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

**Tobacco Cessation Coverage Assessments**
Utah contracted with an outside consultant to complete a coverage assessment and to write a summary report with recommendations. Due to funding limitations at the time, health plans were not surveyed until just recently prior to the state’s Business Summit. The summary report is available upon request.

**State as an Employer**
Utah’s Public Employee Health Plan (PEHP) has had a contract for quitline services for state employees for over 10 years. Initially, the contract was held with the Utah Department of Health though just recently PEHP decided to contract directly with the state quitline vendor. Department staff encouraged PEHP to contract directly with the vendor for two reasons – first the department can use the partnership as a model to promote cost-sharing to other health plans and employers, and secondly contracting and receiving funds through the health department is very time consuming and challenging.

The cost-sharing partnership was partly a result of the PEHP’s Healthy Utah program being housed at the health department, and at the time there was a lot interest and support to provide cessation services. In an effort to foster and continue to grow the partnership, the department’s tobacco program staff met annually with the Manager of the Healthy Utah Program and the Chief Medical Officer of PEHP to share quitline return-on-investment (ROI) data, outcomes and utilization, as well as promotional and outreach materials.

**Employers**
Intermountain Health Care (IHC) is the largest health care provider in the state. Their insurance arm, Select Health, contracts directly with the state quitline vendor to provide quitline services. Select Health has their own quitline number and have a statement in their promotional brochure emphasizing the state’s quitline is for Medicaid participants and the uninsured.

A number of health plans have agreed to promote the waytoquit.org website (which includes Utah Tobacco Quit Line information) to their employer groups, and have received promotional materials to do so. Employers were also educated at the Business Summit (see Coalitions/Summits).

**Health Plans**
Utah’s tobacco program staff has met with most of the major health plans in Utah over the past year to set the stage for partnering with the state quitline. The message shared is despite the state’s low tobacco use rates, tobacco use is still a problem in Utah with more than 200,000 smokers. Health plans are educated on the state’s quitline services that are available to all residents with the caveat that the state has a finite supply of funding for this service. Plans were also educated on the Affordable Care Act and encouraged to cover all tobacco cessation approved treatments, including all medications and counseling. All health plans have been very engaged and are open to receiving updates on the Affordable Care Act.

**Coalitions/Summits**
Utah hosted a very well attended Business Summit with over 100 participants representing 23 different industries. A well recognized business person from the community opened the Summit with a presentation on the implications of the Affordable Care Act. The keynote presentation was followed by a presentation on cessation treatment including the state’s quitline services and opportunities to help expand cessation coverage in Utah. Additionally, various employers who partner or offer cessation benefits to their employees/members presented their experience in providing coverage. Follow-up meetings were held after the summit with key participants to further explore the opportunities.

**Broker Engagement**
Three insurance brokers attended the summit which resulted in one of the brokers following-up to learn more about coverage options. Plans are underway to contact the other brokers in attendance.

**Resource Development**
A PowerPoint presentation was developed as a guide for discussions with health plans.

Return on Investment (ROI) handouts were developed for each of the health plans to describe how covering tobacco cessation treatments would provide financial gain to the company. These handouts were e-mailed and distributed to health plans.
Resource Development  (continued)
A summary of Affordable Care Act requirements regarding tobacco cessation benefits was developed and distributed to all health plans that state staff have met with and e-mailed to others.

Waytoquit (web-based service) promotional materials (quit cards, palm cards, and brochures) were distributed to health plans and employer groups to promote available cessation resources.

Dedicated FTE
Supplemental funding from the Centers for Disease Control and Prevention was recently received to support work on the health plan partnership project. A staff member has been hired with 75% of their workload devoted to partnership development.

Medicaid Match
The state tobacco program staff has been working with the State’s Medicaid staff for the past two years to put an agreement in place. Significant progress has been made in the past six months and it is expected that a Memorandum of Agreement will be signed by both parties within the month.

Staff Training
A staff training presentation was created, titled, “Tobacco 101 Series” which outlines and describes the Tobacco Prevention and Control Program’s cessation services, as well as progress with the health plan partnerships. This information will be distributed among all new staff members and partners to ensure quality training.