



Resources for Assessing Tobacco Cessation Coverage Provided by Major Insurers

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General Insurance Information

- Health Insurance Coverage by State
<https://www.healthinsurance.org/>
- Article: *Implementation of tobacco cessation coverage under the Affordable Care Act: Understanding how private health insurance policies cover tobacco cessation treatments*
https://cdn.ymaws.com/www.naquitline.org/resource/resmgr/PPP/June112014Cessation_Coverage.pdf

Identify Your State's Primary Insurance Carriers and Contact

- *Commercial insurers*
 - Listing of insurers by state: <https://www.gohealthinsurance.com/states>
 - State Association of Health Plans – Listing of major plans and key contacts
- *State employee benefits*
 - Google "State of (X state) employee benefits"
 - Contact State's Human Resources Department (contact typically would be the benefit's director)
 - For general benefits: <http://www.lungusa2.org/cessation2/>
- *Medicaid*
 - For general benefits by state:
<http://www.lungusa2.org/cessation2/>
 - MCO carriers: Google "X state" Medicaid Managed Care Providers
 - Contact: State's Medicaid Director or Benefit's Director
 - Medicaid expansion - <https://www.lung.org/our-initiatives/tobacco/cessation-and-prevention/medicaid-expansion-new-opportunities.html>

Select Assessment Tool and Approach for Distribution

- Cessation tools and cover letters – Samples - <https://www.naquitline.org/page/ResourceCenter#phase1>
- Approach
 - Utilize state's leadership or key stakeholders to engage insurer in completion of assessment tool
 - Target insurers by highest member utilization of the quitline – assess quitline data by insurer
 - Position yourself as a "resource"
 - Ensure confidentiality

Additional Resources

Phase I: Cessation Coverage Assessment – a power point presentation describing the assessment process
<https://www.naquitline.org/page/PPP>

State Cessation Coverage Assessment Worksheet - a tool to assist states in the completing a comprehensive state assessment

https://cdn.ymaws.com/www.naquitline.org/resource/resmgr/files/state_cessation_coverage_ass.doc

Fact Sheet: Health Plan Differences: Fully-Insured vs. Self-Insured –

https://cdn.ymaws.com/www.naquitline.org/resource/resmgr/2011_seminar_series/health_plans_-_fully_vs_se.pdf

Glossary of Terms, page 78 – A Practical Guide to Working with Health-Care Systems on Tobacco-Use Treatment

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