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**Quit Line Referrals via Email**

An alternative to faxing in referrals to the Quitline is to send secure email referrals. Optum has developed a protocol to support our state clients in utilizing email referral systems. Here are some guidelines/best practices for how to do this.

Referring entity must utilize a secure email system to send the emails.

* The referring clinic will send a secure email to: SupportServices@Optum.com
* The referral form can be attached to the email as a PDF, Word doc, or Excel spreadsheet (Optum has provided a fill-in-the-blank Excel template that can be utilized). TIF files are not accepted. If an attachment is not possible, then the data should be included in the email in the same format as the standard state fax referral form as well as affirm consent.
* In the email subject line, please include the state, clinic name, and the date of the referral
  + Ex. Virginia: Porter Clinic – 10/19/2015
  + Do not include any participant level information in the subject line as this causes a HIPAA violation
* Multiple referrals can be attached to the secure email in an excel document
* The first time each referring clinic sends an email referral, they should test the secure email referral process, as stated above. Please notify Maria Martin at [Maria.Martin2@optum.com](mailto:Maria.Martin2@optum.com) when ready to send a test email.
* For referring clinics that have indicated that they are a HIPAA covered entity and have provided a fax number, outcomes will be returned via fax.