



QUITLINE COST-SHARING PARTNERSHIPS

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QUESTIONS

- Who should pay the bill for quitline services?
- How are we going to pay for services in the future?
- What is public health's role in coordination of services?
- What is the role of public health in ensuring the quality of all quitlines?
- What happens if we don't cost-share?
- What are the benefits of cost-sharing?



TOBACCO CESSATION AND SUSTAINABILITY PARTNERSHIP OBJECTIVES

- Encourage private and public health plans, as well as employers, to provide a comprehensive and effective tobacco cessation benefit for their membership or employees
- Identify opportunities to increase sustainability for cessation services, including the Colorado QuitLine



TOBACCO CESSATION LEGISLATIVE MANDATES

- Colorado House Bill 09-1204
 - Plans must provide certain benefits outlined in the USPSTF A and B recommendations
- Federal Patient Protection and Affordable Care Act
 - Plans and employer groups must cover USPSTF A and B recommendations with no member cost sharing



PARTNERSHIP FOCUS

- Initial focus of Partnership was to improve health plans' coverage of and support for tobacco cessation
- With new state legislation, all health plans are required to cover tobacco cessation
- Shift in focus to create cost effective options for health plans and employers



PARTNERSHIP PROGRESS

- 2009 – Leverage state’s purchasing power to provide a cost-effective plan to provide access to QuitLine counseling and NRT
- All of Colorado’s major health plans signed on as participants



WHAT DOES THE PARTNERSHIP PLAN INCLUDE?

- QuitLine telephonic coaching - \$128 per participant, regardless of the number of coaching sessions or support calls used
- NRT - \$57 for four-weeks of patch, shipped to the participant's home
- Reporting – No charge for monthly utilization reports



FINANCIAL BENEFITS

- Set-up and maintenance fees are waived
- Eligibility verification fee is waived for some health plans
- Plans/Employer groups are only charged when a service is provided



SERVICE BENEFITS

- Externally validated 6/7 month quit rate of 33.6% for insured participants
- Ability to use 1-800-QUIT-NOW
- Services in multiple languages
- Media and Marketing provided by State Tobacco Program

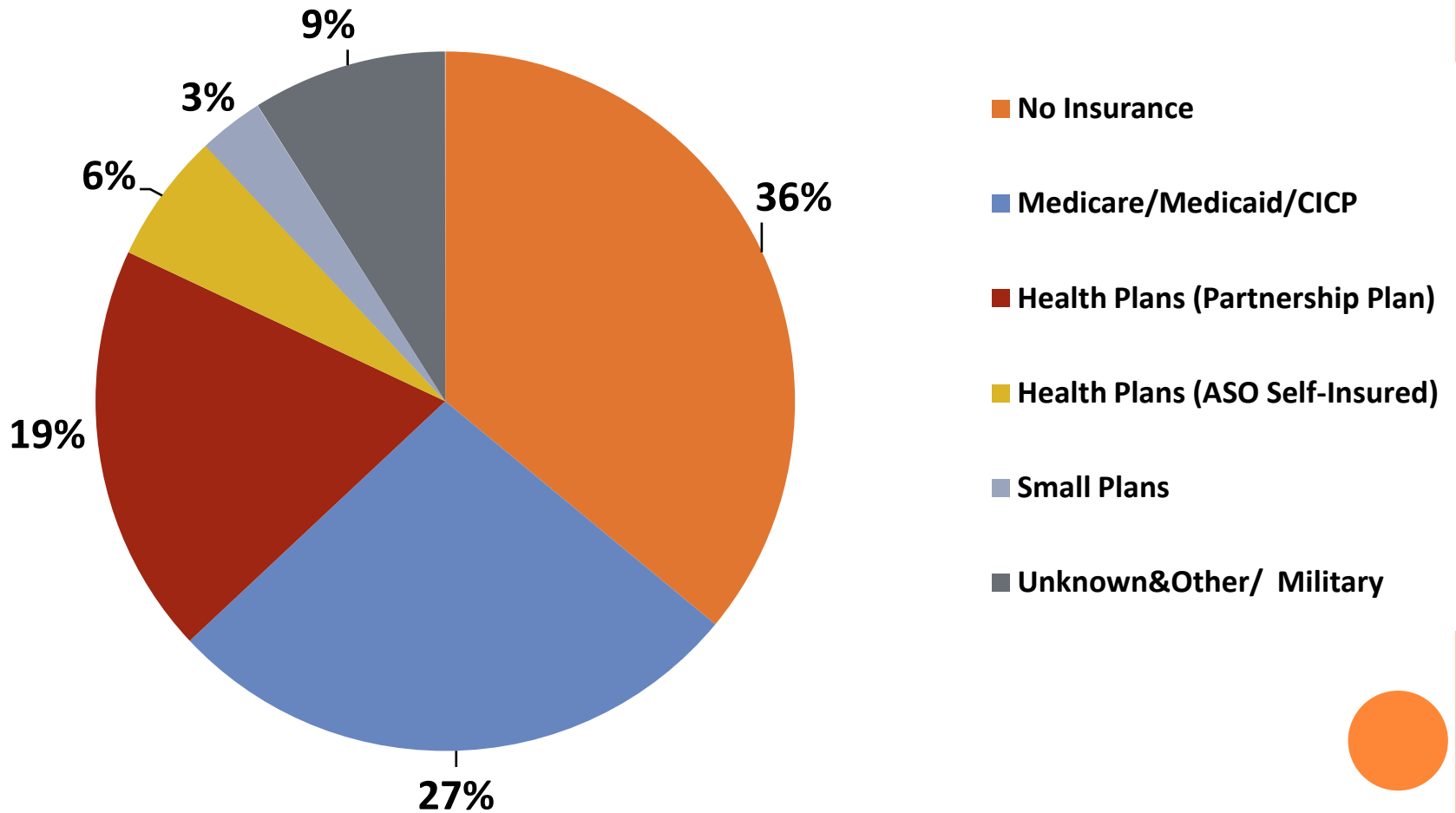


HOW IT WORKS

- Individuals are asked about their insurance coverage or employer group
- Eligibility is verified at time of call
- Standard services are provided
- Health Plan or Employer Group is billed monthly



QuitLine Enrollee Distribution by Insurance Status (FY 10-11)



NEXT STEPS

- Maintain now that Fiscal Emergency is over
- Ongoing coordination with National Jewish Health
- Leverage state and national media/outreach efforts
- Continued efforts to educate partners and health plans
- Provide monthly reports
- Evaluate gaps in coverage
- Demonstrate increased productivity and decreased cost to partners



Thank you!

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