. Hamann HA, Parker PA & Ostroff JS. (2021). Responding empathically to patients: A communication skills training module to reduce lung cancer stigma. Translational *Behavioral Medicine*, 11(2), 613–618. https://doi.org/10.1093/tbm/ibaa011

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How do you ASK?

Suggested Blueprint for Getting Started

Strategies	Skills	Process Tasks			
 Agenda setting 	- Declare agenda	- Greet patient appropriately			
	- Normalize	- Make introductions			
	- Provide clinical rationale (for asking about	- Ensure patient is clothed			
	smoking history)	- Sit at eye-level			
	- Invite agenda				
	- Negotiate agenda, if appropriate				
2. Questioning and history	- Ask open questions	- Follow the list of questions for taking smoking			
taking	- Clarify	history			
	- Restate				
3. Recognize or elicit a	- Ask open questions (about smoking)	- Notice patient's nonverbal communication			
patient's empathic	- Acknowledge				
opportunity	- Encourage expression of feelings				
4. Work towards a shared	 Ask open questions 	- Avoid leading questions/blaming statements			
understanding of the patient's	- Check patient understanding	- Avoid giving premature reassurance			
emotion/experience	- Clarify				
	- Restate				
5. Empathically respond to	- Acknowledge	- Identify patient's strengths and sources of support			
the emotion or experience	- Validate	- Provide clear physician recommendation for			
	- Normalize	quitting			
	- Praise patient efforts	- Emphasize benefits of quitting			
6. Facilitate coping and	- Prepare patient for recurring smoking	- Make referrals			
connect to social support	assessment	- Express a willingness to help			
	- Suggest counterarguments (will vary by	- Make partnership statements			
	smoking status)				
	- Invite questions				
7. Close the conversation	- Praise patient efforts	- Reinforce joint decision making			
	- Endorse question asking				
	- Review next steps				
the emotion or experience 6. Facilitate coping and connect to social support	 Validate Normalize Praise patient efforts Prepare patient for recurring smoking assessment Suggest counterarguments (will vary by smoking status) Invite questions Praise patient efforts Endorse question asking 	 Provide clear physician recommendation for quitting Emphasize benefits of quitting Make referrals Express a willingness to help 			

Taking a Smoking History Need NOT be a Painful Medical Procedure!



DON'T	DO
Ask loaded questions https://youtu.be/787htp1XVdQ	Provide rationale for asking questions about smoking Ask open-ended questions https://youtu.be/HHpUqzU_S3k
Make blaming statements https://youtu.be/bmHf8b4HCWM	Normalize/validate concerns Express support and make partnership statements https://youtu.be/XSayMgvF_J4
Make blaming statements https://youtu.be/BLgQzKmK1gE	Praise patient efforts Make partnership statements https://youtu.be/-xGh962r4uc
Make judgement/Ask loaded questions https://youtu.be/4kO8choMpXQ	Ask open-ended questions https://youtu.be/8xXFu7iXFms

Ostroff JS, Banerjee SC, Lynch K, Shen MJ, Williamson TJ, Haque N, Riley K, Hamann HA, Rigney M, & Park B. (2022). Reducing stigma triggered by assessing smoking status among patients diagnosed with lung cancer: De-stigmatizing do and don't lessons learned from qualitative interviews. For American College Innovation, 1, 100025. https://doi.org/10.1016/j.pecinn.2022.100025

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