



Helping Adult BadgerCare Plus Members Quit Smoking Brief Description, Roles of and Benefits

Wisconsin Medicaid received grant funding from the Centers for Medicare and Medicaid Services (CMS) to test whether financial incentives motivate adult BadgerCare Plus members who smoke and live in targeted counties to engage in evidence-based tobacco cessation counseling and to quit smoking. Striving to Quit (STQ) has two components –the Wisconsin Tobacco Quit Line and First Breath, a smoking cessation program for pregnant women.

This document highlights the roles of providers/clinics in helping BadgerCare Plus members stop smoking via the Quit Line. More detailed information is available in the ForwardHealth Provider Update on STQ, which was released in August 2012.

Provider/Clinic Roles – Pre-member Encounter

1. Identify 1-2 staff to serve as a point of contact for the project.
2. Order NicCheck 1 test strips from www.cliawaived.com/web/NicCheck.htm or 1-888-882-7739.

NOTE: Training on STQ and the urine cotinine test is available online at www.ctri.wisc.edu/stq.

Provider/Clinic Roles – Member in Clinic for Appointment

1. Screen for BadgerCare Plus eligibility.
2. Screen for tobacco use/smoking – screening should include the following questions:
 - a. Do you smoke?
 - b. Are you interested in quitting?
 - c. If yes, would you like me to make a referral to the tobacco quit line to help you quit?
 - d. If no, briefly discuss the health benefits of quitting.
3. If patient agrees to referral, discuss the use of NRT to aid in quitting; write prescription, as appropriate and send to pharmacy.
4. If patient agrees to referral, obtain a urine sample and conduct the urine cotinine test.
Note: The patient does not have to wait for the results of the test.
5. Fax the referral form, with information about whether a prescription was issued or not and the results of the test to the Quit Line, 1-877-554-6643.

Provider/Clinic Roles – Referral from Quit Line

1. Screen for BadgerCare Plus eligibility.
2. Direct patient to lab or restroom to obtain a urine sample; conduct urine cotinine test.
3. Review suggested prescription from Quit Line and either approve, disapprove or change.
4. Send prescription to pharmacy, if appropriate.
5. Fax results of test and prescription information to Quit Line.

The Quit Line component of STQ has been designed to require *limited clinic time and minimal interruption of clinic workflow*. The benefits include:

- ✓ Reduced number of smokers among your BadgerCare Plus patients
- ✓ Improved health for your BadgerCare Plus patients who quit smoking
- ✓ Limited investment of clinic time for you and your staff
- ✓ Free evidence -based tobacco cessation treatment services delivered by the Quit Line
- ✓ Reimbursement for the urine cotinine test

Wisconsin Striving to Quit

WI Medicaid Regional Map

