Arizona Smokers’ Helpline

Tobacco Cessation with ASHLine:
Blue Cross Blue Shield of Arizona

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ASHLine
Agenda

- Adult Cessation in Arizona: An Evolutionary History
- ASHLine Overview
- Blue Cross Blue Shield of Arizona Quitline Utilization
- ASHLine and Blue Cross Blue Shield of Arizona Partnership Opportunities
Evolution of Adult Cessation in Arizona

ASHLine was established in 1995 as one of the first US state quitlines

**Nonprofit, academic-based at the University of Arizona**

**Cessation services provided to all Arizonans**

**41% quit rate – second highest in the US 2016**

**MISSION**
Breathing vitality into the lives of Arizonans through Inquiry, Innovation, Inspiration

**VISION**
An Arizona where everyone achieves a healthy lifestyle.

*Vendor selected through competitive RFP process (underway 2018)
**North American Quitline Consortium FY 2016 Annual Survey*
Evolution of Adult Cessation in Arizona

Future tobacco cessation priorities aim to strategically align resources with need

• Target populations are shifting: AHCCCS, uninsured, underinsured
  o Medicaid beneficiaries smoke at rates double the privately insured*

• Tobacco tax revenue is decreasing
  o Arizona’s smoking rate is at an all time low

• Provide a high quality service that is sustainable
  o Establish public-private partnerships

*Ku L, Bruen BK, Steinmetz E, Bysshe T. Medicaid tobacco cessation: big gaps remain in efforts to get smokers to quit. Health Aff (Millwood). 2016;35: 62–70. pmid:26733702
Insurance Status of ASHLine Clients 2017

30% of ASHLine clients are privately insured

- 33% Medicare
- 20% Medicaid
- 16% Private
- 1% Other
- 30% Uninsured

BCBS AZ members make up one third of ASHLine’s privately insured clients.
Quitline Public-Private Partnerships
A win-win situation for all

- Helps meet ACA criteria
- High quality and effective
- Meets a critical need of healthcare providers
- Cost effective
- High satisfaction among participants
- Partnering is easy
BCBS North Carolina - State Quitline Partnership Success Story

BCBS of North Carolina partnered with the state quitline in 2015

# of BCBS NC Members Using the State Quitline

<table>
<thead>
<tr>
<th>Year</th>
<th># of Members</th>
</tr>
</thead>
<tbody>
<tr>
<td>2015</td>
<td>1035</td>
</tr>
<tr>
<td>2016</td>
<td>1171</td>
</tr>
<tr>
<td>2017</td>
<td>1085</td>
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39.8% Quit Rate
2.95 ROI
Agenda

Adult Cessation in Arizona: An Evolutionary History

ASHLine Overview

Blue Cross Blue Shield of Arizona Quitline Utilization

ASHLine and Blue Cross Blue Shield of Arizona Partnership Opportunities
The ASHLine Approach

- **Personalized Behavioral Coaching & Quit Medication Support**
  - Assigned quit coach
  - Provision of NRT

- **State-Wide Media Campaigns and Promotion**
  - ~$4 million annually

- **State-Wide Health Systems Change**
  - >10,000 healthcare provider referrals annually

- **Research and Evaluation**
  - Data driven practices
  - Driving the evidence-base

*2nd Highest U.S. Quit Rate*

41%

*North American Quitline Consortium FY 2016 Annual Survey*
Arizonans Serving Arizonans for over 20 years

Bilingual, diverse and educated counseling staff.

Maria M.
Quit Coach & former smoker
ASHLine Coaching Services: Effective and Evidence Based
Services include combined medication and behavioral counseling

Counseling
- Telephone-based
- Text message and email support
- Personalized – assigned coach
- Special population protocols
- English and Spanish

Medication
- Nicotine Replacement Therapy:
  - Gum
  - Patch
  - Lozenge

Doubles the chances of quitting for good!
Multi-Modal Engagement

Text messaging allows for increased client engagement and evaluation

Good morning Mary btw. Thank you for listening!

2018-02-22 7:39 AM

The slip is normal. Don’t let it derail you. The desire to eat a little more is also normal and should go away soon. Exercise will help! Keep going!!! 💪💪💪

2018-02-22 7:43 AM

Hi Sara I do apologize I missed your call. I am doing good I still have not had a cigarette, so far so good. Thank you for your support.

2018-02-27 12:20 PM

Congratulations! You’re doing awesome, keep up the good work. I will call you again on Friday afternoon, but let me know if you would like to talk before then

2018-02-27 2:51 PM

Okay I will. Thanks

2018-02-27 3:36 PM
ASHLine Promotion: Unique Approaches to Statewide Engagement

Media campaigns and healthcare providers drive Arizonans to ASHLine

How Clients Heard about ASHLine

- Media: 43%
- Healthcare Provider: 31%
- Family or Friends: 11%
- Former Client Re-enrollment: 8%
- Other: 5%
- Community Organization: 3%
ASHLine Media Campaigns

ASHLine media includes TV, print, billboards, online ads and more
Tailored ASHLine Materials

ASHLine’s tobacco cessation program includes assistance with promotion

- Self-help materials delivered to every client
  - Print and electronic
  - Population specific educational materials*
    - Informed by internal data analysis
  - Available in English and Spanish
  - Culturally and linguistically appropriate

* e.g., pregnancy, mental or behavioral health, electronic cigarettes, etc.
Health Systems Change

ASHLine aims to ensure all Arizonans are screened for tobacco use, advised to quit, and referred to cessation services

- Tailored, in-office provider trainings
- Support for integrated referral systems
- Technical assistance

>10,000 Healthcare Provider Referrals Annually
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BCBS AZ 2017 Referring Healthcare Providers and Locations

ASHLine works with BCBS AZ contracted providers and locations across the state
BCBS AZ Member Mode of Entry

Media and healthcare providers drive members to ASHLine

Member Mode of Entry into ASHLine Services

- Media Referral: Contact ASHLine on their own (75%)
- Passive Referral: Contact ASHLine after recommendation from a healthcare provider (17%)
- Proactive Referral: Fax or electronic referral to ASHLine from a healthcare provider (8%)
2017 ASHLine Service Utilization by Blue Cross Blue Shield of Arizona Members

ASHLine provides behavioral coaching and 4 weeks of NRT

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<tbody>
<tr>
<td>Members Enrolled</td>
<td>1,015</td>
</tr>
<tr>
<td>Avg # Coaching Calls</td>
<td>4</td>
</tr>
<tr>
<td>2-Week NRT Orders</td>
<td>1,063</td>
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<tr>
<td>Quit Rate</td>
<td>40%</td>
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<tr>
<td># Members Quit</td>
<td>406</td>
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<tr>
<td>Referral Locations &amp; Providers</td>
<td>175</td>
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Return on Investment

Did ASHLine add value to Blue Cross Blue Shield of Arizona in 2017? YES!

Savings: $1,040,984
Cost: $185,049
(Coaching & Medication)

1,015 Members enrolled
40% Quit rate

ROI = 4.63

=($1,040,984-$185,049)/($185,049)

ASHLine’s Estimated Added Value to Blue Cross Blue Shield of Arizona

ASHLine invested $185,049* in clinical service delivery in 2017 alone

- Behavioral Counseling: $149,205
- Nicotine Replacement Therapy: $35,844

An estimated $3 million dollars invested since 2000

Estimated $17 million dollars in cost savings to BCBS AZ since 2000

This does not include state funded provider outreach or media campaigns.

*Based on 2017 costs of behavioral counseling and medication support
Blue Cross Blue Shield Member Client Feedback

Blue Cross Blue Shield Members value ASHLine!

“My coach Ashley has been wonderful and was very supportive.” – January 2016

“I give this program 120%, my coach was amazing! I appreciate you guys so much.” – February 2017

“My coach was so thorough in following up. She understood my concerns and addressed them. She was very honest with me and it helped me so much.” – May 2017

“Great service. Right on the ball.” – December 2016

“My coach was fantastic. She helped me get back on track.” – May 2017

“This is an awesome program and it is great that you have people that are there for you and help you through the phone.” – November 2016

“I am thankful you guys were there to help me.” – August 2016
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Arizona’s Strategic Planning & Goals
ASHLine service eligibility will begin transitioning July 1

- Reduce AZ’s smoking rate to <10%
  - Current rate is 14.7%*

- Ensure tobacco cessation services for all Arizonans.
  - Health plan partnerships are key!

ASHLine has partnership opportunity options to ensure members continue to receive tobacco cessation services.

*2016 Behavioral Risk Factor Surveillance System
ASHLine BCBS AZ – ASHLine Partnership
Partnering with ASHLine is easy

• Establish contract beginning July 2018 – June 2019
• ASHLine does the rest!
• Enjoy the additional benefits
  • Statewide media and marketing
  • Healthcare provider outreach

*New, enhanced version coming early 2019
Questions

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