PROJECT LEAD
Sandra Schulthies, Cessation Services Coordinator, Tobacco Prevention and Control Program (TCP), Department of Health.

INITIATIVE GOAL
To establish relationships with health plans to encourage the inclusion of evidence-based tobacco cessation services as part of the benefit package.

INITIATIVE STATUS
The TCP is contracting with an outside consultant for the state cessation coverage assessment portion of the project with the exception of surveying health plans. The assessment report will be available at the end of March, 2012.

PUBLIC-PRIVATE PARTNERSHIPS
None at this time however, Intermountain Health Care (IHC), the largest health care provider in the state, contracts directly with Alere Wellbeing, Inc. for quitline services. Select Health is the main health plan for IHC and members who call the state quitline are transferred to Alere Wellbeing, Inc. for services. IHC has its own quitline number.

PUBLIC-PUBLIC PARTNERSHIPS
The Public Employees Health Plan (PEHP) pays for quitline services for employees and has had an annual contract to do so for the past nine years. PEHP does some outreach to members that includes occasional newsletter articles written by state tobacco program staff. The Department of Health has done a “Healthy Utah” education program for state employees so they may be a bit healthier than the general population.

The state Medicaid agency funds special services for pregnant women including eight quitline counseling calls with the same counselor during pregnancy and the postpartum period and nicotine replacement therapy (NRT) with a doctor’s prescription.

BACKGROUND INFORMATION
Utah’s tobacco prevalence: 11% or approximately 212,000 smokers.

Quitline service provider: National Jewish Health.

Quitline budget: $1.1 M.

Population served: all residents.

Services provided: Five coaching calls with up to eight weeks of nicotine replacement therapy when not medically contraindicated.

MAJOR PRIVATE INSURERS
Seven to eight major health plans and one county has a large TriCare population.

PUBLIC INSURERS
The state is exploring the feasibility of Utah Medicaid Program participating in the federal match for quitline services.

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.
The Department of Health provides a grant to federally qualified community health centers to provide Zyban to clients trying to quit.

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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