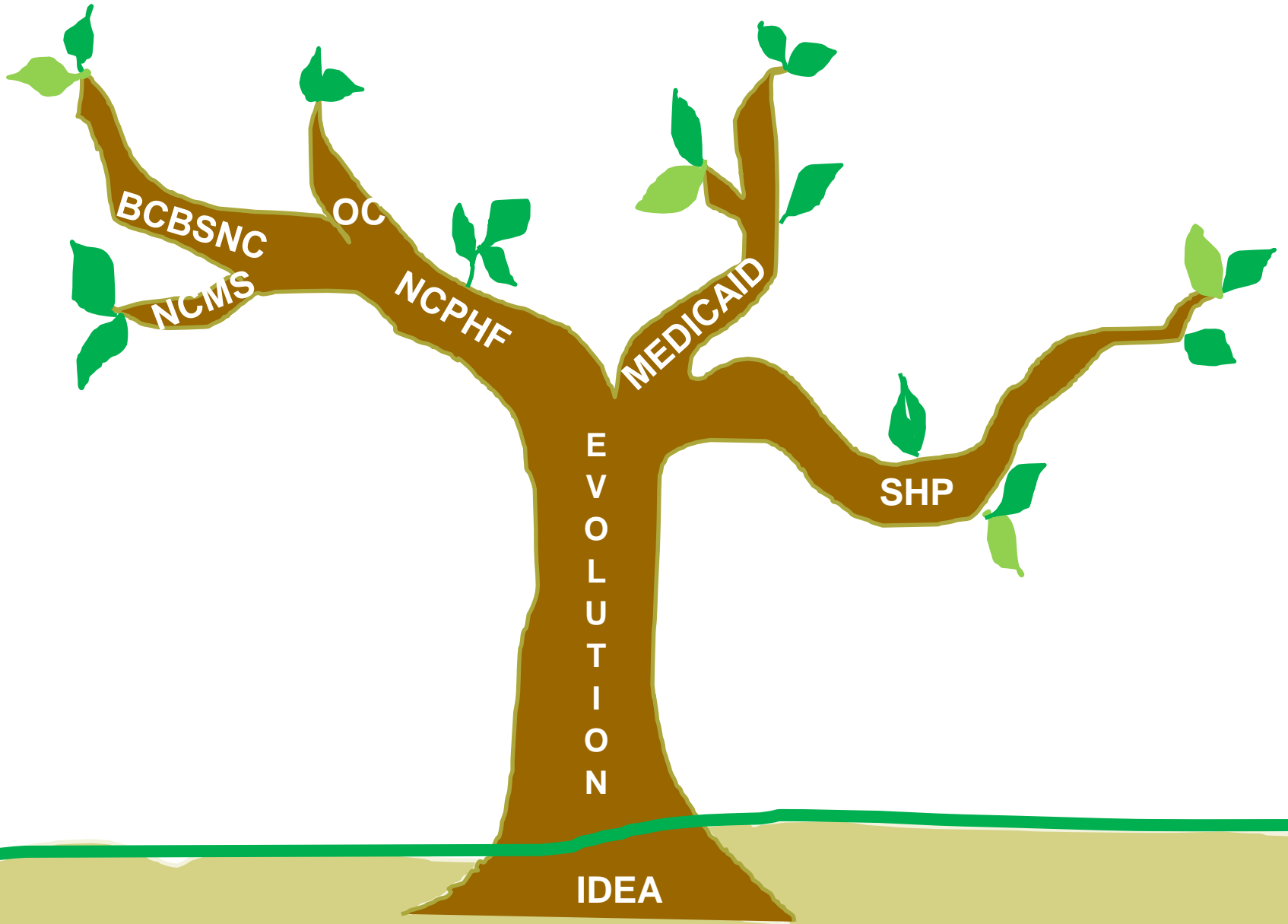




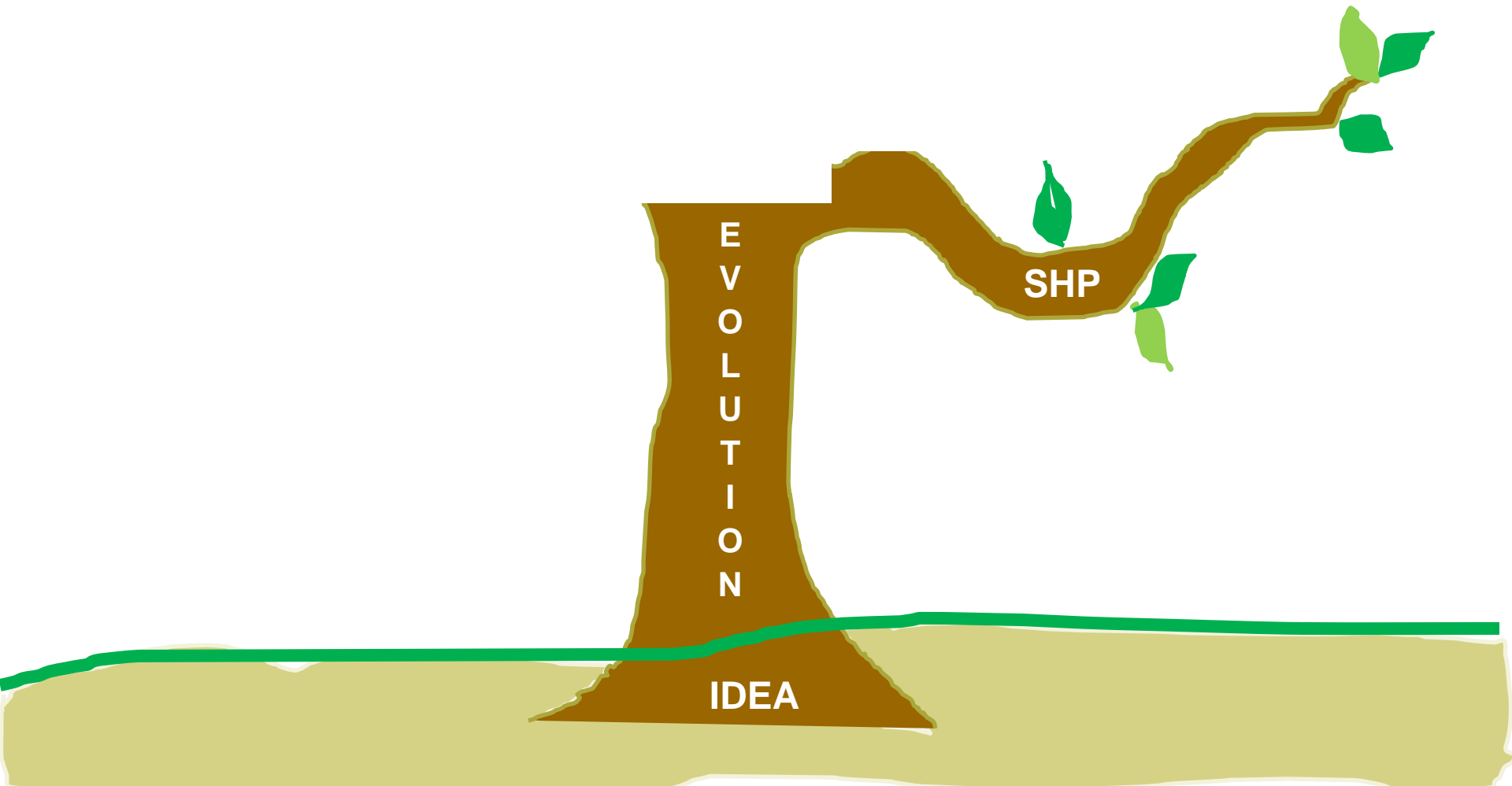
PUBLIC PRIVATE PARTNERSHIPS IN NORTH CAROLINA

North American Quitline Consortium Conference
August 18, 2015

Evolution of Public Private Partnerships In NC



Evolution of Public Private Partnerships In NC





Partnering with QuitlineNC Makes Good Sense

Helps meet ACA criteria

QuitlineNC is high quality and effective

Participants are satisfied with QuitlineNC services

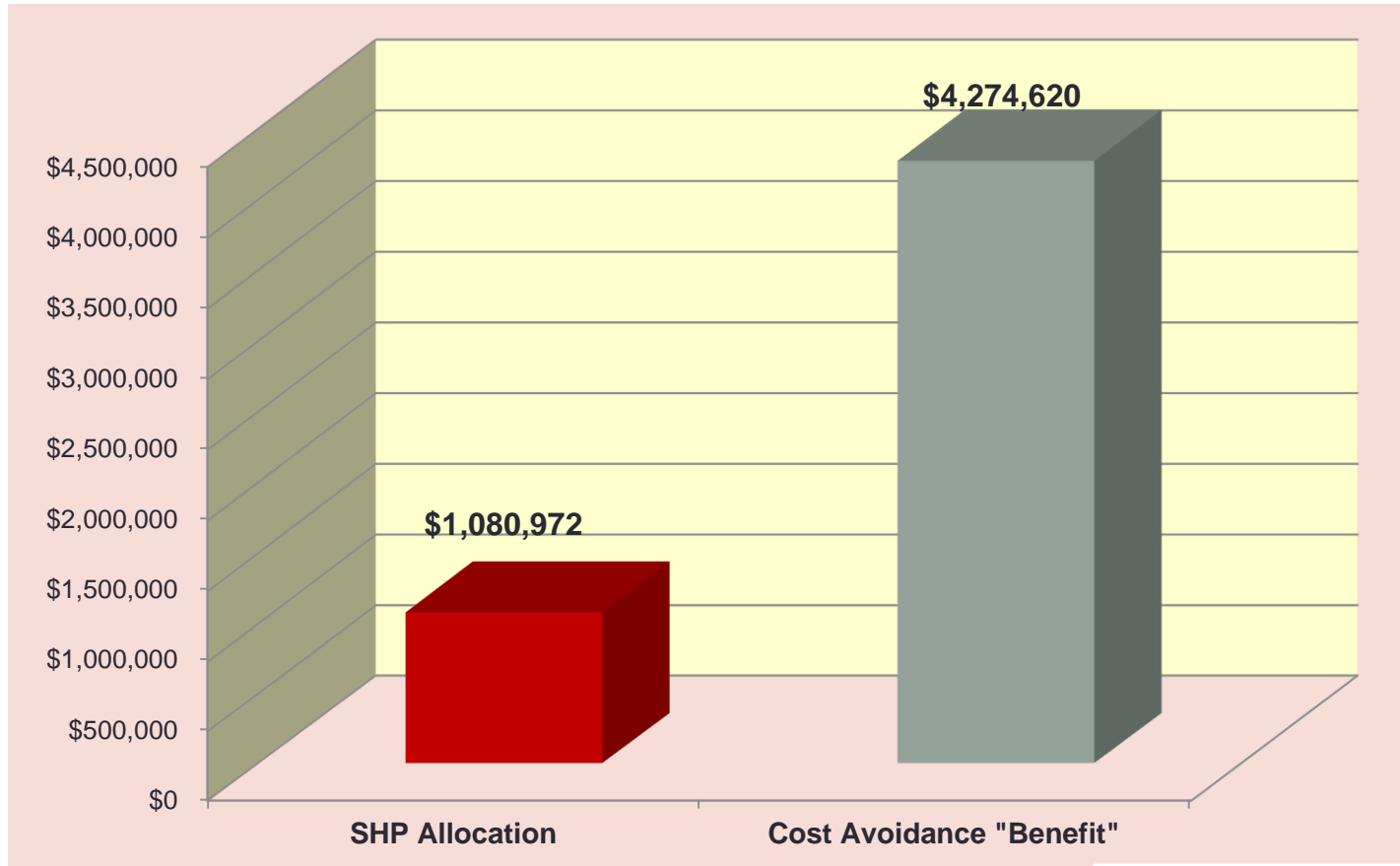
QuitlineNC meets a critical need of service providers

QuitlineNC is very cost effective

It is easy to partner with QuitlineNC



State Health Plan Costs vs. Benefits



Annual per Capita Medical Costs of Tobacco Use
 Number of individuals presumed to quit due to Quitline NC

\$2,660
 x 1,607

Estimated cost avoidance "benefit"

\$4,274,620

QuitlineNC is very cost effective



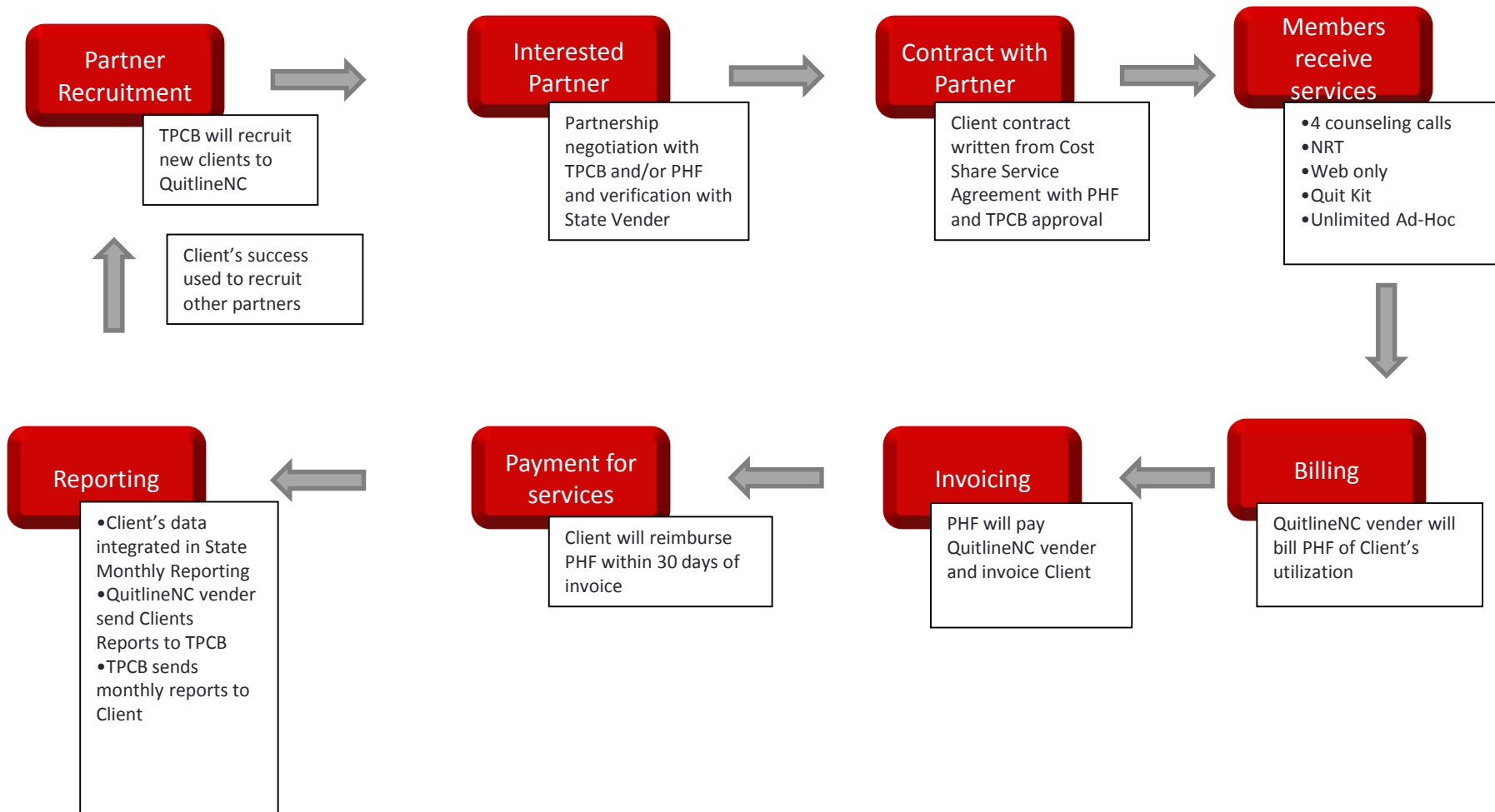
QuitlineNC Services for Blue Cross Blue Shield of NC

- Participation and utilization reporting.
- Telephonic surveying to measure effectiveness.
- Individual meetings upon request.
- Statewide quitline media campaigns provide free advertisement to your membership.
- Provide number for all NCBCBS tobacco users inside and outside state.

It is easy to partner with
QuitlineNC



Workflow of Partnership

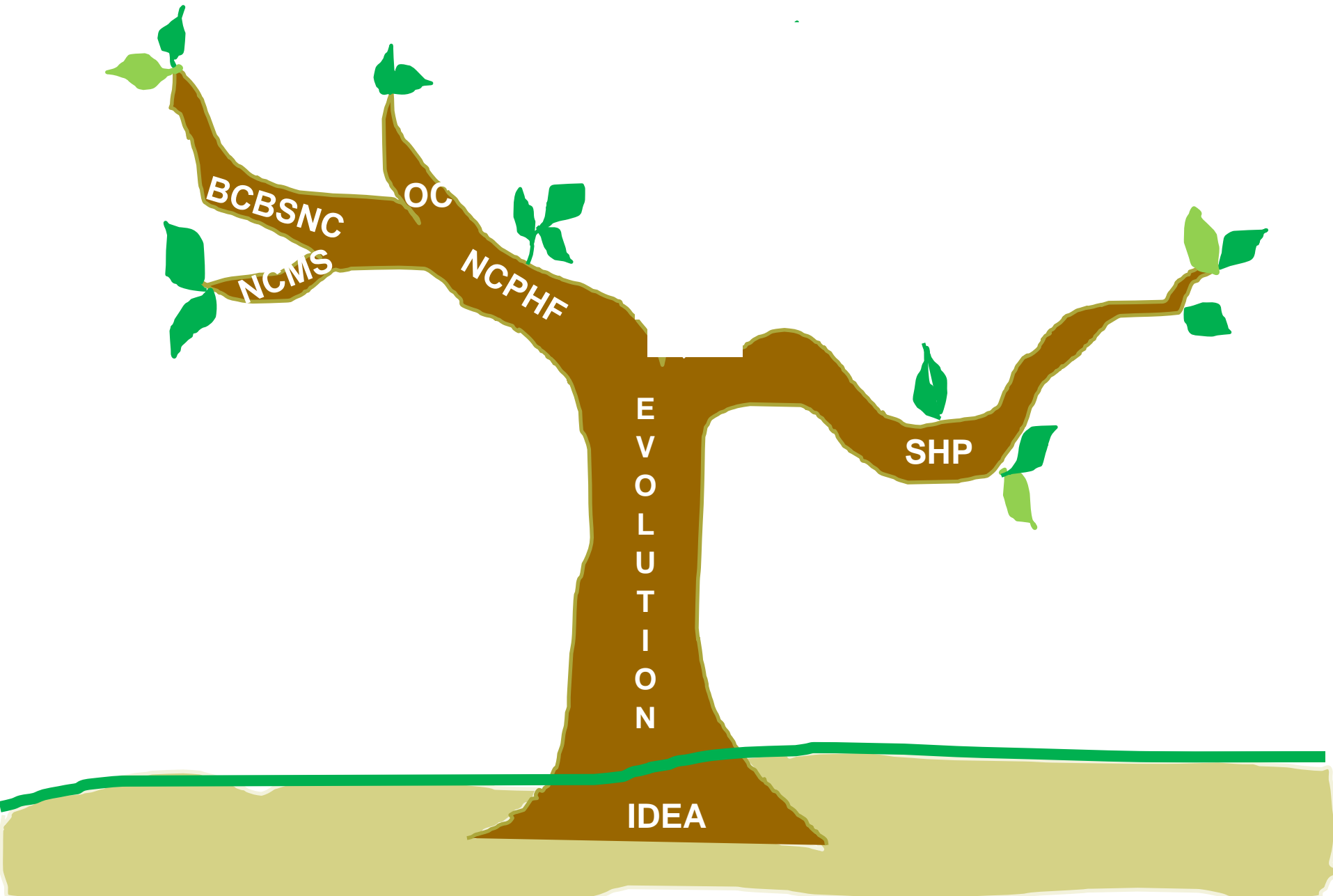




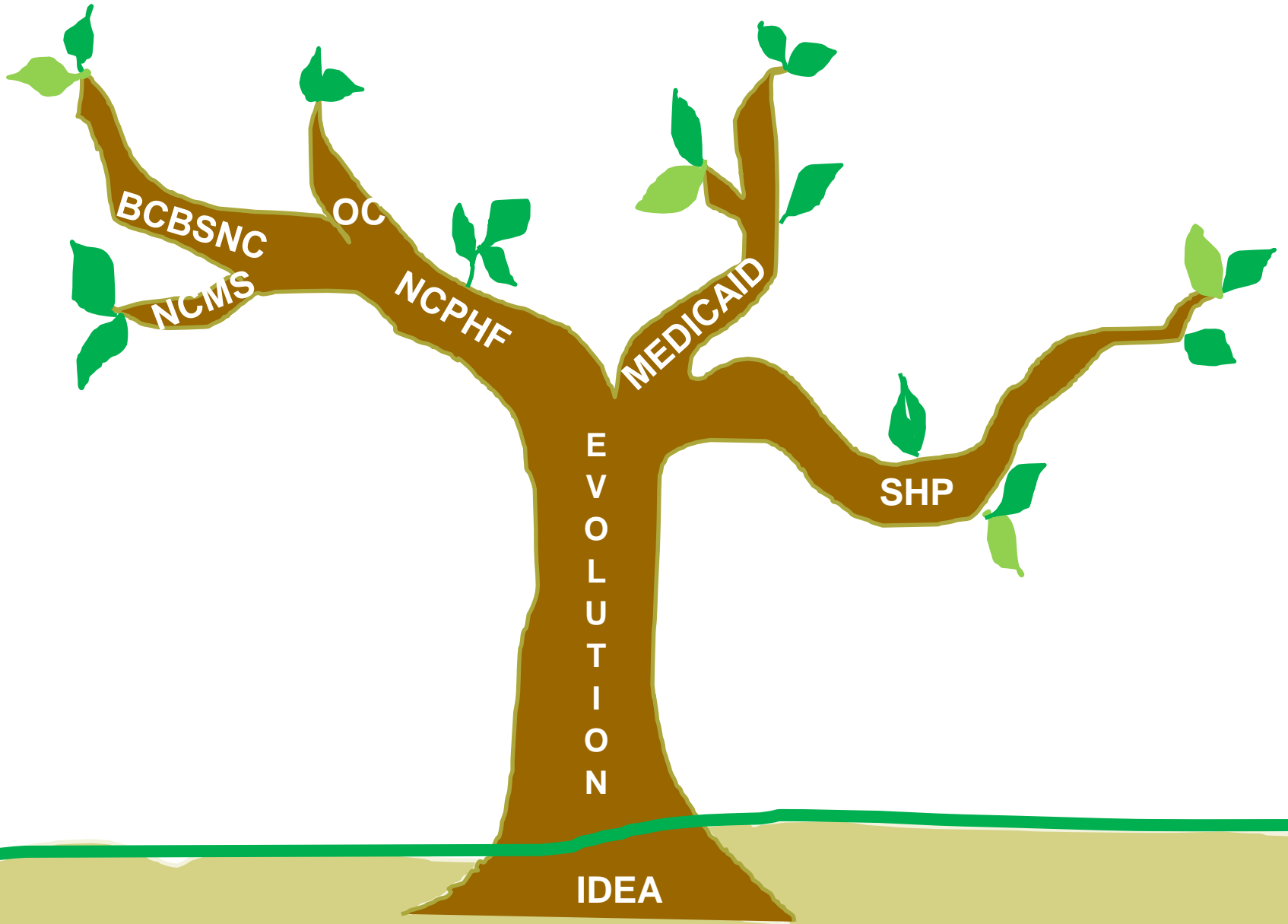
Expanding Comprehensive Coverage for Tobacco Cessation to Ensure Access to Evidence-Based Treatment in North Carolina



Evolution of Public Private Partnerships In NC



Evolution of Public Private Partnerships In NC





Lessons Learned

- Steal shamelessly. Share seamlessly.
- Try to get partnerships to cover all services not just NRT or partial services.
- Do not limit partnerships with just health plans.
- Be ready to accept other partnerships right away after first partnership.
- Partnership **MUST** be efficient and non-cumbersome for both parties to work.
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