

STATE OF COLORADO

Bill Ritter, Jr., Governor
James B. Martin, Executive Director

Dedicated to protecting and improving the health and environment of the people of Colorado

4300 Cherry Creek Dr. S.
Denver, Colorado 80246-1530
Phone (303) 692-2000
TDD Line (303) 691-7700
Located in Glendale, Colorado

Laboratory Services Division
8100 Lowry Blvd.
Denver, Colorado 80230-6928
(303) 692-3090

<http://www.cdphe.state.co.us>



Colorado Department
of Public Health
and Environment

May 20, 2009

Dear Colleague,

I am pleased to join my colleague, Ben Price, Executive Director of the Colorado Association of Health Plans (CAHP) and members of the Tobacco Cessation and Sustainability Partnership to invite you to an important meeting of health plan executives on **Tuesday, June 23, 2009 from 9:00 a.m. to 12:00 p.m.** The meeting will be held at COPIC located at 7351 Lowry Blvd, Denver.

During our meeting, we will brief Colorado's health plan executives on the critical data driving support for tobacco cessation coverage by large employers and launch a collaborative effort to identify the most cost-effective way to support these efforts in Colorado. Using the successful partnerships of other states as models, we hope to create a public-private partnership to build sustainability for evidence-based cessation programming.

In addition to your attendance, we encourage you to send your Chief Medical Officer and senior large group sales executive. We will cover:

- Model RFP/RFI questions distributed to large employers, including the State of Colorado
- Recommended benefit design and health plan and employer Return on Investment calculations using the America's Health Insurance Plan (AHIP) calculator
- Current coverage and performance by local health plans using National Business Coalition on Health and Colorado Business Group on Health eValue8 data
- Tobacco cessation services currently available in Colorado
- Examples of cost-effective collaborations in other states

Most importantly, the meeting will allow substantial time to discuss options for developing a Colorado-specific approach that integrates the cessation support of our many partners, including health plans.

Please make time in your busy calendars to attend this meeting to collaborate with us on this important partnership. With your help, we can continue to improve tobacco cessation services across Colorado.

If you are able to join us, please RSVP to Deb Walkington at 303-692-2142 or by email at Deborah.Walkington@state.co.us.

In good health,

Ned Calonge, MD
Chief Medical Officer
Colorado Department of Public Health
and Environment

Ben Price
Executive Director
Colorado Association of Health Plans

STATE OF COLORADO

Bill Ritter, Jr., Governor
Martha E. Rudolph, Executive Director

Dedicated to protecting and improving the health and environment of the people of Colorado

4300 Cherry Creek Dr. S.
Denver, Colorado 80246-1530
Phone (303) 692-2000
TDD Line (303) 691-7700
Located in Glendale, Colorado

Laboratory Services Division
8100 Lowry Blvd.
Denver, Colorado 80230-6928
(303) 692-3090

<http://www.cdphe.state.co.us>



Colorado Department
of Public Health
and Environment

March 17, 2010

Dear Self-Insured Employer:

Due to state budget reductions, the Colorado QuitLine will not be able to guarantee access to free counseling and nicotine replacement therapy beyond June 30, 2010 to your employees who want to quit smoking. We are asking for your help to continue this important service.

According to the Centers for Disease Control and Prevention, tobacco cessation coverage is the single most cost effective benefit an employer can provide. The estimated cost to the health care system for treating smoking-related illnesses is more than \$1.3 billion for Colorado and \$96 billion for the United States. Smokers consume more health care resources, experience greater absenteeism and tend to be less productive. Employers with cessation benefits see a return on investment in productivity gains within the first year and medical cost savings within the second year. We urge you to seriously consider providing tobacco cessation for your employees.

Since January 1, 2010, Colorado's major health insurers have agreed to cover the QuitLine costs through a partnership plan for their fully insured members. Likewise, Medicaid has expanded its tobacco cessation coverage and the Colorado Department of Personnel and Administration, one of the state's largest self-insured employers, plans to offer a cessation benefit to all insured state employees beginning July 1, 2010.

These unprecedented partnerships are possible because health insurers and employers recognize the health benefits and long-term savings available to their organizations. Evidence shows smokers are eight times more likely to quit smoking with QuitLine's evidence-based services than quitting on their own. Tobacco use remains one of the major risk factors for developing chronic disease.

Currently, any individual who calls the QuitLine, regardless of insurance status, receives help quitting tobacco. We work with health plans to identify individuals as fully insured or self insured, with health plans covering the fully insured and the state tobacco program covering the self insured. With further budget cuts now a reality, we cannot continue this service past June 30, 2010 without your help.

Your Administrative Services Only (ASO) partner has options you can consider for providing tobacco cessation services to your employees. This includes plan-sponsored riders and/or access to the same partnership plan offered through the health plans, the QuitLine and the state tobacco program. Then Tobacco Cessation and Sustainability Partnership Plan offers nicotine replacement therapy at cost and

Self-Insured Employers

March 17, 2010

Page 2

greatly discounted telephonic counseling services. Contact your sales representative or insurance broker for more information regarding the approach that will work best for you and your employees.

As a longstanding advocate of prevention, I urge you to consider this opportunity. As an employer, you will reap the benefits of increased employee productivity, lower health care costs and your employees will benefit from improved health. Your support will also help to ensure tobacco cessation services continue to be available to all Coloradans.

Sincerely,

A handwritten signature in dark ink, appearing to read 'Ned Calonge', is written over the typed name.

Ned Calonge, MD, MPH
Chief Medical Officer
Colorado Department of Public
Health and Environment

STATE OF COLORADO

Bill Ritter, Jr., Governor
Martha E. Rudolph, Executive Director

Dedicated to protecting and improving the health and environment of the people of Colorado

4300 Cherry Creek Dr. S. Laboratory Services Division
Denver, Colorado 80246-1530 8100 Lowry Blvd.
Phone (303) 692-2000 Denver, Colorado 80230-6928
TDD Line (303) 691-7700 (303) 692-3090
Located in Glendale, Colorado

<http://www.cdphe.state.co.us>



Colorado Department
of Public Health
and Environment

July 13, 2010

Dean Groshkopf
Vice President of Network Management
Aetna
6501 South Fiddlers Green Circle
Greenwood Village, CO 80111

Dear Mr. Groshkopf:

During the past year, your health plan and the Colorado Department of Public Health and Environment (the department) have worked together to help more Coloradans quit smoking through the Tobacco Cessation Partnership Plan. We would like to build on that success by understanding how Colorado health plans are interpreting recent state and federal legislative changes regarding required benefits.

Colorado HB09-1204 and new federal health care reform legislation expands coverage for certain preventive health care services recommended by the United States Preventive Services Task Force (USPSTF) and the National Commission on Prevention Priorities. However, as we have learned from our interactions with Colorado health plans, USPSTF recommendations are not framed in terms of health benefits, which can create inconsistencies in how they are interpreted.

In an effort to identify areas of inconsistency in the implementation of the A and B USPSTF recommendations, we are asking representatives of Colorado's major health plans to complete the attached survey. The goals of the survey are fourfold:

1. Create constructive dialogue between public health, health advocates and health plans regarding identified issues.
2. Leverage stakeholders' limited education resources to promote consistent messaging regarding availability of and access to services. The intent is to augment efforts already underway by individual health plans.
3. Address confusion among health care providers regarding state coverage mandates, Medicaid benefits and Colorado QuitLine changes.
4. Identify issues of importance for national policymakers in the implementation of USPSTF recommendations.

We would like to have a representative of the department familiar with the subject matter and the legislation meet with your Plan's subject matter expert(s) to complete the survey by August 31. Survey results will be aggregated and shared with stakeholders. The department does not have any regulatory authority for this legislation, but recognizes its role in helping health plans ensure compliance and improve Colorado health outcomes.

We will be contacting James Coates, MD during the next week to schedule an appointment with your subject matter expert. Please address any questions to Deb Osborne at Deb.Osborne@state.co.us or 303-692-2509.

We thank you for your past efforts and look forward to continuing our collaboration to improve the health of all Coloradans.

Sincerely,

Martha E. Rudolph
Executive Director

cc: James Coates, MD

STATE OF COLORADO

John W. Hickenlooper, Governor
Christopher E. Urbina, MD, MPH
Executive Director and Chief Medical Officer

Dedicated to protecting and improving the health and environment of the people of Colorado

4300 Cherry Creek Dr. S. Laboratory Services Division
Denver, Colorado 80246-1530 8100 Lowry Blvd.
Phone (303) 692-2000 Denver, Colorado 80230-6928
Located in Glendale, Colorado (303) 692-3090

<http://www.cdphe.state.co.us>



Colorado Department
of Public Health
and Environment

March 24, 2011

Audra Cramer
Certified Project Manager
Aetna
6501 S. Fiddlers Green Circle
Greenwood Village, CO 80111

Dear Ms. Cramer:

I am pleased to join my colleague, Ben Price, executive director of the Colorado Association of Health Plans (CAHP) and members of the Tobacco Cessation and Sustainability Partnership (TCSP) in extending an invitation to a meeting of health plan executives on April 6, 2011 from 10:30 am to 12:30 pm at Mile High United Way, Heritage Room, 2505 18th Street, Denver.

In late 2010, Colorado health plans representing the majority of Colorado's covered lives voluntarily responded to a survey issued by the TCSP, CAHP and the Colorado Department of Public Health and Environment (the department) regarding implementation of HB 09-1204. The purpose of the survey was to identify areas of inconsistency in the implementation of the U.S. Preventive Services Task Force (USPSTF) A and B recommendations and to inform the following opportunities:

1. Create constructive dialogue regarding identified issues.
2. Leverage stakeholders' limited education resources to promote consistent messaging regarding availability of and access to services.
3. Address confusion among health care providers regarding state coverage mandates, Medicaid benefits and Colorado QuitLine changes.

The survey identified several areas of confusion and inconsistency specific to tobacco coverage. The key actionable items have been summarized in a Tobacco Call to Action that was previously mailed to all participating health plans with the survey summary report. The purpose of this meeting will be to discuss the survey findings and the Call to Action, as well as exploring opportunities for further collaboration. For your convenience, a copy of the Tobacco Call to Action is enclosed.

During the past two years, your health plan and the department have worked together to help more Coloradans quit smoking through the Tobacco Cessation Partnership Plan. The TCSP, the department, and CAHP have met collectively with the health plans on three previous occasions. The Tobacco Call to Action, as well as the ongoing implementation demands of the Patient Protection and Affordable Care Act, presents an opportunity to collaborate once more.

We are confident that this meeting will be as constructive as the previous and will lead to further collaborative efforts to support tobacco cessation in Colorado. We hope you will take time out of your busy schedule to join us. Please RSVP to Ben Price at bprice@colohealthplans.org.

Sincerely,

Christopher E. Urbina, MD, MPH
Executive Director and Chief Medical Officer

Ben Price
Executive Director
Colorado Association of Health Plans

encl.

STATE OF COLORADO

John W. Hickenlooper, Governor
Christopher E. Urbina, MD, MPH
Executive Director and Chief Medical Officer

Dedicated to protecting and improving the health and environment of the people of Colorado

4300 Cherry Creek Dr. S. Laboratory Services Division
Denver, Colorado 80246-1530 8100 Lowry Blvd.
Phone (303) 692-2000 Denver, Colorado 80230-6928
Located in Glendale, Colorado (303) 692-3090

<http://www.cdphe.state.co.us>



Colorado Department
of Public Health
and Environment

April 8, 2011

Ben Price, Executive Director
Colorado Association of Health Plans
1121 Grant Street
Denver, CO 80203

Dear Ben:

As you are aware, the Colorado QuitLine, funded by a 2004 voter-approved state tobacco excise tax, has experienced significant budget reductions over the past few years due to the state's economic downturn. We were able to continue to provide tobacco cessation services to all callers with the help of the Colorado Association of Health Plans and its members' participation in the Partnership Plan to cover QuitLine costs for fully insured members. With further budget reductions expected, we are again asking for your help.

As of July 1, 2011, it is anticipated that the Quitline will experience at least an additional 22 percent budget reduction. After reviewing possible options for continuing to serve all callers, the Colorado Department of Public Health and Environment would like to ask that Colorado health plans extend Partnership Plan coverage to ASO self-insured employer groups. Our goal has always been to serve all callers, and we feel this is the only viable alternative to refusing services to any Colorado smoker who calls after July 1.

The QuitLine Partnership Plan utilization data for the year 2010 indicates that 19.5 percent of callers reported being insured and, of those, 29.7 percent were members of an ASO self-insured plan. Based on QuitLine costs of approximately \$185 per Partnership Plan caller, the total cost to the state for ASO callers in 2010 was \$216,450. The impact of transferring this responsibility to the health plans and their ASO policyholders ranges from \$0 to \$98,000 per plan (equivalent of approximately 17 cents PMPM).

We regret that as of July 1, 2011, the Colorado QuitLine will limit services to uninsured persons, Medicaid/Medicare recipients and pregnant women. Individuals covered under the QuitLine Partnership Plan will also continue to receive services as defined by the contractual agreement between the individual health plan and National Jewish Health. Those callers reporting insurance coverage by a health plan not covering ASO members through the Partnership Plan will be directed to call their health plan or employers' human resource departments to identify the cessation services available to them.

We appreciate CAHP support and your dedication to ensuring all Colorado smokers continue to have access to the Colorado QuitLine, an evidence-based and cost-effective intervention. For those health plans interested in expanding their QuitLine Partnership Plan services to ASO self-insured groups, please have them contact Cindy Haugland at National Jewish Health, 303-728-6506, as soon as possible. The department has also asked Cindy to contact the individual plans during the next few weeks to notify them of this significant change in QuitLine services.

Please do not hesitate to contact Deb Osborne, CDPHE Health Systems Unit Director, at 303-692-2509, for additional information.

Sincerely,

Chris Urbina, MD, MPH
Executive Director and Chief Medical Officer