

# Ohio Tobacco Collaborative

***A Plan designed in partnership with the Ohio Department of Health, and the 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 – \$138 per participant, for five outbound coaching sessions and unlimited support calls.
- Nicotine Replacement Therapy (NRT) - \$57 for four-weeks of patch, shipped to the participant's home.
- Reporting – No charge for monthly utilization reports.
- Plans may also opt to 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.

## **Financial Benefits**

- Quit Line set-up fees and annual maintenance fees waived.
- Eligibility verification fee waived for health plans who cover all members (insured or self-insured, group or individual).
- 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. For comparison purposes:
  - Ohio health plans reported participation rates of 0.01% to 0.40% in 2008 for their internal tobacco cessation programs (2008 National Business Coalition on Health eValue8 Request for Information).

## **Service Benefits**

- Externally validated 6/7 month quit rate of 34 percent for insured participants.
- 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.***

***The federal Patient Protection and Affordable Care Act (PPACA) will impact 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.***

# Ohio Cessation Benefits Team

