Kentucky’s Progress on Public-Private Partnership (PPP) Development (September 2014)

Tobacco Cessation Coverage Assessments
Kentucky’s Tobacco Cessation Administrator completed the tobacco cessation assessment which led to an understanding of the gaps in cessation coverage in Kentucky, including lack of coverage among Kentucky’s Medicaid Managed Care Organizations (MCOs). As a result of the findings, Kentucky completed a Managed Care Organization tobacco cessation coverage study. The Administrator has met individually with each of the MCOs to educate them on evidence-based comprehensive coverage and to promote the quitline as an option for coverage. Additionally, the MCO findings have been shared with the state’s quitline vendor along with MCO’s telephone numbers to allow plan members to verify coverage. Kentucky is currently working to determine the level of tobacco cessation coverage for the 21 plans in Kentucky’s exchange.

State as an Employer
Kentucky worked with the carrier for Kentucky Employees’ Health Plan and was close to an agreement with them to provide the gold standard for tobacco cessation. They were also in the midst of discussion about options for cost-sharing quitline services. Unfortunately, the carrier was not awarded the state contract for 2015.

Employers
Currently, KY’s funding does not allow for the provision of NRT so they are working with employers to contract directly with their state quitline vendor to provide NRT to their employees who use the quitline. To date, Kentucky has successfully engaged 3 employers to cover the cost of NRT. Additionally, a local health department, serving 4 counties, covers the cost of NRT for any resident/employees. Kentucky’s long-term goal is to have employers cover the cost of counseling and NRT for their employees.

Health Plans
Kentucky has one MCO who is covering 100% of quitline costs for their members through a contract with the state quitline.

Coalitions/Summits
Kentucky is working with Kentucky Cancer Program to incorporate tobacco cessation education as part of the curriculum for lung cancer screenings for regional summits. Kentucky’s governor has made improving the health and wellness of Kentucky's children, families and workforce one of his highest priorities. The initiative is called “kyhealthnow”. The tobacco goal is to reduce Kentucky’s smoking rate by 10%. Representative Hal Rodgers invited Dr. Frieden to Kentucky to talk about these goals at regional meetings and with the leadership at the Department for Public Health.

Broker Engagement
Kentucky continues to foster partnerships with brokers and underwriters to sell the gold standard in tobacco cessation to employers when purchasing insurance coverage for their employees.

Resource Development
Kentucky is preparing a business case for health plans and MCO’s.

Dedicated Staff
Tobacco Cessation Administrator is 0.05% FTE for Public Private Partnership building.

Medicaid Match
Kentucky is trying to engage Kentucky leadership in conversations to pursue the Medicaid Match.

Staff Training
Kentucky will be hosting seven regional listening sessions across the state this fall to talk about Best Practices including quitline sustainability with our local health department tobacco coordinators.