

## Colorado Tobacco Cessation Partnership Plan

***A Plan designed in partnership with the State Tobacco Program, the Tobacco Cessation and Sustainability Partnership and Colorado Health Plans.***

The *Partnership Plan* is a unique public-private partnership which provides commercial carriers, employers, and third party administrators with access to tobacco cessation services at rates typically reserved for public health. The Plan was created collaboratively as a way to help health plans comply with legislative mandates to provide cessation services while helping public health maintain tobacco cessation infrastructure in the face of budget cuts. It is truly a win-win for public and private health.

The *Partnership Plan* includes:

- QuitLine telephonic coaching – \$128 per participant, regardless of the number of coaching sessions or support calls used
- Nicotine Replacement Therapy (NRT) - \$57 for four-weeks of patch, shipped to the participant's home
- Reporting – No charge for monthly utilization reports

*The federal Patient Protection and Affordable Care Act (PPACA) will impact the majority of the employer groups in Colorado and throughout the nation. Effective September 23, 2010, health plans and non-grandfathered employer groups must cover all United States Preventative Services Task Force (USPSTF) A and B recommendations with no member cost sharing. These recommendations include coverage for tobacco cessation benefits.*

### Financial Benefits

- QuitLine set-up fees and annual maintenance fees waived
- Eligibility verification fee waived for health plans who cover all members (insured or self-insured, group or individual)
- NRT is provided at-cost
- Plans or Employer Groups are charged only when a service is provided. Most other programs charge a fixed per member per month (pmpm) or per employee per month (pepm) which is costly if utilization of services is low. For comparison purposes:
  - Colorado health plans reported extremely low participation rates of 0.09% to 0.56% in 2009 for their internal tobacco cessation programs<sup>1</sup>.

### Service Benefits

- Externally validated 6/7 month quit rate of 33.6% for insured participants
- Ability to use 1-800-QUIT-NOW, which has high consumer and health care provider recognition
- Coaching supported in multiple languages
- Media and marketing provided by the State Tobacco Program

### How it Works

1. Individuals calling the QuitLine are asked about their insurance coverage or employer group
2. Eligibility is verified while caller is on the phone
3. Standard services are provided – Counseling & NRT (if medically eligible)
4. Health Plan or Employer Group is billed monthly for eligible callers

***For more information or to sign up for the Partnership Plan, please contact Cindy Haugland with National Jewish Health at 303-398-1016.***

<sup>1</sup> 2010 National Business Coalition on Health/Colorado Business Group on Health eValue8 Request for Information