

# 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
- **PPP Summary:** *A Promising Practices Report, Public Private Partnership Initiative: Working to Advance Cessation Coverage among Private and Public Insurers*

# 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?

# NAQC Resources

## Public-Private Partnership Web Page

[Http://www.naquitline.org/?page=PPP](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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