Building and Maintaining Strategic Alliances with Employers and Private Insurers

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Presentation Objectives

Participants will:

• Gain an understanding of the key elements to success in cost-sharing partnership development

• Learn about the experiences, successes and challenges of three states, including Kentucky, North Carolina and Utah

• Identify resources available to initiate the work in their state.
Public-Private Partnership
NAQC Initiative since 2011

- **Initiative Goal**: Increase the number of private and public insurers who provide comprehensive tobacco cessation coverage and utilize evidence-based treatment services, including quitlines.

- **Participating States**: Arizona, Florida, Kentucky, Maryland, Massachusetts, North Carolina, New Hampshire, Rhode Island, Utah and Washington

Key Elements to Success

• Seize every opportunity to build relationships – be seen as a resource
• Educate insurers/employers about comprehensive cessation coverage and quitline as an evidence-based, cost-effective cessation resource
• Initiate partnership development with State as an Employer and Medicaid
Key Elements to Success

• Focus efforts on the largest health plans and employers
• Limit services to the uninsured to engage employers and health plans in purchasing quitline services
• Capitalize on state legislation and local tobacco-free policies
• Collaborate with state’s quitline service provider to streamline contracting process and partnership efforts
Focus Areas for Today’s Discussion

- Build relationships – be seen as a resource and an educator
- Partnering with State as an Employer to improve state employee benefits
- Limiting services to the highest risk populations
Building Relationships:
Be a resource and educator

Questions:

1) How did you go about identifying key stakeholders in the insurance marketplace to help you advance cessation coverage? What stakeholders have been the most helpful in advancing coverage?

2) What approach have you taken to build relationships and educate public or private insurers/employers on evidence-based cessation services?

3) How have you sustained those relationships?
State as an Employer: Improving state employee benefits

1) Can you share your approach/experience with partnering with state as an employer?
2) What successes have you had in having the state purchase quitline services for employees?
3) How have you maintained that relationship?
Limiting Services to Highest Risk Callers

1) Can you share how limiting services to higher need populations helps to engage employers/insurers to purchase quitline services?

2) How does your quitline determine who to serve with what services?

3) Are you able to transfer insured callers to cessation services available through their employer/insurer?
Public-Private Partnership Web Page

Http://www.naquitline.org/?page=PPP

- Orientation Checklist
- A Promising Practices Report…
- Resource Page - compilation of state tools, presentations, ROI, survey templates and more
- Technical Assistance

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