

Sustainability for the state quitline and tobacco program: Massachusetts' phased approach

North American Quitline Consortium Conference
August 2015

Anna Landau
Massachusetts DPH

How is Massachusetts working towards a sustainable quitline?

- 1) Assessment
- 2) Decision and Plan
- 3) Phased Implementation – Repeat!

Phase 1: Assessment

Stakeholders, Regulations, Population distribution, Quitline Utilization data, etc.

Phase 2: Decision and Plan

- * Careful review and synthesis of the Assessment led to decision that state employee coverage was the initial goal
- * Four relevant decision points:
 - * Re-procurement of employee benefits vendors
 - * Ability to leverage state Medicaid benefit
 - * Development of benefit comparison matrix
 - * Awareness of political currents in the environment

Phase 3 Implement: Improvement in coverage for state employees

- * Partnership between the state tobacco program and agency for state employee health benefits resulted in two improvements to coverage:
 - * all prescription medications approved by the FDA are covered
 - * 300 minutes of counseling through individual, group or telephone modalities is covered.

Phase 4 Repeat:

Assess and plan to improve coverage until it is comprehensive AND quitlines are sustainable

For Massachusetts, this looks like...

- * Develop matrices of all insurance coverage statewide by insurance type post ACA
 - * “Mini-matrices” by sub-groups
 - * Use matrices to engage and inspire stakeholders
- * Work simultaneously along the executive and legislative paths to accomplish goals
- * Engage with employers for partnerships re: quitlines

Examples: 2015 Employer partnerships for Quitline

- * Massachusetts Interlocal Insurance Association (MIIA)
 - * Quasi-private aggregation of 400 cities and towns utilizing state 'group insurance' benefit
 - * Partnership contract is via the Quitline
 - * 50-50% split with quitline for 25,000 members
 - * 8 weeks NRT, counseling, and reporting

- * **REPEAT** --> Looking for an employer of low-SES workers