

Recruiting Employers to the Ohio Tobacco Collaborative

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Ohio Cessation Benefits Team



Goal of Webinar

- Provide participants with the information they need to:
 - Educate employers regarding the new federal requirements for tobacco cessation benefits
 - Propose the Ohio Tobacco Collaborative as a mechanism for complying with those requirements



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Partners include:

- *Employer Coalitions:* Employer Health Coalition of Ohio, Health Action Council.
- *Insurers:* Medical Mutual Insurance Company of Ohio, CareSource, the Ohio Association of Health Plans.
- *Health Care Providers:* Cleveland Clinic, National Jewish Health.
- *Local Health Agencies:* Ashland County-City Health Department.
- *Academic/Community Leaders:* Center for Community Solutions, Kent State University.
- *Advocates:* American Cancer Society, American Heart Association, American Lung Association, Tobacco Free Ohio Alliance.

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Mission

- The goals of the CBT:
 - Engage public and private health insurance carriers to provide cessation benefits
 - Identify opportunities to increase sustainability for existing cessation services, including the OH Quit Line.



- *Federal Requirements*

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Patient Protection and Affordable Care Act (PPACA)

- Effective 9/23/2010, non-grandfathered plans must include ALL United States Preventive Services Task Force (USPSTF) A and B recommendations
- No member cost sharing permitted



- *How do the USPSTF recommendations translate into coverage requirements?*



Baseline Coverage

CBT's recommendation for an evidence-based, cost effective baseline benefit includes:

- at least two smoking cessation attempts per employee per year
- access to all FDA-approved tobacco cessation drugs
- multiple counseling sessions per quit attempt (offered, but not required)



Return on Investment

http://healthyohioprogram.org/healthylife/tobcz/oh_cbt.aspx

0.95 to 2.88

- The best data on the state's ROI comes from the American Lung Association, which shows that for every dollar spent on smoking cessation treatment, \$1.26 will be saved.
- America's Health Insurance Plans (AHIP) illustrates the employer's perspective in their ROI calculator, and shows a positive result due to productivity gains in year one of a cessation program.
- AHIP's ROI calculator estimates the ROI of evidence-based cessation interventions over one to five years, with a positive result within three years.

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- *Available State and Health Plan Resources*

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ODH Operational Plan: Effective 5/1/12

- Only fee for service Medicaid clients (no managed care plans), uninsured and pregnant women will receive free cessation services from the Ohio Quit Line.
 - These services will be provided until federal funding is depleted
- All other callers may continue to access Quit Line services free of charge only if their health plan or employer joins the Tobacco Collaborative.

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Quit Line Script

“Under the new health reform law, most health insurance plans provide help to stop using tobacco at no cost. Your employer or health insurance plan has chosen not to use the Ohio Tobacco Quit Line but may have other options to assist you. Please call your human resource department or the number on the back of your insurance ID card.”

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- *How consistent is the baseline benefit with current health plan practice in OHIO?*



Tobacco Dependent Member Identification & Participation

	<i>Aetna HMO</i>	<i>Aetna PPO</i>	<i>Anthem PPO</i>	<i>Anthem PPO Nat'l</i>	<i>Cigna PPO</i>	<i>Kaiser HMO</i>	<i>Med. Mutual HMO</i>	<i>Med. Mutual PPO</i>	<i>United PPO</i>
<i>% of total members in cessation program</i>	0.04%	0.01%	0.55%	NT	0.09%	0.40%	0.07%	0.15%	0.02%

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Conclusion

- With some exceptions, there is a marked disconnect between what is available on paper and uptake:
 - Administrative confusion regarding eligibility
 - Limited tracking
 - Limited promotion
 - Limited payment to physicians
 - Default reliance on Ohio Quit Line



The Tobacco Collaborative

The Tobacco Collaborative is a public-private partnership that leverages the buying power of employers, health plans, the Ohio Quit Line and the ODH.

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The Tobacco Collaborative

- Through it, health plans and employers can purchase nicotine replacement therapy (NRT) at cost and greatly discounted telephonic counseling services:
 - Counseling: \$138 for up to five proactive telephonic coaching sessions (English or Spanish)
 - NRT: \$36 for a two-week or \$57 for a four-week supply, mailed to the individual's home
- Externally validated quit rate: 40%

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1 800 QUIT NOW

- Allows public health and others to recommend that physicians “Ask-Advise-Refer” for all patients
- Doesn't require physicians to know specifics of patients' health plan to take action
- Ohio 6- month quit rate for NRT and counseling was 40% in 2011 (externally validated, all callers)

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Key Employer Messages

1. All non-grandfathered employers **MUST** provide tobacco cessation benefit with non member cost-sharing – 9/23/2010.
2. An evidence-based benefit can provide an ROI in Year 1 based on productivity and Year 2 based on medical savings
 - A poorly structured benefit will add cost without generating any measurable benefit
3. Most health plans do not currently meet the requirements of an evidence-based value oriented benefit.



Effective Purchasing

Employers should consider:

1. Level of Coverage – Do the preventive services covered include the evidence-based tobacco cessation baseline benefits?
 - At least 2 quit attempts per employee per year
 - Access to all FDA-approved tobacco cessation drugs
 - Multiple counseling sessions per quit attempt (offered, but not required)



Effective Purchasing

2. Price – Does the price provide a good value to the employer in terms of utilization and cost?
- If the program is not actively promoted and tracked, the cost can be very high relative to the number of people who use the benefit.
 - Ohio health plan data indicates a range of 0.01 percent to 0.4 percent of members participating in cessation activities. This is very low relative to a 20 percent smoking rate in Ohio.



Effective Purchasing

3. Outcomes – Can the plan report the percentage of eligible employees that rate participating in the cessation program and a six month or 12 month quit rate? If not, how can the employer ensure value for the money spent?



Questions And Issues That Employers May Have

- I assume my health plan will take care of covering this mandate
 - As a purchaser, make sure the coverage is evidence-based, promoted, affordable, and has a documented quit rate or you will pay for something that generates little value.



Questions And Issues That Employers May Have

- In this economy I can't afford another expensive line item of coverage
 - Tobacco is the single most cost effective benefit an employer can provide (*Washington Business Group on Health, Centers for Disease Control*).
 - A well structured benefit pays for itself in the first year in terms of increased productivity and the second year in terms of medical cost savings.



Questions And Issues That Employers May Have

- Tobacco is so addictive, I'm paying for something that won't actually work
 - Unlike many difficult behavior or addictive issues, we do have interventions that work
 - Ohio Quit Line has an independently validated quit rates of 40%
 - Chantix has a 44% quit rate
 - Other pharmacotherapies are also effective and have documented quit rates



What Can You Do?

- Ask your own health plan about quit line coverage.
- Ask your health plan what tobacco cessation benefits are covered.
- If you hear someone say a plan doesn't cover tobacco cessation, ask them to call the Ohio Department of Insurance.
- Encourage area employers to consider the “effective purchasing” questions.
- Encourage health care providers to ask plans about reimbursement.

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Help is Available

- The Ohio Cessation Benefits Team is available to work with you and your health plan to implement the requirements of the law in the most cost-effective manner possible.
 - Answers to the following questions will help us help you:

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Questions To Get Started

- Is the company insured or self-funded?
- Who currently provides the employer's health insurance coverage (either a health plan or an administrative services partner)?
- What tobacco coverage is included?
- Is the company aware that tobacco coverage with no employee cost sharing is now required under federal reform?
- Call us or send us an email with this information and we can take it from there

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Print Resources

- OH CBT has developed a series of brief documents to assist health plans, employers, providers, and consumers to understand:
 - Tobacco cessation coverage options
 - Federal and state reform requirements around tobacco cessation

http://www.healthyohioprogram.org/healthylife/tobc2/oh_cbt.aspx

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