

# **Public-Private Partnerships: Sustaining and Expanding Access to Quitlines**

## **NAQC Conference 2012**

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# Session Objectives

- Provide a snapshot of the NAQC Public-Private Partnership Initiative
- Review the framework or phases in forming cost-sharing partnerships
- Engage participants in discussion via facilitated discussion groups led by state staff participating in the NAQC initiative

# NAQC Public-Partnership Initiative

## Purpose

Strives to provide states with the skill set to successfully form cost-sharing partnerships with public and private insurers to increase or sustain quitline services.

# Participating States

- Arizona
- Florida
- Kentucky
- Maryland
- Massachusetts
- New Hampshire
- Nevada
- Rhode Island
- Utah

<http://www.naquitline.org/?page=PPPStateBriefs>

# Initiative Activities

## December 2011 to Present

- 3-Part Webinar Series “*Building Public-Private Partnerships*”
- Monthly facilitated discussions
- One-on-one technical assistance
- Resources and materials available on NAQC website

<http://www.naquitline.org/?page=PPP>

# Public-Private Partnership Process

**Phase I:** Assessing and building support for health plan coverage of quitline services

**Phase II:** Developing and implementing a plan to expand health plan coverage of quitline

**Phase III:** Building support for tobacco cessation coverage through promotion, education and return-on-investment (ROI)

# Phase I: Coverage Assessment

- State demographics and tobacco prevalence
- Distribution of insured population
- Largest health plans and employers
- Data: HEDIS, eValue8 and surveys
- Public insurers' coverage
- Quitline utilization by plan type
- Political support
- Key stakeholders

# Phase II: Developing and Implementing a Plan

- Convening stakeholders
- Learning each others' language
- Building knowledge base
- Defining group norms (i.e., collaboration)
- Defining your “ASK” in Summary Plan Description Language



# Phase II: Developing and Implementing a Plan

## Identify Priorities

- Largest private health plans (fully-insured)
- State as an employer (self-insured)
- Largest employers (self-insured)
- Medicaid coverage

# Phase II: Developing and Implementing a Plan

## Identify Strategies

- Legislate or voluntary
- Leverage budget reductions
  - Limit QL services to highest risk populations
- Limited reach and loss of ROI
- Highlight plans or employers who provide coverage

# Phase III: Building Support

## “WHY” Quitline for Cessation Coverage?

- Improve HEDIS scores
- ACA recommendations
- Supports comprehensive policy
- ROI for health plans and employers
- Quitline evidence-based and cost-effective
- Desirable package of services and accessible

# Resources

- <http://www.naquitline.org/?page=PPP>
- State summaries of partnership activity
- State assessments and reports
- Webinar series
- Work sheets
- Fact Sheets
- Resource articles

# Discussion Groups

## 1. Expanding Cessation Coverage for State Employees

Facilitators: Stephen Michael and Sara Wolfe

## 2. Engaging Employers and Health Plans in Providing Cessation Coverage

Facilitators: Theresa Brown, Elizabeth Fildes and Anna Landau

## 3. Building Support for Tobacco Cessation Coverage

Facilitators: Bobbye Gray and Dana McCants Derisier

# Group Process

- **Select 2 Discussion Groups**
  - 30 minutes total per Group Discussion
    - 15 minutes overview from facilitators
    - 15 minutes discussion
- **Rotate 2 times**
- **Group Report of Key Points**

# Contact Information

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