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

**Tobacco Cessation Coverage Assessments**
Maryland worked with two interns from the Johns Hopkins School of Public Health in May 2013, to assist with completing the cessation coverage assessment and drafting a summary report. The interns also assisted in developing a survey to assess health plan and employer coverage and analyzed the quitline cost per insurer.

**State as an Employer**
Maryland continues to increase their promotion of cessation benefits and the use of the Maryland Tobacco Quitline to state employees. Efforts include educating state as an employer about the importance of having a comprehensive cessation benefit, working with insurers to promote the effectiveness of quitlines and the benefits of creating public and private partnerships.

**Employers and Health Plans**
Materials demonstrating the ROI for health plans have been developed, as well as pilot projects for quitline e-referrals within health systems. Maryland will continue to build relationships with plans and introduce system change in order to establish/build cost-sharing partnerships.

Maryland is developing employer materials about the return-on-investment (ROI) for quitlines.

**Coalitions/Summits**
Maryland will continue to engage local coalitions to promote health systems change, expanding insurance coverage, utilization of proven cessation treatments and supporting the state Quitline capacity.

**Broker Engagement**
N/A

**Resource Development**
Maryland has shared the Medicaid MOU and CAP with several states and has provided TA to support efforts in obtaining the Medicaid Match. Maryland was recently highlighted on Medicaid.gov for their partnership.

**Medicaid Match**
In December 2011, CMS approved Maryland’s cost allocation plan for a Quitline administrative match. Since then, Maryland had received $544,265 in matching funds.

**Staff Training**
Maryland currently has one full time FTE dedicated to Health System Initiatives.