PROJECT CO-LEADS
Courtney Ward, MPA, Health Program Manager, Bureau of Tobacco and Chronic Disease and Stephen Michael, MS, Director, Arizona Smokers’ Helpline (ASHLine).

INITIATIVE GOAL
To continue to promote partnerships to further ASHLine sustainability and to diversify services provided by ASHLine including other behavioral programming for chronic diseases.

INITIATIVE STATUS
An ASHLine business plan was developed in June 2011. The plan identifies diversifying funding for its chronic disease programs, including quitline funding, as one of the five strategic goals.

PUBLIC-PRIVATE PARTNERSHIPS
Arizona has chosen to more aggressively pursue partnerships through other public entities at this time in order to maximize collaboration from existing initiatives/partnerships. Private insurers will be approached at a later date.

PUBLIC-PUBLIC PARTNERSHIPS
The Arizona Department of Public Health Services, Bureau of Tobacco and Chronic Disease (ADHS BTCD) is investing in a major worksite wellness initiative that includes a working relationship with both the Arizona Department of Administration (the largest employer in the state) and the Arizona Chamber of Commerce (900+ employer members). Through this effort the ASHLine will be positioned as a core element of an evidence-based approach for major employers across Arizona.

ADHS BTCD also has a contract in place with Benefits Options, the State employee insurance plan. Benefits Options covers cessation medication and coverage for quitline services for all state employees. The quitline service provider bills Benefits Options for services based on fee-for-service for counseling ($26/session; no limitation on the number of sessions; average of four sessions). Participants receive counseling from both a pharmacist through the University of Arizona’s School of Pharmacotherapy and quitline coaches. The state partnership will be used as a model as they promote coverage with other health plans (i.e., private insurers). However, the utilization and promotion of the benefit through Benefits Options, specifically for the quitline services, is very low. ADHS BTCD also plans to work with the administrators of Benefits Options to increase awareness of the benefit and where necessary, expand coverage.

ADHS BTCD contracts with all 15 County Health Departments in the state. Through existing relationships they would like to partner with these entities to provide cessation coverage, including services to the quitline, for employees at the county level.

ADHS BTCD is also in the process of working with the state Medicaid agency on securing the Federal quitline administrative match.

BACKGROUND INFORMATION
Arizona’s tobacco prevalence: 15% or approximately 700,000 smokers.

Quitline service provider: ASHLine, University of Arizona, Mel and Enid Zuckerman College of Public Health (MEZCOPH).

Quitline budget: $2M annually.

Population served: Arizona residents age 18 years and older.

This project is made possible with funding from the Office on Smoking and Health, Centers for Disease Control and Prevention, U.S. Department of Health and Human Services.
Services provided: Clients are offered eight coaching sessions over twelve weeks however, the ASHLine utilizes the Client Directed Outcome Informed services method which means that the client directs how much or little interaction they have with a coach. The ASHLine provides two weeks of free nicotine replacement therapy (NRT) in the form of the nicotine patch, gum or lozenge.

MAJOR PRIVATE INSURERS
Unknown at this time.

PUBLIC INSURERS
Arizona was the first state in the nation to use a managed care model, Arizona Health Care Cost Containment System (AHCCCS), for the state Medicaid program. Many different insurance carriers licensed to offer insurance in Arizona have created plans specifically for AHCCCS clients. Each county contracts with these plans to cover the population in that county who qualify. Eligibility is based on income and fluctuates according to the state budget. Title XIX (Title 19) beneficiaries qualify for enrollment in an AHCCCS plan based on income.

There are currently 19 medical and long-term care plans. There are also separate plans for Indian Health Service beneficiaries (coverage varies by tribe) and behavioral health services. Some Arizonans qualify for more than one plan (for instance, Title 19 medical plan and behavioral health services).

In April 2008, the Arizona Legislature passed a bill which mandated that tobacco tax funds be transferred from the Arizona Department of Health Services, Bureau of Tobacco and Chronic Disease to AHCCCS annually to pay for quit tobacco medications. These dollars are matched three to one by federal funds. This benefit applies to Title 19 medical beneficiaries and now, pregnant women. Beneficiaries under the age of 18 need health care provider consent to receive medications.

The cessation medication benefit only covers the seven first-line FDA approved medications for quitting tobacco: three over the counter medications (patch, gum and lozenge) and four prescription medications (nicotine inhaler, nasal spray, bupropion and varenicline). All medications, including over-the-counter, require a prescription. Quit tobacco medications are the only over-the-counter medications covered by AHCCCS so a prescription is required.

The cessation medication benefit is available for a 12-week treatment period and AHCCCS beneficiaries can use this benefit once every six months.

For additional information contact: Deb Osborne, Public-Private Partnership Manager, 800.398.5489 ext 705 or dosborne@naquitline.org
To access additional resources and tools, go to: http://www.naquitline.org/?page=PPP

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