

Providers play a key role in helping patients quit tobacco use

Why It Matters

Tobacco use is the leading preventable cause of death, chronic disease and disability. Research shows that 70% of people who smoke or use other nicotine products *want to quit*, and a brief intervention from their health care provider can double their chances of success. By registering your health care site and referring patients to QuitlineNC, you are setting them up for success. **QuitlineNC** is evidence-based, free, non-judgmental and convenient.

Step 1: Complete the QuitlineNC Referral Site Registration Form

- Go to **QuitlineNC Health Professionals Page** to access the **QuitlineNC Referral Site Registration Form**. Reach out to Mariam Ali at mariam.ali@dhhs.nc.gov for help.
- Complete and submit your registration.

Step 2: Make Referrals Using Any of the Following Options

A. TRADITIONAL FAX OR ELECTRONIC FAX REFERRAL

HOW TO USE: Download form (English and Spanish available) from the QuitlineNC website and send completed forms via fax to 1-800-483-3114. Ensure patient consent is documented.

BENEFITS: Works for clinics that prefer a simple and traditional way to submit referrals.

B. WEB PORTAL REFERRAL

HOW TO USE: Submit referrals online at the **QuitlineNC eReferral Portal**. Fill out the form with patient details and submit securely.

BENEFITS: Fast, easy, and paper-free, allowing real-time tracking. Patient outcome reports can be received by email or fax.

C. EHR INTEGRATION (GOLD STANDARD)

HOW TO USE: Refer patients directly through your EHR system (e.g., Epic) using a bi-directional (closed loop) referral. Outcome Reports populate into patient's medical record. EHR capabilities are set up in collaboration with the QuitlineNC vendor and your IT team with a one-time interface build/cost.

BENEFITS: Integrates seamlessly into clinical workflows, reduces manual processes, supports care coordination and documentation efficiency.

What Happens After Referral?

1. **Proactive Contact:** QuitlineNC's expert coaches reach out to patients within 24-72 hours. If not reached, 3-4 contact attempts are made.
2. **Personalized Quit Coaching:** Provided through phone calls, text messages, and online chat.
3. **Nicotine Replacement Therapy (NRT):** For eligible participants, QuitlineNC can mail between two to 12 weeks of free NRT (nicotine patches and gum or lozenges) to participants.
4. **Specialty Services:** Participants with behavioral health conditions, pregnant individuals, American Indian, active military and youth can receive enhanced support. (See Summary of Services document.)

Benefits of Being a Referral Site

- **Prioritizes Cessation:** Facilitate the integration of cessation referrals into routine practice.
- **Outcome Reports:** Track patient engagement.
- **Free Materials:** Posters, brochures, wallet cards.
- **Ongoing Support:** Access updates, new services, and training materials to assist patients.

Tips for Success

- Ensure patient consent is obtained before submitting referrals.
- Train the health care team on the importance of best practice tobacco treatment.
- Encourage staff to integrate QuitlineNC referrals into workflows.
- Display QuitlineNC materials in waiting areas to remind patients about available support.
- Strive for EHR referral integration to maximize care coordination and reporting.
- For guidance on treating youth nicotine addiction, see American Academy of Pediatrics (AAP) [considerations for clinicians](#), and [web based application](#).

Key Contact for Registration & Questions

For registration or questions about the referral process, contact Mariam.Ali@dhhs.nc.gov and for EHR information contact Kim.Bayha@dhhs.nc.gov.

Visit [How to Become a Quitline Referral Site](#) webpage.



NC DEPARTMENT OF
**HEALTH AND
HUMAN SERVICES**
Division of Public Health

QuitlineNC.com
1-800-QUIT-NOW • 1-855-Déjelo-Ya

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