



Population Based Cessation: The Louisiana Medicaid Delivery System

Tasha Bergeron, MSPH, RN



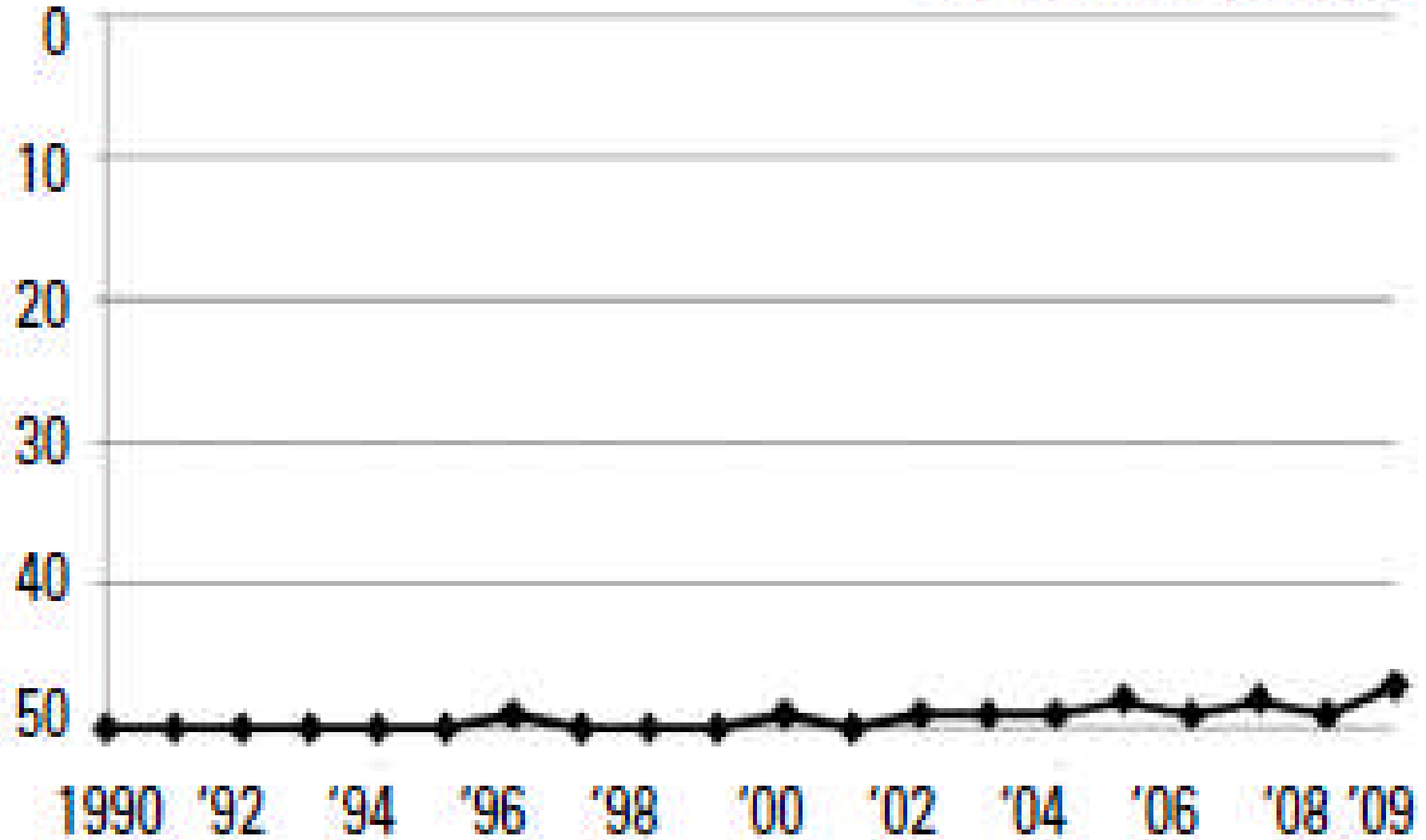
Presentation Objectives

- Participants will be able to:
 - Describe methods to identify priority populations in their state
 - Summarize how collaborating with internal partners can increase reach and institute policy/system changes

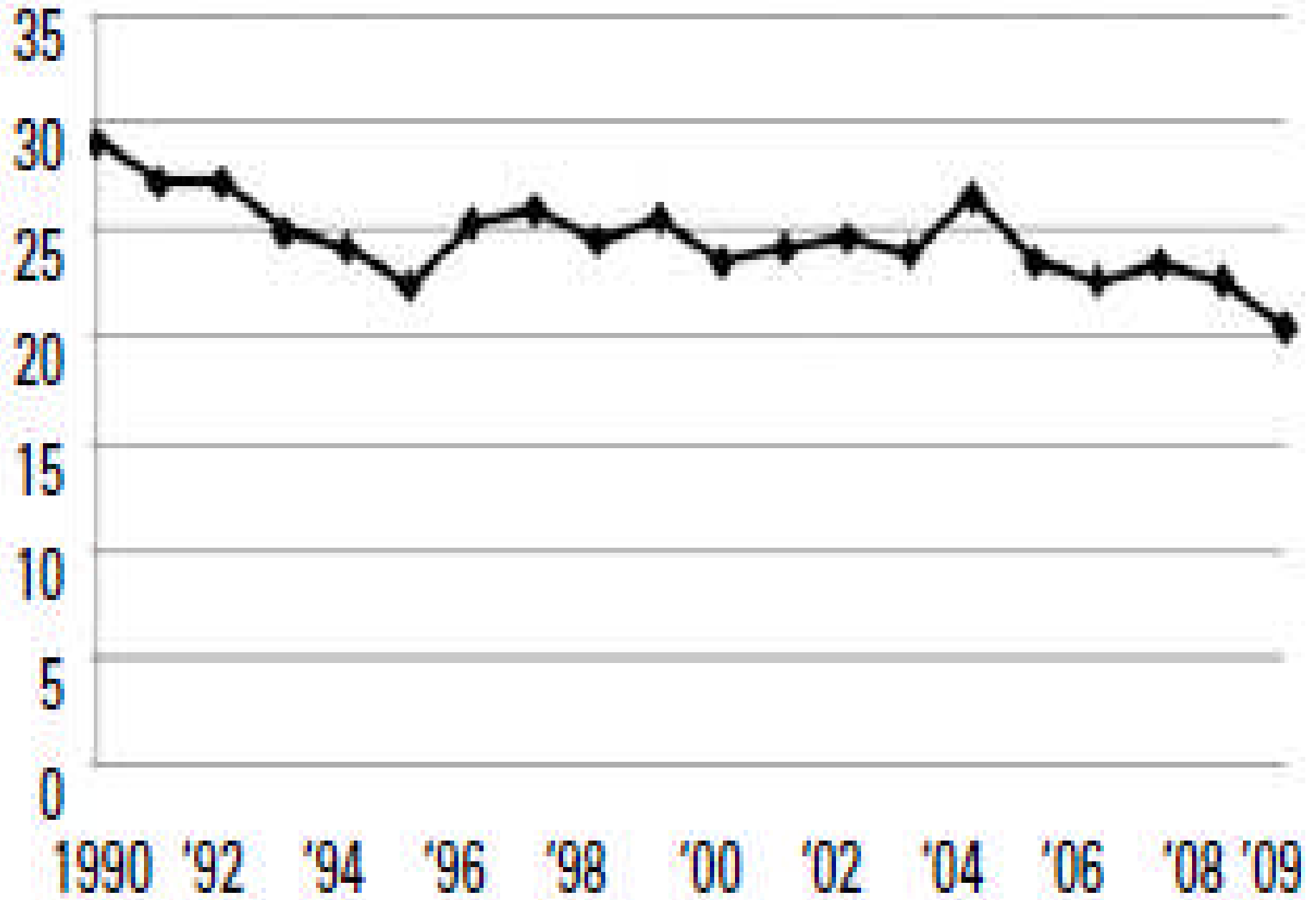


Louisiana Health Overview

OVERALL RANK

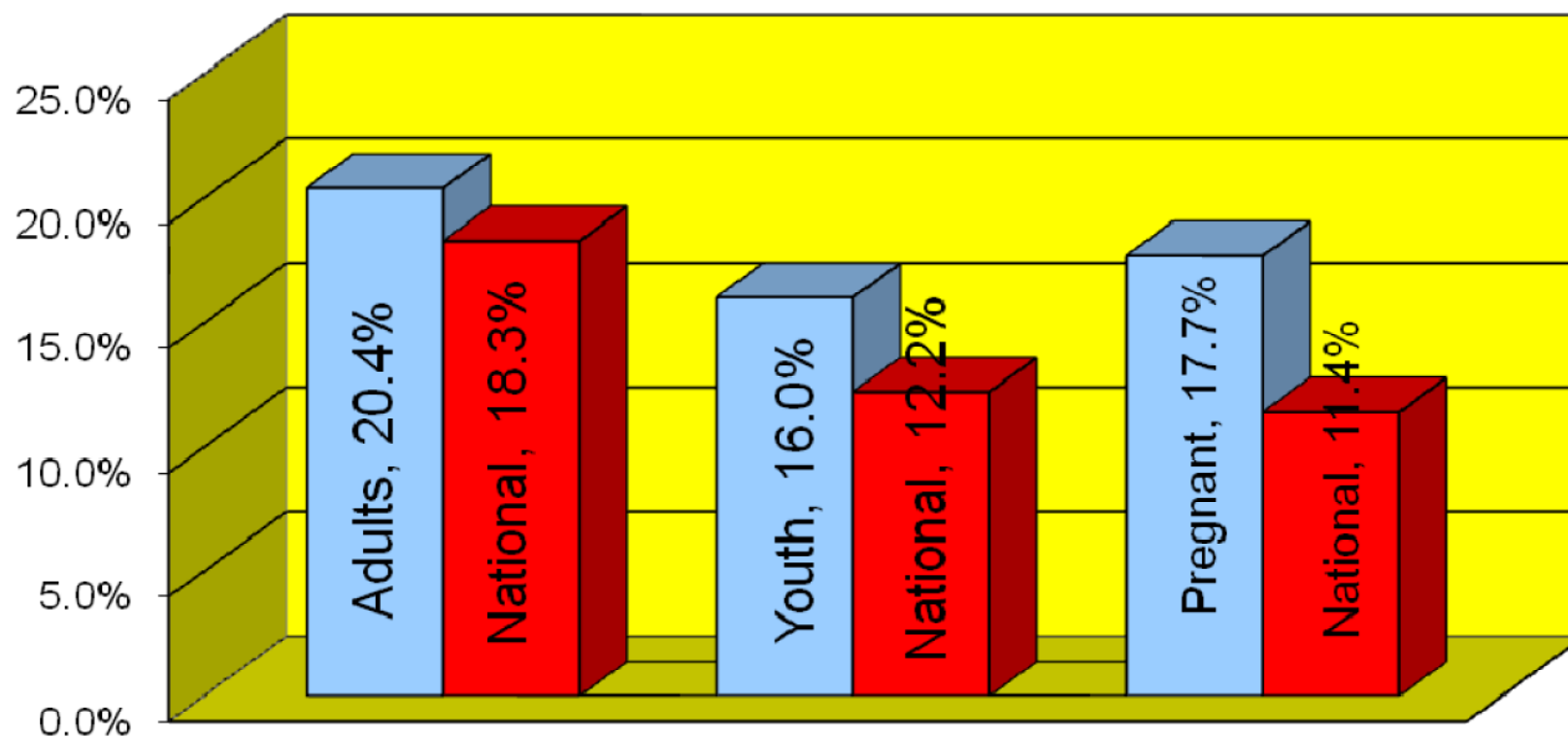


PREVALENCE OF SMOKING



Louisiana Smoking Prevalence

Smoking Prevalence Comparison

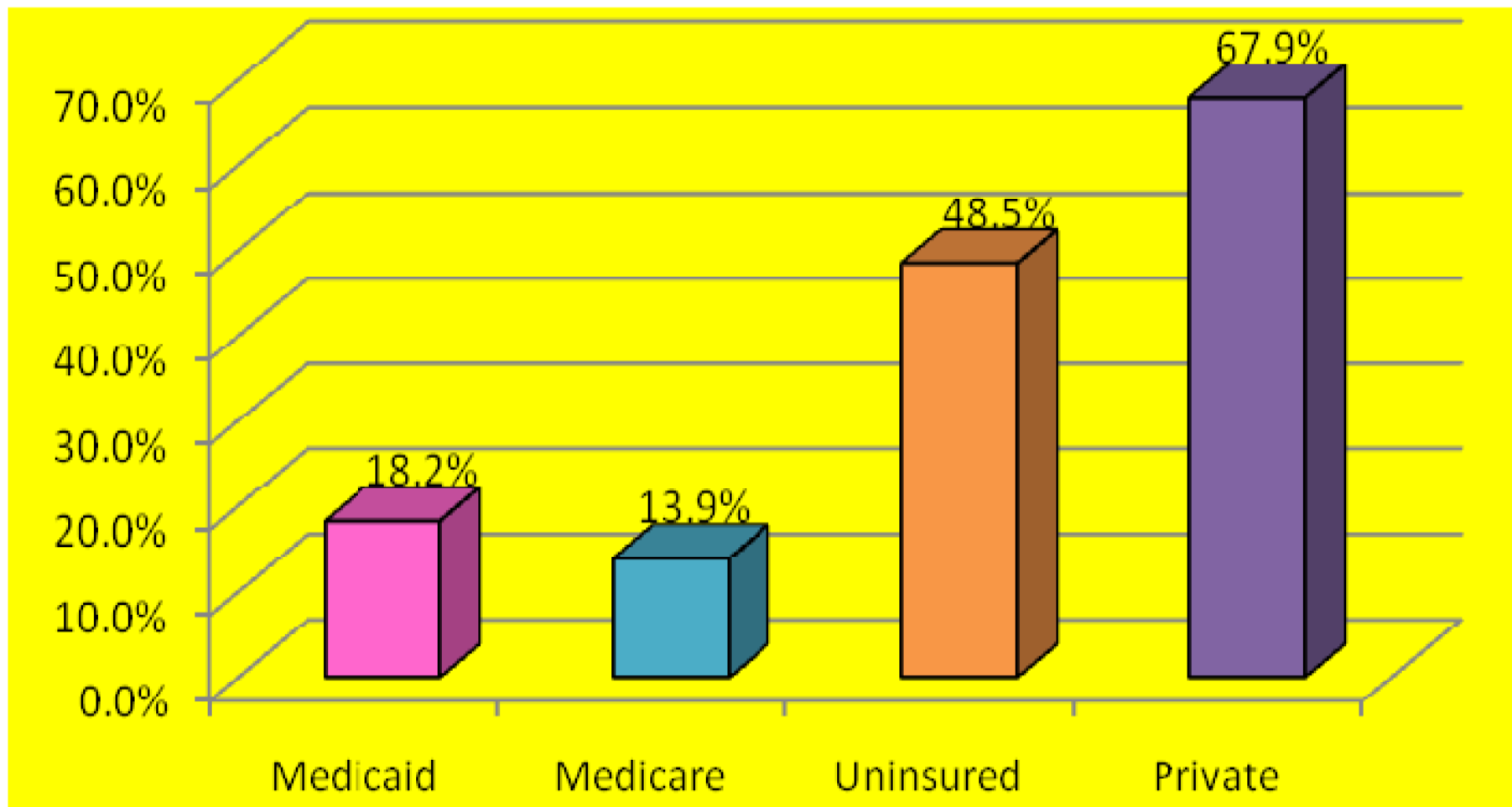


LA Medicaid Smoking Prevalence

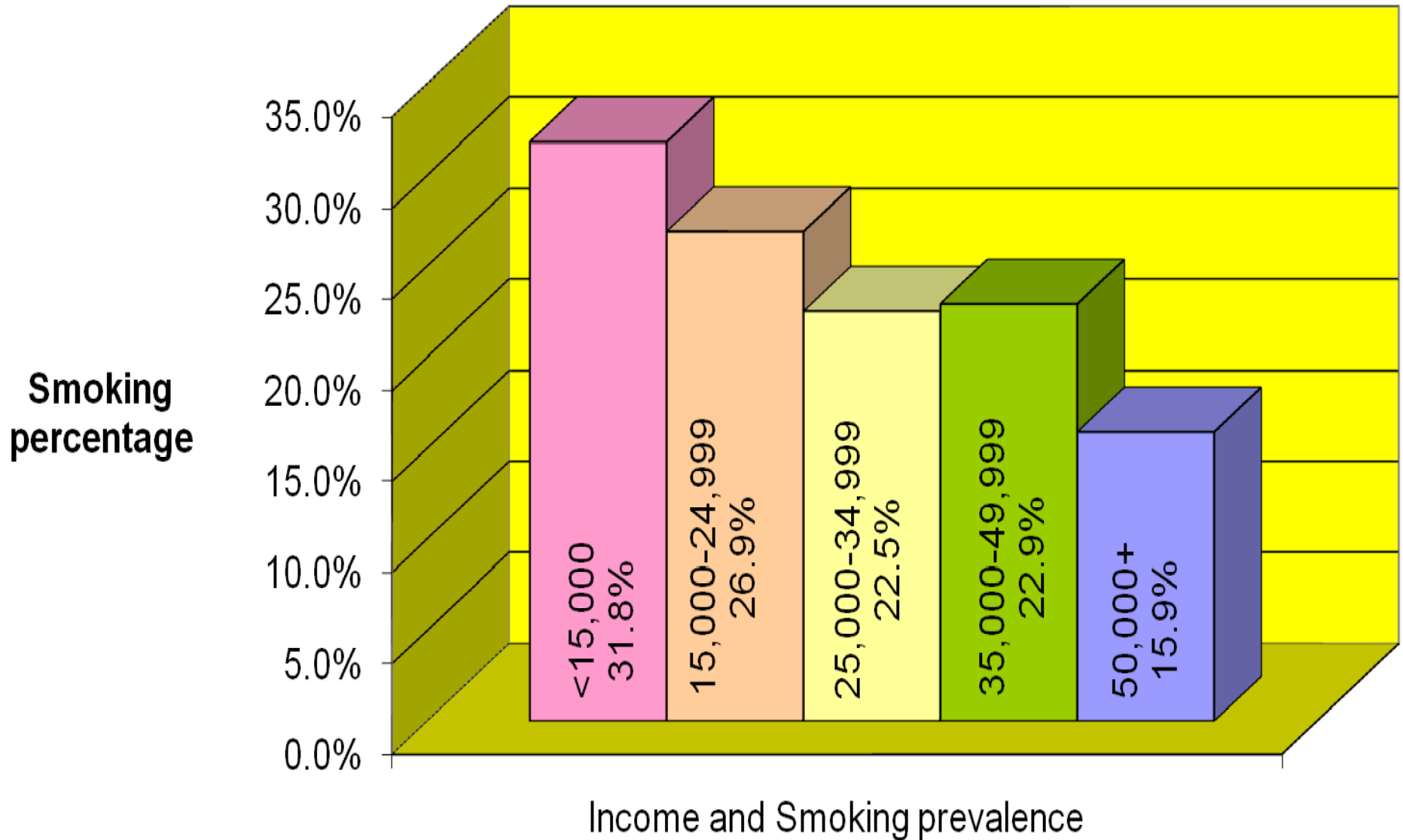
- Medicaid recipients- 43%
- Smoking-attributable annual expenditure- \$364 million dollars
- Smoking-attributable fraction of 12%



2009 LA Quitline Callers by Insurance Type



Smoking Prevalence among Income levels



LA Medicaid Benefit Coverage

- Does not cover any counseling services
- Practitioner must certify in their own handwriting on the prescription or attachment, “**recipient is enrolled in a physician-supervised behavioral program.**”
- Pharmacotherapy treatments:
 - Nicotine Inhaler
 - Nicotine Spray
 - Nicotine Patches
 - Bupropion SR (Zyban, Wellbutrin SR)
 - Varenicline (Chantix)



Louisiana Tobacco Control Strategies

- Healthcare Providers
- LA Medicaid Beneficiaries
- LA Medicaid



Outreach to Healthcare Providers (HCP)

LTCP has trained over 500 HCPs on Quitline referral services and Medicaid cessation benefits

- Fax-To-Quit Louisiana Program (FQL)
- Received approximately 1000 faxes last year
- Developed promotional/informational materials



MEDICARE COVERS MEDICATION FOR TOBACCO CESSATION

KNOW THE CODES

Physicians and other Certified Medicaid Providers

- Use appropriate ICD-9 diagnostic code.
- Select the appropriate billing code for services rendered.

COVERED MEDICATIONS

Medicaid covers the following FDA-approved prescription medications, for a 30 day supply only:

- Bupropion SR (marketed as Zyban)
- Nicotine inhaler (Nicotrol)
- Nicotine nasal spray (Nicotrol)
- Nicotine patch
- Varenicline (Chantix)
- Combination therapy: Nicotine replacement therapy and Zyban; or nicotine patch and other nicotine-replacement therapy.

NOTE:

Repeated courses of treatment are allowable, as long as they are consistent with FDA-approved use of smoking cessation prescription medications.

Health Care Providers must certify in their own handwriting on the prescription or attachment, "recipient is enrolled in a physician-supervised behavioral program for nicotine adhesive patches, gum and nasal spray."

FAX TO QUIT LOUISIANA – FAX TO 877-747-9528

Fax to Quit Louisiana uses the Louisiana Tobacco Quitline to help clinicians provide the counseling component recommended in the guideline easily and seamlessly. Clinicians can refer patients to the Louisiana Tobacco Quitline, by faxing the Fax to Quit Louisiana form.

REMEMBER TO:

- **Ask.** Identify tobacco users at every visit.
- **Advise.** Talk with the patients about tobacco use and urge them to quit.
- **Assess.** Determine if the patient is willing to make a quit attempt at this time.
- **Assist.** Prescribe a medication unless contraindications exist.
- **Arrange.** Arrange follow-up, including Fax To Quit Louisiana.

Medicaid Beneficiaries

- Public relation campaigns
- Community outreach





**YOU
CAN
AFFORD
TO QUIT
SMOKING.
Medicaid
can help.**



Toll Free Numbers:
1-800-QUIT-NOW (784-8669)
1-800-228-4327 (TTY)
Louisiana Quitline Available
24 hours daily



Translators for languages in addition to Spanish are available.

QUIT WITH US, LA is a partnership of The Louisiana Campaign for Tobacco-Free Living and Louisiana Department of Health and Hospitals Tobacco Control Program.

QuitWithUsLa.Org 1800-QUIT-NOW

QUITTING IS HARD... COUNSELING HELPS

If you want to quit smoking, you're not alone.

- Most smokers want to quit, but quitting is hard.
- It's not a matter of "will power." And it's not just a bad habit.
- It's an addiction that can be treated.
- What does help is medicine and counseling from someone who knows about quitting.
- But, medicines are expensive.
- The good news is that Medicaid pays for most medicines.

Talk to your doctor about quitting and getting medicines to help you quit.

Quitline: Free Counseling*

- Counselors can tell you how to avoid the things that make you want to smoke (like your first cup of coffee in the morning).
- Counselors at the Louisiana Tobacco Quitline know how to help you be successful in quitting.
- They will call you with support on days that you choose.
- Or, you can call them when you are stressed out about quitting.
- The Quitline also has lists of local programs that can help you.

*Medicaid does not pay for counseling.

**Call the Quitline:
1-800-QUIT-NOW.
It's free and confidential.**



Leverage of LA Medicaid and Quitline Funds

- Outreach to Medicaid Administration
- Formal proposal written
- Recommendations



Formal Recommendations to LA Medicaid

- Implement a process within Medicaid system to identify, document tobacco, status and treat every tobacco user seen in a health care setting. (i.e. ask tobacco status upon initial Medicaid application)
- Cover smoking cessation counseling services
- Eliminate barriers to receiving smoking cessation pharmacotherapy by making the coverage available independent of enrollment into physician-supervised behavior modification program
- Establish a link between the State Tobacco Cessation resources and patients receiving Medicaid covered smoking cessation medications
- Train providers to do the brief intervention for tobacco cessation



Outcome

- Funding for Quitline counseling was added to the Medicaid budget for next fiscal year, 2010-11.
- Quitline counseling funding was not included in the Executive budget.



Next Steps

- Continue to provide HCP outreach
 - Grass root advocacy to encourage provider reimbursement
- ARRA funding for Quitline counseling for pregnant population
- Continue to engage Medicaid administration



Acknowledgments

- Shelton Evans, Program Manger, DHH/Medicaid
- Matthew Valliere, DHH/Chronic Disease Director
- Tiffany Netters, DHH/Tobacco Program Manager
- Evangelin Beedilla, DHH/Tobacco Program Cessation Specialist
- Brandi Bourgeois, DHH/Tobacco Program Epidemiologist



References

- 1) Adult data: 2008 BRFSS, National BRFSS 2008
- 2) Youth data: 2009 YTS, National YTS 2006
- 3) Pregnant data: 2004 PRAMS, Nat'l Vital Stat Report 2002
- 4) United Health Foundation Rankings, 2009
- 5) Armour BS, Finkelstein EA, Fiebelkorn IC. State-level Medicaid expenditures attributable to smoking. *Prev Chronic Dis* 2009; 6(3). Accessed on 09/7/2009 from http://www.cdc.gov/pcd/issues/2009/jul/08_0153.htm.



Thank You

