NEW HAMPSHIRE
December 2011

PROJECT LEAD
Teresa Brown, BS, TRS, Tobacco Treatment Specialist, Tobacco Prevention and Control Program (TPCP), Department of Health and Human Services.

INITIATIVE GOAL
To create a cost-sharing agreement between one or more health plans in New Hampshire and the Department of Health and Human Services Quit Works-NH program.

INITIATIVE STATUS
An amendment is being made to the quitline service provider’s contract for $83,955 to cover media and efforts to establish business agreements for cost-sharing Quit Works-NH services with private health plans and New Hampshire Medicaid Program. The amendment should be in place by June 1, 2012.

PUBLIC-PRIVATE PARTNERSHIPS
Harvard Pilgrim provides coverage for two weeks of nicotine-replacement therapy and the first quitline intake call and the TPCP pays for counseling for Harvard Pilgrim-insured members.

Harvard Pilgrim has also been catalyst for a business agreement between JSI, Inc. (quitline service provider) and one New Hampshire employer with approximately 200 employees. The employer pays for the intake call, the medical screener call, two weeks of nicotine-replacement therapy (nicotine patch) and NRT shipping costs and TPCP pays for four counseling calls.

PUBLIC-PUBLIC PARTNERSHIPS
None at this time.

BACKGROUND INFORMATION
New Hampshire's tobacco prevalence: 16.9% (2010 BRFSS) or approximately 174,000 smokers.

Quitline service provider: JSI, Inc.

Quitline budget: $544,000 plus minimal media budget for FYs 12 and 13. FY12 budget is being increased from $300,455 to $340,659 through the amendment noted above. FY13 budget is being increased from $243,641 to $287,392 for a total of $628,051 for both years.

Population served: Medicaid recipients and uninsured are the primary quitline callers, though all callers are served.

Services provided: Five proactive counseling calls are provided as follows:
1st treatment call immediately follows the 9 minute screener call or within 7 days by appointment with the patient (approximately 45 minutes).
2nd treatment call is 1-3 days before the quit date (10-15 minutes).
3rd treatment call is 1-2 days after the quit date (10-15 minutes).
4th treatment call is 5-9 days after the 3rd call (10-15 minutes).
5th treatment call is 12-16 days after the 3rd call (10-15 minutes).

If patient is pregnant, the 10-15 minute calls can be extended throughout gestation.

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.
1,000 quit kits including free nicotine replacement therapy (NRT) were provided with stimulus funding but this service is no longer available.

**MAJOR PRIVATE INSURERS**
Harvard Pilgrim, Anthem, MVP, Connecticut General Life.

**PUBLIC INSURERS**
The New Hampshire Medicaid Program provides tobacco cessation pharmacotherapy with the following guidelines:
1) Prescriptions must be obtained for all medications.
2) The gum, lozenge and patch are the preferred medications.
3) Chantix, nicotrol and Zyban are not the preferred medications. This means that a patient must have **prior authorization** in order to ensure coverage by Medicaid.

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