

Ohio Tobacco Collaborative

A Plan designed in partnership with the Ohio Department of Health, and the multi-stakeholder Cessation Benefits Team to support Ohio health plans and employers.

The *Ohio Tobacco Collaborative* is a unique public-private partnership which provides commercial carriers, employers, and third party administrators with access to tobacco cessation services at rates typically reserved for public health. The *Ohio Tobacco Collaborative* was created as a way to help health plans and employers move toward compliance with legislative mandates to provide cessation services while helping public health maintain tobacco cessation infrastructure in the face of budget cuts. It is truly a win-win for public and private health.

The *Ohio Tobacco Collaborative* includes:

- Quit Line telephonic coaching – \$168 per member who calls the Quit Line, for five outbound coaching sessions and unlimited support calls.
- Nicotine Replacement Therapy (NRT) - \$54 for four weeks of patch (21 mg, 14 mg, or 7mg), or \$60 for four weeks of gum (2m or 4mg), or \$64 for 4 weeks of lozenges (2mg or 4mg) shipped to the participant's home.
- Reporting – No charge for monthly utilization reports.
- Plans may also have their members who call the Quit Line warm transferred directly to the Plan's internal program. The charge for this is \$9/warm transfer.

The federal Patient Protection and Affordable Care Act (PPACA) impacts the majority of the employer groups in Ohio and throughout the nation. Effective September 23, 2010, health plans and non-grandfathered employer groups must cover all United States Preventative Services Task Force (USPSTF) A and B recommendations with no member cost sharing. These recommendations include coverage for tobacco cessation benefits.

Financial Benefits

- Minimal Quit Line one-time setup fee of \$500
- Annual maintenance fee of \$500
- NRT is provided at cost
- Plans or employer groups are charged only when a service is provided. Most other programs charge a fixed per member per month (pmpm) or per employee per month (pepm) which is costly if utilization of services is low.

Service Benefits

- Externally validated 6/7 month quit rate of 40 percent for Ohio's callers.
- Ability to use 1-800-QUIT-NOW, which has high consumer and health care provider recognition.
- Coaching supported in multiple languages.
- Media and marketing provided by the state tobacco program.

How it Works

1. Individuals calling the Quit Line are asked about their insurance coverage or employer group.
2. Eligibility is verified while caller is on the phone.
3. Standard services are provided – Counseling & NRT (if medically eligible).
4. Health plan or employer group is billed monthly for eligible callers.

For more information or to sign up for the Tobacco Collaborative, please contact Amy Gorenflo at (614) 466-1717 or Amy.Gorenflo@odh.ohio.gov.

Ohio Cessation Benefits Team

