

Partnering to Advance Quitline Sustainability and Coverage: Four State's Experiences

NAQC Conference 2015
Public-Private Partnership Initiative

Today's Panelists

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Session Objectives

Participants will:

- learn about different state's approaches to advancing quitline sustainability and cessation coverage.
- be able to identify approaches and models for developing quitline cost-sharing partnerships.
- will be able to locate resources and tools to learn about partnership development.

NAQC Public-Private Partnership Initiative

Strives to provide states with the skill set and resources to successfully form cost-sharing partnerships with public and private insurers to sustain quitline services and expand cessation coverage.

Participating States

- Arizona
 - Florida
 - Kentucky
 - Maryland
 - Massachusetts
 - New Hampshire
 - North Carolina
 - Rhode Island
 - Utah
- New States:
- Oklahoma
 - Washington

<http://www.naquitline.org/?page=PPPStateBriefs>

Public-Private Partnership Process

Phase I: Assessing and building support for health plan coverage of quitline services

Phase II: Developing and implementing a plan to expand coverage and quitline use

Phase III: Building support for tobacco cessation coverage through promotion, education and return-on-investment (ROI)

<http://www.naquitline.org/?page=PPP>

Resources

Resources and Tools

<http://www.naquitline.org/?page=PPP>

Orientation Checklist (coming soon)

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Kentucky Public Health

Prevent. Promote. Protect.

Kentucky

Initiative Objective

To increase financial sustainability for cessation services, especially the quitline, through engaging public and private insurers to cost-share. The public-private partnership initiative supports one of the Governor's kyhealthnow strategies to improve the health and wellness of Kentucky's children, families, and workforce by reducing Kentucky's smoking rate by 10%.



Kentucky's approach

Relationships

✓ Health Underwriters and Brokers



✓ State Medicaid



✓ State as Employer Insurance



✓ Kentucky Employee Health Plan



✓ Managed Care Organizations (MCO)



Assessment

Kentucky's sample assessment form

State: **Kentucky**

State population: **4,399,583 (2013 est., Census)**

Adult smoking prevalence: **26.5% (2013 BRFSS)**

Estimated # of adult smokers: **896,570**

Distribution of insured population:

% publically insured:

% Medicaid:

% Medicare:

% TriCare:

% Federal Employees Health Plan:

% Other:

% privately insured:

% uninsured:

Form available at: <http://www.naquitline.org/?page=PPP>

Landscape in Kentucky

State KEHP plan covers:

Counseling sessions (group, online or quitline (QL) services) mandatory
Over-the-Counter (OTC) Nicotine Replacement Therapy (NRT) without copay but requires a voucher, prescription (Rx) for pharmacy benefit
One attempt per year

MCOs cover:

OTC NRT without copay, some cover Rx, some Rx are non-preferred
Refer to QL, some offer case management, one has own program

Kentucky Health Benefit Exchange (kynect):

All 21 plans offers a Tobacco Cessation Benefit but no pharmacotherapy

Kentucky's Model

Short Term Goal

Get employers to add a Comprehensive Tobacco Cessation Benefit

Intermediate Goal

Bring them on board with a contract to provide NRT for their employees

Long Term Goal

Fully paying partnership

Quitline Vendor



National Jewish Health (NJH) works in collaboration with (me) the State Cessation Administrator to ensure interested businesses engage in a cost-sharing partnership that best meet their needs, budget and compliments the state's offerings. Not all partnerships are the same.

Nicotine Replacement Therapy (NRT) Contracts



October 2011

Southwire® Southwire Company, LLC is North America's leading manufacturer of wire and cable used in the distribution and transmission of electricity.



**Northwestern
Mutual®**

April 2013

Northwestern Mutual Life Insurance and Financial Services will help you achieve a lifetime of financial security and we'll do it unlike anyone else... we focus on doing what's right for you.

NRT Contracts



August 2013

Northern Kentucky University (NKU) is the kind of place that offers a comfortable, safe, energetic learning environment – a place that will get the most out of you and mold you into a person who will shape the future. Students at NKU improve themselves – then they improve the world.



**NORTHERN
KENTUCKY
HEALTH
DEPARTMENT**

October 2013

Northern Kentucky Independent District Health Department (NKIDHD) provide 2 weeks of free nicotine patches for their residents of Boone, Campbell, Grant and Kenton counties when they enroll in Quitline services.



February 2015

Campbell County Fiscal Court (CCFC) decided to join Quit Now Kentucky through a contract to provide NRT for their members after the Governor signed an executive order to make all state government campuses tobacco free.

Fully Cost Sharing Contracts

June 2014



Humana.

Humana CareSource have teamed up to serve Medicaid-eligible people in the state of Kentucky. It covers 5 coaching calls and NRT.

Strategy Moving Forward

Look for opportunities to build relationships and to deliver speech

Reach out to all insurers to talk about meeting ACA recommendations and offering benefit

Enlist key people to help (contract with UK)

- Prepare business case with ROI

Convene KEHP, Medicaid and MCO in 2016

- Offer opportunity for full partnership

Put out the best RFP for comprehensive, integrated quitline services with as much technology as possible

Continue to run state *TIPS* media campaigns

Fully cover the uninsured with NRT

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K QuitNow 
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www.QuitNowKentucky.org