



# Utah Medicaid and Tobacco Prevention and Control Program Partnership

Decreasing smoking rates among Medicaid recipients



# Objectives

- Learn strategies in forming strong partnerships with state Medicaid programs
- Describe promotional tactics to increase use of tobacco cessation benefits
- Describe three evaluation methods used to track outcomes of the Medicaid partnership



# Tobacco Use in Utah

- 9.45% of adults smoke (2009 BRFSS)
- Smoking prevalence for Medicaid clients is 24.8% (2009 BRFSS)
- Annual health care costs in Utah directly caused by smoking **\$345 million** - Portion covered by the state Medicaid program **\$104 million** (CTFK)



# Partnership Development

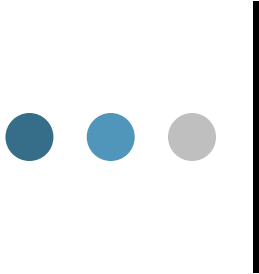
- Utah Tobacco Prevention and Control Program and Medicaid Program are both housed in the Utah Department of Health (UDOH).
- Partnership began in 2000 through a directive from the executive director of UDOH.



# Medicaid Benefit

## All Medicaid Clients

- Cessation Medications:
  - Zyban (bupropion) – up to 12 weeks per year
  - Chantix – up to 24 weeks per year
- Counseling through the Utah Tobacco Quit Line:
  - Up to 5 sessions lasting 40 minutes each
  - Up to 8 weeks of NRT (gum, lozenge, or patch) when enrolled in intensive counseling program



## Medicaid Benefit Pregnant Women

- Eligible for all types of NRT, Zyban, and Chantix when prescribed by a physician.
- Eligible for cessation counseling through contracted agencies.
- Eligible for cessation counseling through the Utah Tobacco Quit Line.



# Medicaid Benefit Pregnant Women (cont.)

- Division of Workforce Services workers identify pregnant women who smoke as part of the Medicaid eligibility encounters.
- Health Program Representatives contact women identified as pregnant smokers to provide referrals to cessation services.
- Targeted Case Management nurses follow-up with women after the birth of the baby.



# Federal Matching

Utah Medicaid has been able to leverage additional matching funds through their contracts with TPCP.

- Funds for professional staff, individual classes, materials, and pharmaceuticals are eligible for the current federal services match.
- A portion of the TPCP marketing campaigns draw down a federal match.



# Benefit Promotion

## **Clients:**

- QL/QN flyer in Medicaid card mailings
- Benefit letter sent to areas with high tobacco use
- Child Health and Evaluation Care (CHEC) letters

## **Providers:**

- Education provided by local health department representatives
- Tobacco cessation medications matrix



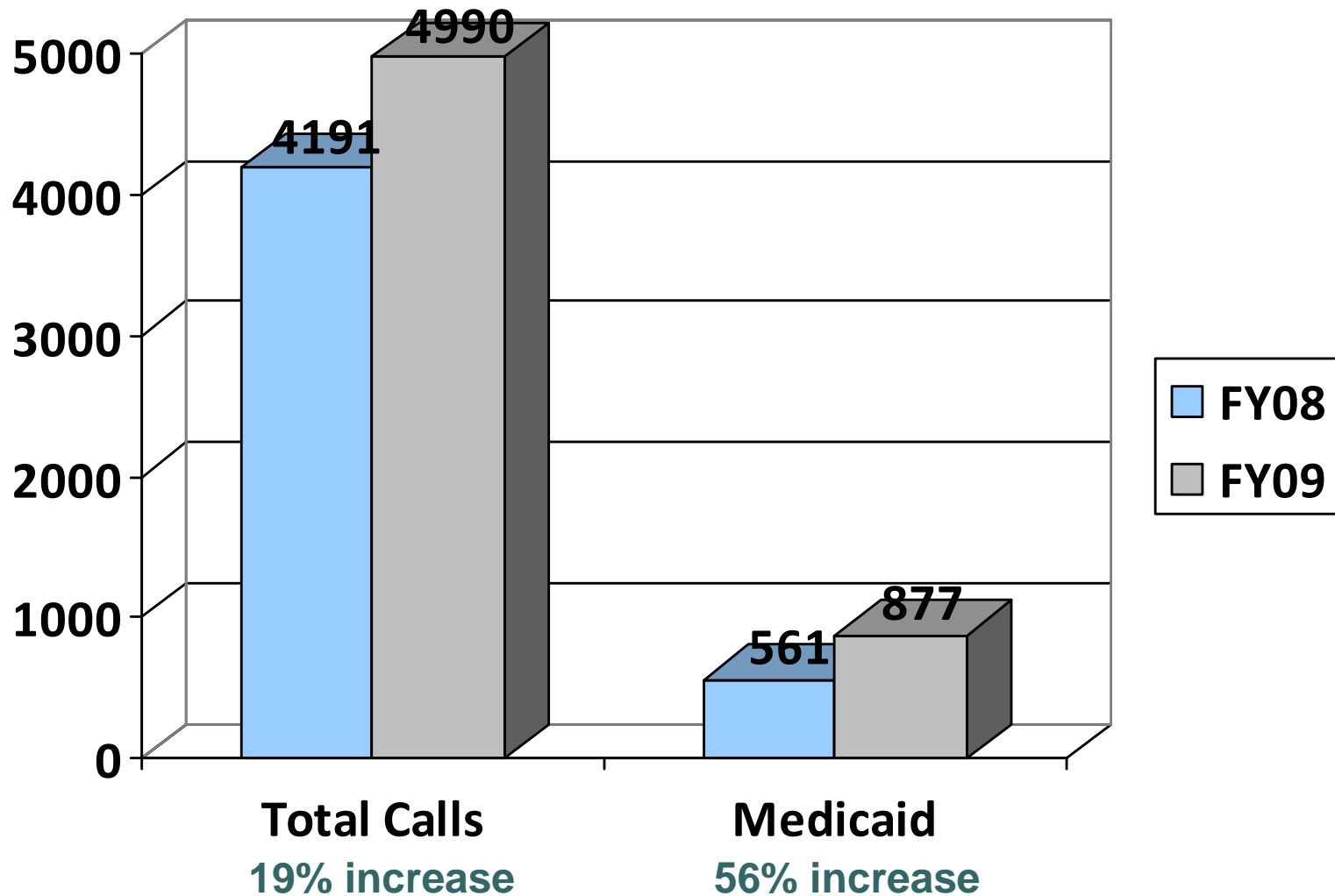
# Evaluation

- Behavioral Risk Factor Surveillance System
- Birth Certificate Data
- Utah Tobacco Quit Line Reports
- Medicaid Women Survey Reports
- Medicaid Pregnant Women Contact Summary
- Medicaid Tobacco Cessation Medications Report



# Outcomes

Tobacco Users by Health Plan





**8 SECONDS**

**CHEW ALWAYS RUINS A GOOD THING.**

Research shows spit tobacco plays a role in the development of cardiovascular disease, heart disease and stroke. Add that to oral cancer and gum disease, and the only thing you'll be riding is a hospital bed. **BUCK THE SNUFF.**

For free and confidential quit services, call 1.888.567.TRUTH or visit [utahquitnet.com](http://utahquitnet.com)

**fear addiction**  
The TRUTH

**TOTAL YOUR TOBACCO ADDICTION**



While you enjoy watching some metal mash, consider crushing your tobacco addiction as well.

For free and confidential help quitting, call 1.888.567.TRUTH or visit [UtahQuitNet.com](http://UtahQuitNet.com).

**MARCH TO 1000**  
Quitters wanted.  
1,000 quitters to be exact.

Chance to win  
**\$1,000**

First 1,000 quitters receive a FREE personalized T-shirt

**Be a quitter**  
If you've ever wanted to quit tobacco, we mean really quit tobacco for good, now is the time. Join the MARCH TO 1000 today and band together with hundreds of others who are serious about quitting. When you join you'll be entered for a chance to win \$1,000, and if you are one of the first 1,000 to join, you'll receive a free t-shirt with your personal number in the MARCH TO 1000.

Head to [1000quitters.com](http://1000quitters.com) to join.

MARCH TO 1000 is sponsored by the TRUPEL for quitting tips, and to learn how you may be able to get free medications to help you quit, visit [utahquitnet.com](http://utahquitnet.com) or call

The TRUTH    [1000quitters.com](http://1000quitters.com)    1.888.567.TRUTH    [utahquitnet.com](http://utahquitnet.com)

With this ring you are hereby pronounced



## Do you smoke? Do you want to quit?

It's tough to **quit tobacco**.

The **Utah Tobacco Quit Line** can help.

It's a **free** service.



Call **1.888.567.8788** to talk to a trained Quit Coach. The Quit Line is open every day from 6:00 a.m. to 1:00 a.m. They *really can* help you to quit tobacco.

**to quit tobacco, call 1.888.567.8788  
or visit [UtahQuitNet.com](http://UtahQuitNet.com)**

**The TRUTH**

## ¿Fuma Usted? ¿Quiere dejar?



Es difícil **dejar el tabaco**.

La Línea en **Utah para dejar el tabaco** le puede ayudar.

Es un recurso **gratuito**.

Llame en Español al **1.877.629.1585** para hablar con un consejero entrenado. La Línea abre todos los días de 6:00 de la mañana hasta la 1:00 de la mañana. Realmente, le puede ayudar a dejar el tabaco.

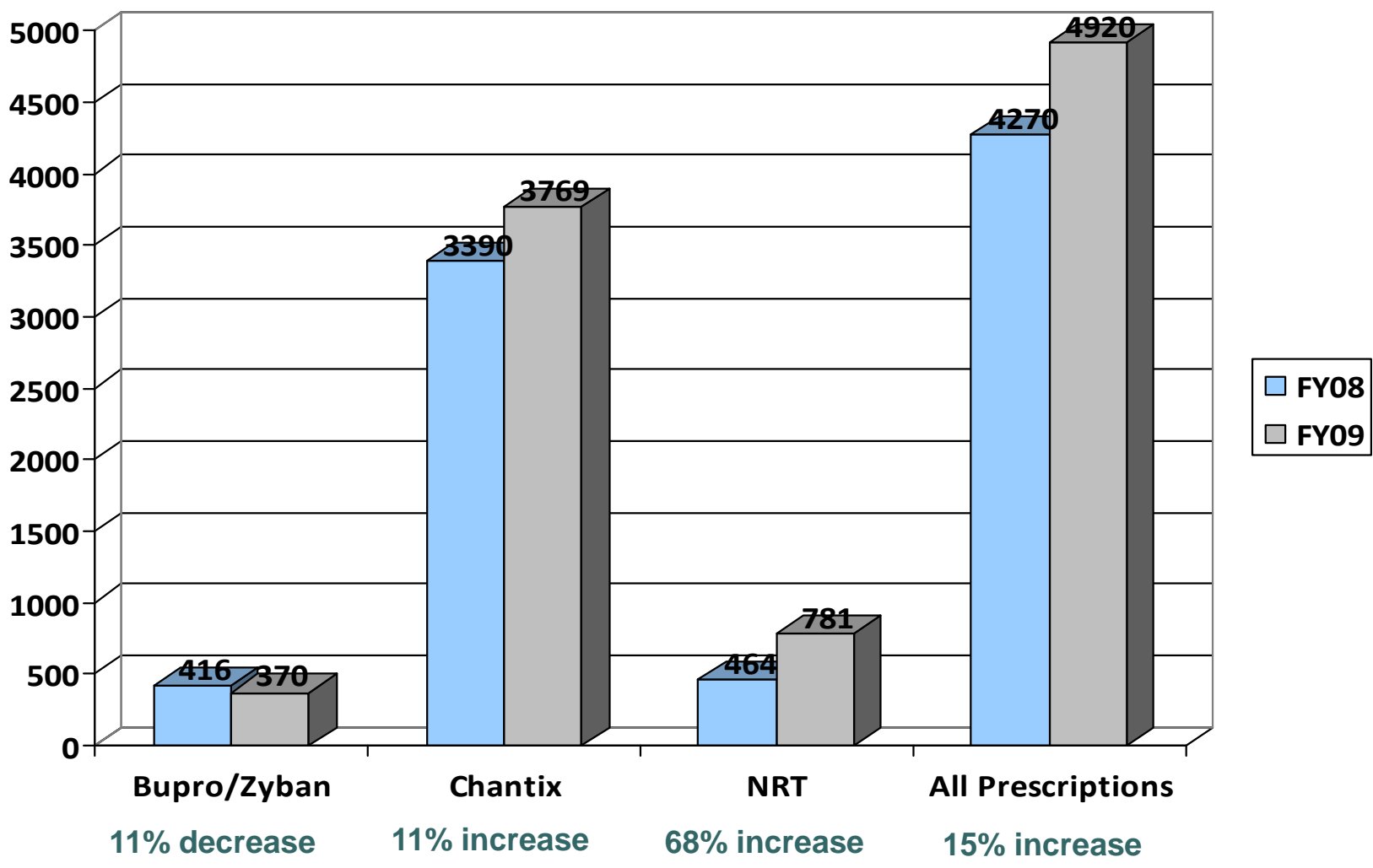
**deje el tabaco, llame al 1.888.629.1585**

**The TRUTH**



# Outcomes (cont.)

## Medicaid Cessation Prescription Claims





## Outcomes (cont.)

- Medicaid Program for Pregnant Women (FY09)
  - Participants: 1,247
  - Quit rate: 25.6%
  - Reduction rate: 31.2%
- Smoking prevalence for Medicaid clients:
  - 1997 to 2000 – 31.5% (BRFSS)
  - 2009 – 24.8% (BRFSS)



# Lessons Learned

- Time, management support, and patience are necessary components of this collaboration.
- Good communication and shared data between Medicaid and TPCP is key.
- Underutilization of services is a continuing challenge.

● ● ● | Questions



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**The TRUTH**  
to quit, call: **1.888.567.TRUTH**