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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