

MEDICAID



# Tobacco Cessation Provider Education

# Introduction to tobacco cessation

- According to the *North Carolina 2020: A Better State of Health*, tobacco use is the leading cause of preventable death in North Carolina.
- Approximately 30% of all cancer deaths and nearly 90% of lung cancer deaths — the leading cancer death among men and women — are caused by smoking.
- In support of North Carolina's strategy to impact tobacco use prevalence, the Healthy Blue Medicaid plan offered by Blue Cross and Blue Shield of North Carolina (Blue Cross NC) has developed an approach incorporating PrePaid Health Plan (PHP) contract requirements set forth by the North Carolina Department of Health and Human Services (NCDHHS or Department).

# North Carolina mandates endorsed by the Department's Tobacco Prevention and Control Branch

- 2009 Healthy Hospitals Initiative to assure all North Carolina hospitals are tobacco free
- 2014 state mandate requiring all state operated healthcare facilities (state psychiatric hospitals, alcohol and drug abuse treatment centers, developmental centers, neuro-medical treatment centers, and child residential programs) maintain tobacco-free campuses
- A July 2022 mandate that all medical and behavioral health facilities that receive reimbursement from Managed Medicaid of North Carolina will be required to provide evidence-based tobacco treatment in 100% tobacco-free environments

# BreatheEasyNC — becoming tobacco free

- BreatheEasyNC ([www.breatheeasync.com](http://www.breatheeasync.com)) helps providers integrate tobacco cessation treatments and make health campuses tobacco free:
  - Specifically supports North Carolinians with intellectual/developmental disabilities (IDD) or traumatic brain injuries
- Help providers acknowledge and differentiate between traditional vs. commercial tobacco usage for American Indian tribes:
  - Respect their beliefs and customs
  - Keep It Sacred: <http://keepitsacred.itcmi.org/tobacco-and-tradition/traditional-tobacco-use/>

# BreatheEasyNC — implementing your tobacco-free policy

- BreatheEasyNC has numerous resources available in creating your tobacco-free policy including:
  - Policy templates
  - Signage for your organization
  - How to track clinician activities and client outcomes (number of clients offered counseling/medication, analyzing quit rates, satisfaction, and self-efficacy)
- Offer trainings for staff: [https://breathe easync.org/tobacco-use-treatment-integration-training/#Training\\_Staff](https://breathe easync.org/tobacco-use-treatment-integration-training/#Training_Staff)
- Use your regional Tobacco Control Staff, who will assist in building buy-in, training staff, and integrating treatment
- Creating wellness committee(s):
  - Clients, administrators, and staff should be part of the process and implementing policies
- Becoming a Nationally Certified Tobacco Treatment Provider :
  - This certification aims to help providers fully understand tobacco products, screenings and assessments, and how to motivate and counsel patients to quit tobacco.

# Our Tobacco Cessation Plan

- The Healthy Blue Medicaid plan follows Department guidance and includes coverage and educational campaigns for providers and members.
- The plan's objectives are to:
  - Increase member awareness of benefits through live outbound calls, text/IVR messaging, and referrals from medical management staff.
  - Progress tobacco cessation clinical guidelines through network provider training and provider forums and develop tobacco-free policies for medical and behavioral campuses.
  - Support providers who provide tobacco cessation counseling.
  - Offer virtual tobacco cessation counseling through Optum Quit for Life<sup>®</sup> program.
  - Remove any barriers related to co-pays, prior authorizations, cost limits, etc.

# Reimbursement for providers/tobacco billing codes

- Tobacco cessation services may be provided via telemedicine visits to new or established patients and is billable by a physician, nurse practitioner, physician's assistant, or certified nurse midwife. Federally qualified health centers and rural health centers core service providers are also eligible to deliver tobacco cessation counseling via telemedicine.
- The Healthy Blue plan aligns reimbursement with current guidance from the Department and collaborates to explore potential avenues for expansion of reimbursement to additional health care providers, such as certified tobacco treatment specialists, dentists, pharmacists, and social workers providing services mental health and substance abuse treatment centers.
- Use these codes in addition to the evaluation and management codes billed for the primary purpose of visit:
  - CPT 99406: Intermediate smoking and tobacco-use cessation counseling visit (more than 3 min, up to 10 min)
  - CPT 99407: Intensive smoking and tobacco-use cessation counseling visit (more than 10 min)

# Our tobacco cessation services delivered through Quit for Life<sup>®</sup>

## Number and frequency of counseling sessions with certified tobacco cessation counselors

- Four standard 90-minute individual, group, or telephonic counseling sessions
- Ten call sessions with women who plan to become pregnant within three months, pregnant women, and women who gave birth within the year prior to the Quitline contact
- No prior authorization required for tobacco cessation counseling
- No co-pays
- No maximum benefit limits
- No cost limits or annual limit on quit attempts



# Our tobacco cessation services delivered through Quit for Life<sup>®</sup> (cont.)

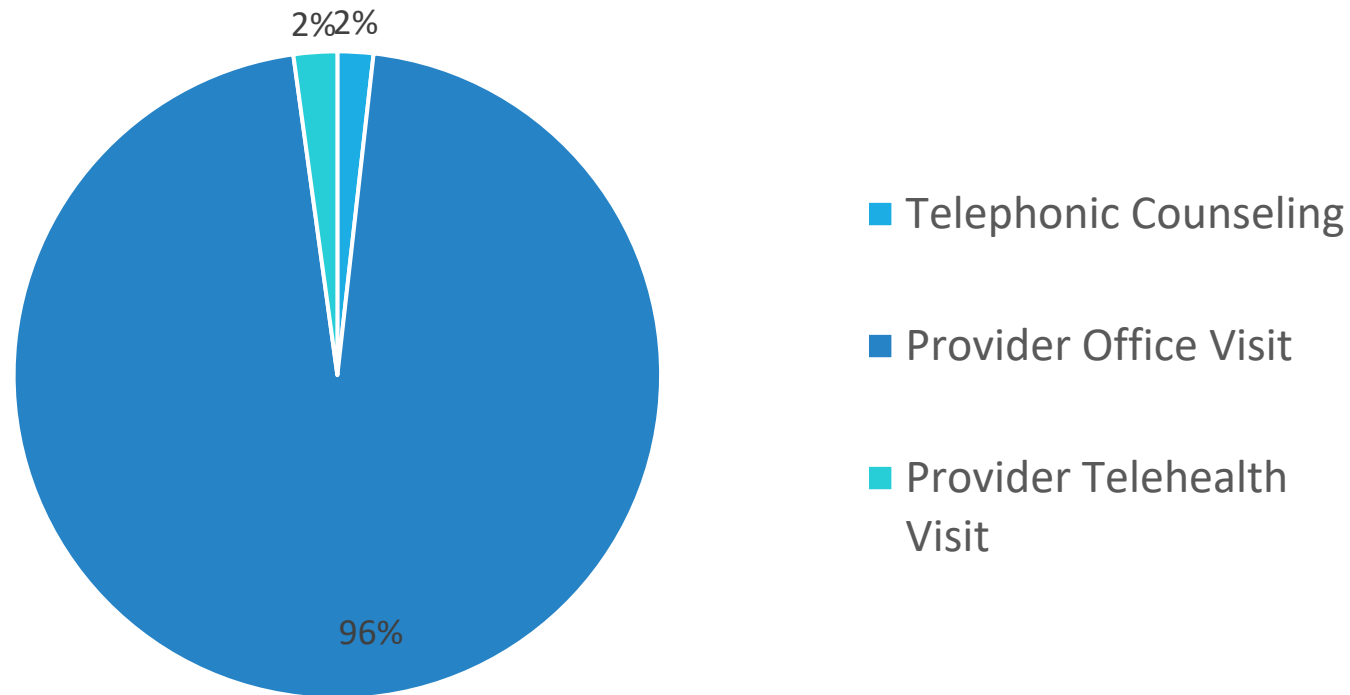
## Medication therapy:

- Unlimited access to cost-free, Nicotine Replacement Therapy (including patches, gum, lozenges), and prescriptions listed on the NC DHHS Medicaid Formulary.
- Cost of over-the-counter medication is free when member presents prescription to a Healthy Blue contracted retail pharmacy.
- There are no quantity limits, prior authorization, or co-pay.

# Healthy Blue tobacco users

Percentage of Members ≥13 Identified as Tobacco Users and are Participating in Tobacco Cessation Counseling Stratified by Method of Counseling

Contract - June 2022

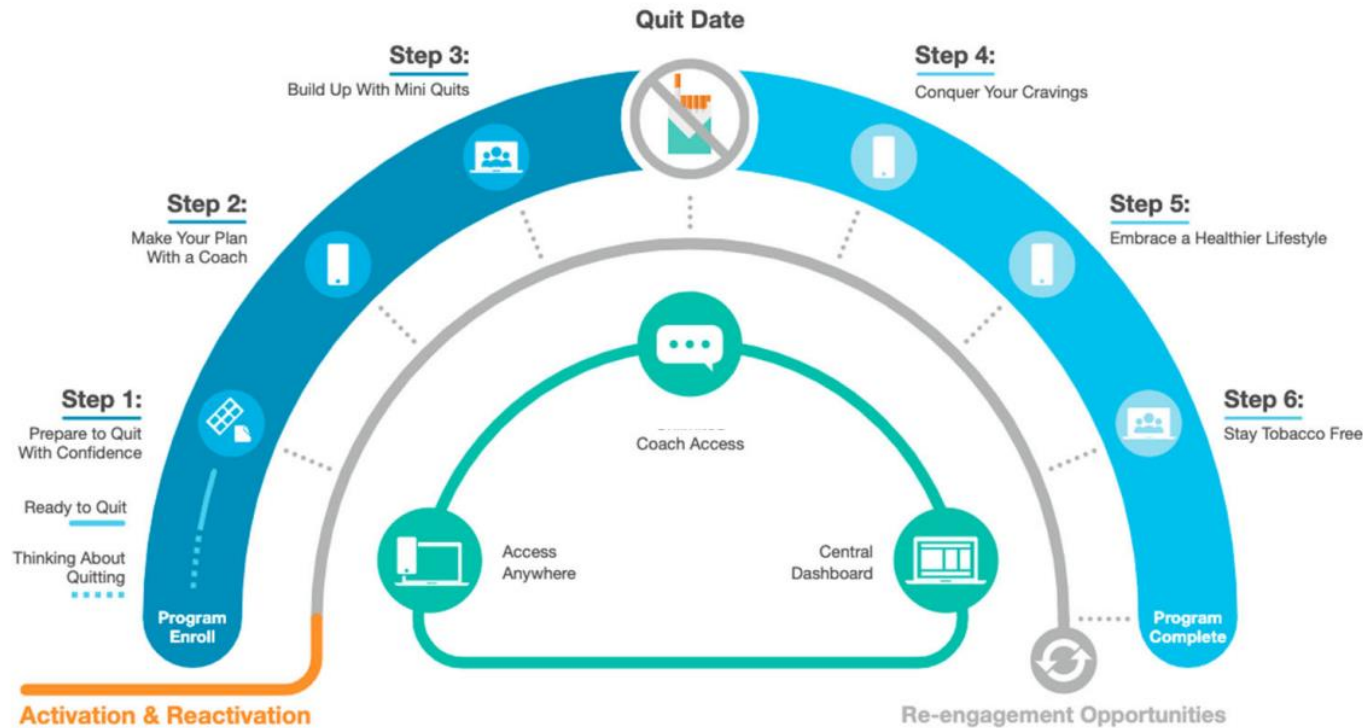


- 550 successful Optum counseling calls from certified counselors (July 2021-June 2022)
  - 96% are the first four recommended sessions
- Barriers — accurately identifying tobacco users (claims codes, vendors, *Care Needs Screener* survey)

# Targeted population using state-mandated social drivers of health factors

- Age group: 50-65 years
- Race: White or Caucasian, American Indian or Native Alaskan
- Needs: disabled, LTSS
- Geography: rural
- Region: 2 and 5

# Quit for Life® participant experience



## Capabilities

- Desktop/mobile experiences
- Milestones and structured daily journey
- 5 interactions
  - 3, 1:1 Telephonic, live chat and texting interactions
  - 2, Group video coaching
- Integrated digital tools & support through central dashboard
- Faster delivery of NRT

Note: We plan to transition to the Rally Coach digital engagement platform in Q4 2022. Rally Coach uses milestones for healthy habit tracking, scheduling and reminders, helpful educational articles and videos, and a personalized experience.

*Note: existing members will complete their experience in the current program*

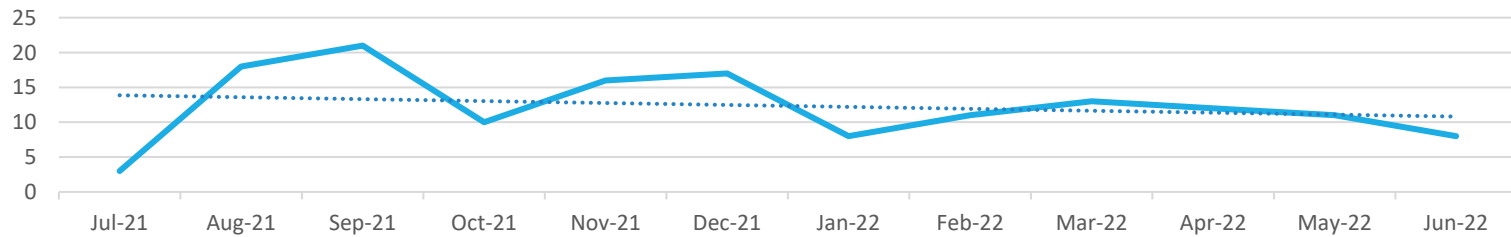
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# OPTUM Quit for Life: July 2021 – June 2022

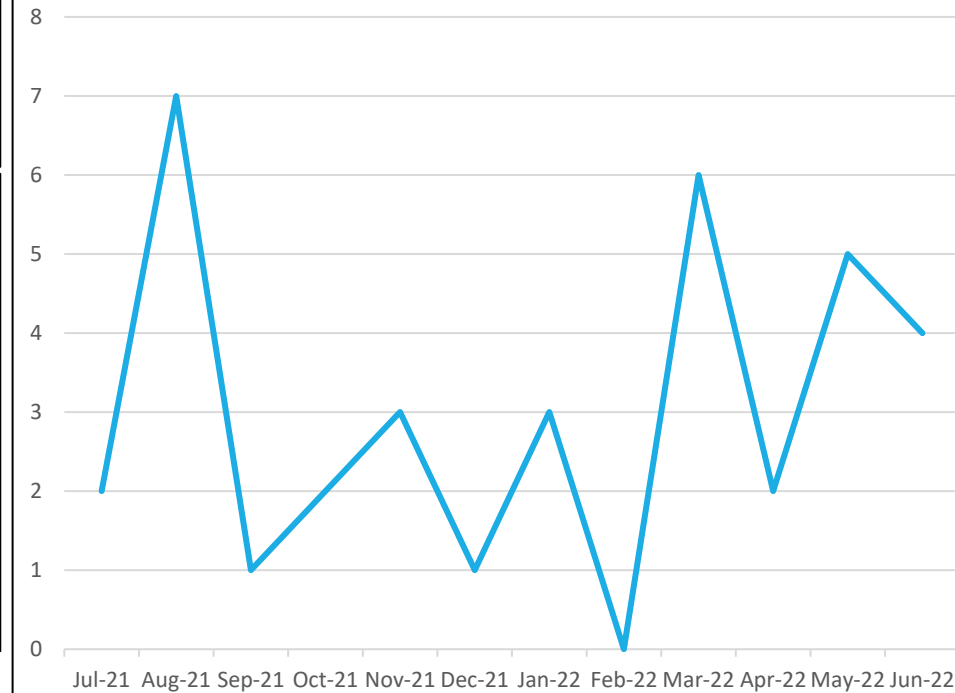
Total enrollment: 148  
(July 2021-June 2022)

- 95% of participants are enrolled by phone.
- Members may create a web account to participate in online counseling, but not required.

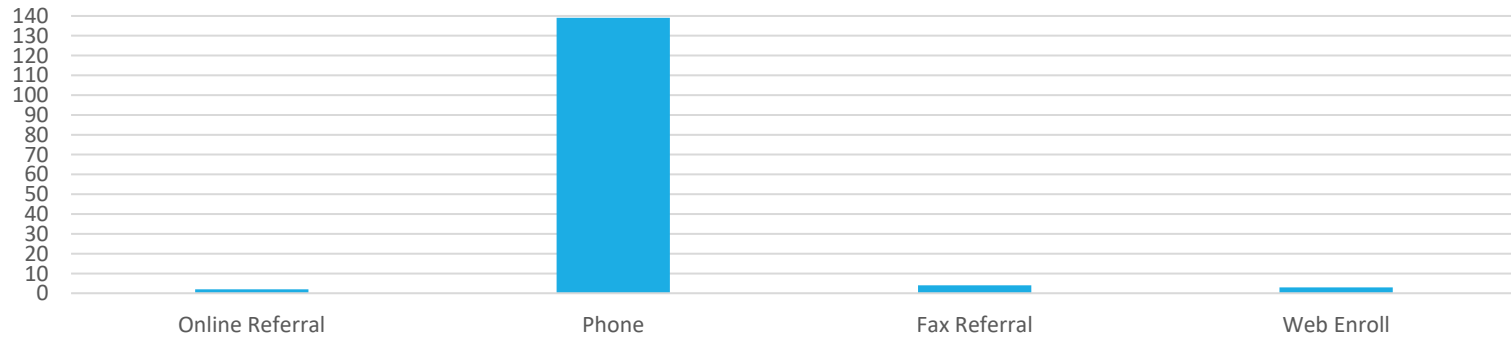
Members Registered  
July 2021 - June 2022



Web Accounts Created  
July 2021 - June 2022



Method of Entry  
July 2021 - June 2022



# Quit for Life program stages

The program stages indicate where members are in their process of quitting tobacco usage, from the time they register to the time of their last call from their certified counselor.

- **Precontemplation:** planning to quit sometime in the future (not in the next 30 days)
- **Contemplation:** planning to quit in next 30 days
- **Preparation:** preparing to quit
- **Action:** has already quit for at least 24 hours
- **Maintenance:** has already quit for at least 6 months

# Healthy Blue's tobacco cessation resources

- **Healthy Blue My Quit for Life Program Page:**  
<https://myquitforlife.com/mve/?client=BCBSNCQ4L&clientId=11501512>
- **QuitlineNC:** <https://quitlinenc.dph.ncdhhs.gov/index.html>
  - Call **800-QUIT-NOW (800-784-8669)**
  - Español: **855-Déjelo-Ya (855-335-3569)**
  - Register online: <https://myquitforlife.com/mve/displayEligQuestions>
  - Text *READY* to **200-400** to register via text
  - All Healthy Blue members will be referred to the OPTUM Quit for Life<sup>®</sup> phone number.
- **BreatheEasyNC:** [www.breatheeasync.org](http://www.breatheeasync.org)
  - Initiative to help providers integrate tobacco cessation and make healthy campuses tobacco free



HealthyBlue

Note: BreatheEasyNC, Quit for Life, and QuitLineNC are not affiliated with Blue Cross and Blue Shield of North Carolina (Blue Cross NC). Blue Cross NC provides information about these programs for your convenience and is not liable in any way for the information, goods or services received. Blue Cross NC reserves the right to discontinue or change these programs at any time.

<https://provider.healthybluenc.com>

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