Partnering to Advance Quitline Sustainability and Cessation Coverage In Washington

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Health Plan Regulation

• WA State Health Care Authority
  o 3 - Public Employee Health Plans
  o 10 - Medicaid Plans (6 MCO’s)

• Office of the Insurance Commissioner
  o WA Health Benefits Exchange
  o Individual Plans
  o Small Group Plans
  o Large Group (no regulation over self-insured)
Working with Partners

• State Office of the Insurance Commissioner
  o Policy and Legislative Affairs contact
  o Rates and Forms staff
• Washington Health Care Authority (Medicaid)
  o Fee-for-Service staff
  o Managed Care staff
  o State Employee Insurance Plans (PEBB) staff
• Commercial Health Plans?
Quitline History - Medicaid

• **2002** - Medicaid covers individual counseling for pregnant women.

• **2008** - The state legislature mandates cessation coverage for all enrollees.

• **2008** - Quitline calls double the first six months of Medicaid call program.

• **2013** - HCA requires managed care (MCO’s) to contract with a quitline.

• **2014** - Medicaid expands by 400,000.

• **2015** - MCO’s promote the quitline benefit.
Public Employees - History

- Group Health (MCO) - 1st to offer a quitline in WA.
- 2004 – Department Health offers Quitline
- 2005 - PEBB health plans contract with QL
- 2007 - SB 5930 Creates Employee Wellness Plan
- 2009 - Wellness plan promotes cessation
- 2014- Legislature mandates tobacco surcharge to state employees health plans
- 2014 - DOH begins talks with PEBB to add 7 FDA approved medications and group counseling.
- 2015 - Working to add SmartQuit™ App to all agency SmartHealth Wellness Plan.
Current Medicaid Coverage

- The Medicaid Fee-for-Service plan is the benchmark for managed care (MCO)
- Minimum drug coverage is: 12 weeks of nicotine gum, patch, lozenge & bupropion.
- Counseling Program:
  - Smoking cessation evaluation for referral
  - In office counseling for pregnancy
  - Quitline 5-call program
Medicaid Barriers

• Must be enrolled in Quitline to receive gum, patch or lozenge.
• Pre-authorization needed for Bupropion / Chantix
• Not all MCO plans mail medications to enrollees
• Some must visit provider to receive medications

*Not covered for cessation:
• Family Planning Only program*
• Alien Emergency Medical*
• TAKE CHARGE program*

*May use DOH Quitline
## Quitline Call Data

### 1-800-QUIT-NOW calls by Adults

<table>
<thead>
<tr>
<th>Tobacco Users</th>
<th>Calls Pre ACA FY 13 7-1-12 to 6-30-13</th>
<th>Calls Post ACA FY 14</th>
<th>FY 15</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tobacco Users</td>
<td>25,201</td>
<td>19,945</td>
<td>17,314</td>
</tr>
<tr>
<td>Unique Tobacco Users</td>
<td>13,945</td>
<td>10,928</td>
<td>8,729</td>
</tr>
</tbody>
</table>

### 1-800-QUIT-NOW by Health Plan

<table>
<thead>
<tr>
<th>Health Plan</th>
<th>FY 13</th>
<th>FY 14</th>
<th>FY 15</th>
</tr>
</thead>
<tbody>
<tr>
<td>Commercially Insured</td>
<td>1,756</td>
<td>986</td>
<td>948</td>
</tr>
<tr>
<td>Medicaid Insured</td>
<td>6,552</td>
<td>4,599</td>
<td>4,842</td>
</tr>
<tr>
<td>Medicare Insured</td>
<td>1,437</td>
<td>743</td>
<td>755</td>
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<tr>
<td>Uninsured</td>
<td>4,137</td>
<td>1,310</td>
<td>759</td>
</tr>
<tr>
<td>Total Calls</td>
<td>14,097</td>
<td>7,896</td>
<td>7,559</td>
</tr>
<tr>
<td>Fax Referrals</td>
<td>489</td>
<td>440</td>
<td>564</td>
</tr>
<tr>
<td>General Questions</td>
<td>2,192</td>
<td>2,234</td>
<td>1,704</td>
</tr>
<tr>
<td>Transfers - all types</td>
<td>3,743</td>
<td>3,781</td>
<td>4,276</td>
</tr>
</tbody>
</table>
Questions?

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