

October 2007

Dear Primary Care Physician:

Help your patients quit smoking with three simple steps

Your influence can double the chances¹ that your patients will quit smoking. By simply implementing the following three steps, you can make a huge difference:

- **Ask** your patients about their tobacco use.
- **Advise** them to quit.
- **Refer** them to the national telephone Quitline for support (1-800-QUIT NOW).

The enclosed toolkit supports your efforts

To assist you in your efforts to work with your patients to quit smoking, we developed the enclosed “Advising Smokers to Quit” toolkit. This was done in collaboration with the American Cancer Society and Department of Health offices in several states. The kit includes:

- Patient fact sheet/action plan
- Poster for the door of your treatment room
- Prescription pad (pocket size)
- Resource sheet

Additional copies of this information are available for your office

Please feel free to make copies of the patient fact sheet/action plan and the resource sheet for use in your office. Additional quantities of the poster and prescription pad are available while supplies last. Use the enclosed order form to place your order.

You may also access these tools online:

- Go to **www.aetna.com**.
- Select “for Health Care Professionals” then “Physician Self-Service” and “Log In.”
- Choose “Clinical Resources” then “Clinical Resources for Physicians and Patients” and “Advising Smokers to Quit Toolkit.”

We hope this information is useful to you and your Aetna patients. We greatly appreciate your support, and thank you for making a difference!

Sincerely,



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Aetna Chief Medical Officer

¹Fiore et al. *Treating Tobacco Use and Dependence*. CPG. USDHHS, PHS, 2000.

Referenced in: *What to Do With a Patient Who Smokes*. Schroeder, Steven A. Presentation courtesy of the Smoking Cessation Leadership Center and Rx for Change, February 2007. Accessed 7/10/07 via: <http://smokingcessationleadership.ucsf.edu/Presentation07/What2do407.pdf>.

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