Tobacco Cessation Coverage Assessments
Arizona contracted with an outside vendor to complete an Employer Cessation Coverage Study. The report was used to outline the initial steps for Arizona’s partnership work. One of the report findings identified insurance brokers as an important component to working with employers. As a result Arizona has built a strong working relationship with the broker associations in the state. The report is available upon request.

State as an Employer
The Arizona Smokers’ Helpline (ASHLine) currently has a cost sharing partnership established with the Arizona Department of Administration (ADOA) which handles all state employees’ health benefits. The partnership was established by the Bureau of Tobacco and Chronic Disease (BTCD) (funder of ASHLine) and ADOA about five years ago. BTCD continues to engage ADOA to increase awareness and utilization of the benefit among state employees. ADOA covers the cost of counseling and NRTs through the state’s insurance. The contract is set as a cost reimbursement contract with ASHLine. All seven FDA NRTs are covered (with co-pay) and this benefit is available to every state employee with insurance and can be used twice a year. There is no cap on the number of counseling sessions.

Employers
In FY14, ASHLine began making definitive strides toward promoting cessation services to employers, several of whom opted to begin referring employees to ASHLine for support to quit tobacco. ASHLine received a total of 91 referrals from seven employers participating in service pilots this fiscal year. One hundred percent of employees referred by these organizations enrolled in ASHLine services. Five of the seven employers partnering with ASHLine expressed interest in developing tailored programs for their employees (e.g. minimum number of coaching sessions completed, minimum number of days quit). Among these five employers, 99% of the employee referred took a coaching call and 67% of the employees who enrolled successfully completed their employer-specific requirements. Many of these employers have a comprehensive cessation benefit for their employees. The cost for these services are currently covered by the state, but all participating employers understand the state’s goal of having employers reimburse for services in the next 12-24 months.

Health Plans
In addition to establishing relationships with employers through the pilot project, ASHLine partnered with BTCD to conduct outreach to leadership among a number of insurance providers and insurance brokers across the state. Trainings were delivered addressing information on ASHLine services and the Ask-Advise-Refer brief intervention process to approximately 250 individuals ranging from decision makers to direct service providers (e.g. case managers). In the coming fiscal year, ASHLine will continue to build on this momentum and begin working toward laying the groundwork for the infrastructural changes required to successfully establish cost-sharing partnerships with partner organizations.

Coalitions/Summits
BTCD and ASHLine held a summit to convene the largest insurers and employers in the state in the summer of 2013. As a result, a meeting was held with each insurer and insurance broker individually to outline a plan for developing public-private partnerships. These meetings led to some potential partnerships with ASHLine.

Broker Engagement
The ASHLine continues to foster partnerships with brokers to disseminate ASHLine information to insurers and employers. ASHLine’s PPP staff serves as the point of contact for these brokers. ASHLine staff contacted the largest brokers in the state and presented information about partnering to provide cessation services for employers. These contacts have proved to be very beneficial, as brokers continue to contact staff for information.

Resource Development
Arizona created two Return-on-Investment Fact Sheets which are available for dissemination. A page dedicated to the PPP is located on ASHLine.org. The materials are also available on the NAQC PPP web page at: http://www.naquitline.org/?page=ResourceCenter#phase3

Dedicated Staff
ASHLine currently has one full time FTE dedicated to the PPP and has plans to hire an additional .5 FTE for the initiative. ASHLine went under new leadership in May 2014 and has revamped efforts to make the PPP a priority for the coming fiscal years.
Medicaid Match
Arizona secured the Medicaid Match in FY13. Annually, Arizona’s tobacco program collects approximately $250,000 for the provision of ASHLine services to Medicaid participants. Currently, the focus is on increasing utilization among the Medicaid population.

Staff Training
PPP staff provide training and education to employers and insurers as well as solicit employers and insurers for cost-sharing ASHLine services.