PUBLIC PRIVATE PARTNERSHIPS IN NORTH CAROLINA

North American Quitline Consortium Conference
August 18, 2015
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

Estimated cost avoidance “benefit”

$2,660 x 1,607 = $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.
TPCB will recruit new clients to QuitlineNC.

Partner Recruitment

TPCB will recruit new clients to QuitlineNC.

Interested Partner

Partnership negotiation with TPCB and/or PHF and verification with State Vendor.

Contract with Partner

Client contract written from Cost Share Service Agreement with PHF and TPCB approval.

Members receive services

- 4 counseling calls
- NRT
- Web only
- Quit Kit
- Unlimited Ad-Hoc

Client’s success used to recruit other partners.

Reporting

- Client’s data integrated in State Monthly Reporting
- QuitlineNC vender send Clients Reports to TPCB
- TPCB sends monthly reports to Client

Payment for services

Client will reimburse PHF within 30 days of invoice.

Invoicing

PHF will pay QuitlineNC vender and invoice Client.

Billing

QuitlineNC vender will bill PHF of Client’s utilization.
Expanding Comprehensive Coverage for Tobacco Cessation to Ensure Access to Evidence-Based Treatment in North Carolina
Evolution of Public Private Partnerships In NC

- IDEA
- OC
- NCMS
- NCPHF
- MEDICAID
- SHP
- BCBSNC
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.