

Public-Private Partnerships – Sustaining Quitlines and Expanding Reach

Orientation Checklist

This checklist serves as a training guide for staff interested in pursuing public-private partnerships to sustain and increase access to state quitline services. The suggested activities and readings will assist staff in gaining an understanding of the insurance industry, assessing tobacco cessation coverage, engaging and educating stakeholders, identifying strategies and implementing different cost-sharing models.

I. The Rationale for Partnering with Insurers to Cover Quitline Costs

Learning Objectives:

- 1) Understand the role of state tobacco control programs in expanding coverage of evidence-based tobacco use cessation treatments.
- 2) Identify populations best served by cessation services funded by state tobacco control programs.
- 3) Recognize the importance of health insurance coverage of tobacco-cessation treatment.

Activities:

- ✓ Read “*Best Practices for Comprehensive Tobacco Control Programs*” Cessation Interventions,
 - i. Cessation Interventions, Section III: pages 40-55. (Pay special attention to expanding insurance coverage: pages 40-41, 44-48)
http://www.cdc.gov/tobacco/stateandcommunity/best_practices/index.htm
- ✓ Read “*A Practical Guide to Working with Health-Care Systems on Tobacco Use Treatment*”
 - i. Introduction, pages 1-6
 - ii. Public Health section, page 27-28
 - iii. Coverage for Tobacco-Use Cessation Treatments, Appendix G, pages 95-100.
https://www.cdc.gov/TOBACCO/quit_smoking/cessation/pdfs/practical_guide.pdf

II. The Insurance Marketplace

Learning Objectives:

- 1) Understand the concept of financial risk; and distinguish between self- and fully-insured products.
- 2) Understand the differences between the types of insurance plans, including managed care plans (PPOs, HMOs, POS) and indemnity plans.
- 3) Identify the major purchasers of insurance.
- 4) Understand the health insurance industry language and terminology.

Activities:

- ✓ Read “*A Practical Guide to Working with Health-Care Systems on Tobacco Use Treatment*”

- i. Health Plans and Purchasers of Insurance, pages 13-20.
- ii. Review Appendix A, Glossary of Terms, pages 78-79.

https://www.cdc.gov/TOBACCO/quit_smoking/cessation/pdfs/practical_guide.pdf

- ✓ Read “*Health Plan Differences: Fully-Insured vs. Self-Insured Fact Sheet*”
http://c.ymcdn.com/sites/www.naquitline.org/resource/resmgr/2011_seminar_series/health_plans_-_fully_-_vs_se.pdf

III. Comprehensive Coverage of Tobacco Cessation

Learning Objectives:

- 1) Understand what the ACA requires for cessation coverage among the different insurance plans?
- 2) Recognize the different tobacco-related provisions of the ACA. .
- 3) Identify the key clarifications that the HHS guidance document provided to health insurers to be considered in compliance with the ACA

Activities:

- ✓ Read “*Tobacco Cessation Coverage: What is required?*”
<http://www.lung.org/assets/documents/tobacco/helping-smokers-quit-required.pdf>
- ✓ Read “*Tobacco-Related Provisions of the Affordable Care Act*”
<http://www.lung.org/assets/documents/tobacco/factsheet-tobacco-related-provisions-of-the-aca.pdf>
- ✓ Read “*Tobacco Cessation as a Preventive Service: New Guidance Clarifies Affordable Care Act Provision*”
<http://www.lung.org/assets/documents/tobacco/tobacco-cessation-preventive-service.pdf>

IV. Public-Private Partnership Development

Forming public-private partnerships can be challenging and time consuming, however states have demonstrated success by taking the time to plan, educate and engage key stakeholders, including both public and private insurers in the process. The following describes the process in 3 phases, however, depending on the state’s environment the phases may not necessarily be executed linearly or independently of each other. However, Phase I must be completed before proceeding to Phase II or III.

Phase I: Cessation Coverage Assessment

Conducting an assessment of your state’s cessation coverage is critical to developing an action plan or strategies to engage partners in cost-sharing.

Learning Objectives:

- 1) Identify key components of conducting a comprehensive assessment of cessation coverage within a state.
- 2) Distinguish between different types of surveying methods and tools.

- 3) Identify tools to assess current status of Medicaid’s tobacco cessation coverage and state employee benefits within your state.
- 4) Identify key stakeholders for partnership development.

Activities

- ✓ Listen to the webinar *"PHASE I: ASSESSING AND BUILDING SUPPORT FOR HEALTH PLAN COVERAGE FOR QUITLINE SERVICES"*
<http://www.naquitline.org/?page=PPP>
- ✓ Review the **State Cessation Coverage Assessment worksheet**, a tool to assist states in the completing a comprehensive state assessment.
<http://www.naquitline.org/?page=ResourceCenter#phase1>
- ✓ Review different survey instruments:
<http://www.naquitline.org/?page=ResourceCenter#phase1>
 - Colorado HB09-1204 and Patient Protection and Affordable Care Act Implementation Survey
 - Colorado Summary Brief and Call-to-Action
 - Kentucky Health Plan Survey
 - Rhode Island Health Plan Survey
 - Massachusetts Health Plan Interview Guide
 - Oregon Health Plan – Managed Care Organizations - Tobacco Cessation Services Survey
 - Massachusetts Cessation Assessment Grid- State Employee Plans
 - Maryland’s On-line Survey Tool
- ✓ Identify cessation coverage offered to Medicaid participants and state employees in your state at <http://www.lungusa2.org/cessation2/>.

Phase II: Developing and Implementing a Plan

Once a state has completed the cessation coverage assessment and identified key stakeholders, the next step is to convene stakeholders to collaboratively develop a state action plan. Information gathered through the state’s assessment is shared to build a common understanding and solid knowledge base among all stakeholders.

Learning Objectives:

- 1) Gain an understanding of how to use assessment findings to identify your state’s priorities and to develop a strategic action plan collaboratively with key stakeholders.
- 2) Identify keys to successful collaboration.
- 3) Identify strategies for engaging health insurers and employers to cover comprehensive tobacco cessation coverage.
- 4) Understand the different cost-sharing models employed by different states.

Activities:

- ✓ Listen to the webinar *"PHASE II: DEVELOPING AND IMPLEMENTING PLAN TO EXPAND HEALTH PLAN TO EXPEND HEALTH PLAN COVERAGE OF QUITLINE SERVICES"*

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

- ✓ Read “*Practical Guide to Working with Health-Care Systems on Tobacco Use Treatment*”
 - i. Reducing Patient Out-of-Pocket Costs for Tobacco Use Treatment, page 37-42.
 - ii. Building Relationships Within Health-Care Systems, page 43-45.
- https://www.cdc.gov/TOBACCO/quit_smoking/cessation/pdfs/practical_guide.pdf
- ✓ View Power Point Presentation for Stakeholders, “*Public-Private Partnerships: Sustaining and Expanding Access to Quitlines*”
- <http://www.naquitline.org/?page=ResourceCenter#phase2>
- ✓ Read “*The Colorado Tobacco Cessation and Sustainability Partnership, A Case Study*”
- <http://www.naquitline.org/?page=ResourceCenter#phase2>
- ✓ Read “*Florida Quitline Evaluation Ad Hoc Report: Quitline Cost Sharing Models*”
- <http://www.naquitline.org/?page=ResourceCenter#phase2>

Phase III: Building Support for Tobacco Cessation Coverage Through Promotion, Education, and Return-on-Investment (ROI)

The promotion of evidence-based services, educating employers and insurers on the availability of quitline services and demonstrating the cost-benefit of providing cessation services can be instrumental in engaging both public and private insurers. During this phase of the process, attention must be given to educating health plans, large employers, purchasing groups and brokers on the importance of evidence-based cessation services and demonstrating the ROI.

Learning Objectives:

- 1) Identify resources to educate public and private insurers about comprehensive cessation coverage, the return-on-investment and the state’s resources for providing evidence-based cessation treatment.
- 2) Gain an understanding of the “Summary Plan Description,” the health plan industry’s format for defining benefits.
- 3) Identify ways to promote quitlines as a resource to health plans and employers in meeting the ACA requirements.

Activities:

- ✓ Review NAQC Employer ROI and Educational Resource Templates
- <http://www.naquitline.org/?page=ResourceCenter#phase3>
- ✓ Review the “*Colorado Tobacco Cessation Partnership Plan*”
- <http://www.naquitline.org/?page=ResourceCenter#phase3>
- ✓ Review the “*Recommended Summary Plan Description Language for Insured Employers – Baseline Tobacco Cessation Covered Benefits*”
- <http://www.naquitline.org/?page=ResourceCenter#phase3>

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