

Affected Programs: BadgerCare Plus, Medicaid
To: All Providers, HMOs and Other Managed Care Programs

Introducing the Striving to Quit Initiative

This *ForwardHealth Update* introduces Striving to Quit, an initiative to help BadgerCare Plus members quit smoking. Striving to Quit provides free tobacco cessation counseling services through the Wisconsin Tobacco Quit Line and the First Breath program. This *Update* describes covered services for Striving to Quit, outlines member enrollment criteria for participation, and defines the following provider responsibilities:

- Screening members for tobacco use.
- Making referrals to the Quit Line and First Breath.
- Conducting biochemical tests and preparing prescriptions for appropriate medications for Quit Line members.

Background Information

According to the Centers for Disease Control and Prevention, almost one million individuals in Wisconsin smoke every day. While the smoking rate for adults overall in the state is about 20 percent, the rate is higher — about 33 percent — for BadgerCare Plus members. Wisconsin Medicaid has received a five-year \$9.2 million grant from the Centers for Medicare and Medicaid Services to help BadgerCare Plus members enrolled in participating HMOs to quit smoking through the Striving to Quit initiative. Striving to Quit includes the following separate, evidence-based programs:

- Wisconsin Tobacco Quit Line (i.e., Quit Line), which offers telephone counseling to eligible members who smoke.
- First Breath, which targets eligible pregnant women who smoke by connecting them to trained tobacco

cessation counselors for face-to-face tobacco cessation counseling.

The Quit Line component of Striving to Quit will be implemented in phases. The first phase will begin in September 2012. Enrollment in First Breath will begin in September 2012.

Wisconsin Tobacco Quit Line

Striving to Quit offers eligible members who smoke enhanced tobacco cessation treatment from the Quit Line. Members who participate in Striving to Quit qualify for at least five smoking cessation counseling calls from the Quit Line and appropriate tobacco cessation medications covered by Wisconsin Medicaid. To participate in Striving to Quit, members may be referred to the Quit Line by their provider or may independently call the Quit Line without a referral at (800) QUIT-NOW (784-8669).

Striving to Quit members using the Quit Line may be eligible to receive financial incentives of up to \$120.00 for participation in treatment and for quitting smoking. Striving to Quit requires members who participate in Quit Line treatment services to take a biochemical test to confirm smoking status at initial enrollment, six months post-enrollment, and 12 months after enrollment in the initiative.

Enrollment Criteria

To be eligible to receive enhanced services from the Quit Line via Striving to Quit, members must meet the following criteria:

- Be enrolled in BadgerCare Plus Standard Plan or BadgerCare Plus Benchmark Plan.
- Be 18 years of age and older.
- Be a smoker and express an interest in quitting smoking.
- Be enrolled in one of the following HMOs:
 - ✓ Children's Community Health Plan.
 - ✓ Compcare.
 - ✓ Group Health Cooperative of Eau Claire.
 - ✓ Managed Health Services.
 - ✓ MercyCare Health Plans.
 - ✓ Molina Health Care.
 - ✓ Network Health Plan.
 - ✓ Physicians Plus Insurance Corporation.
 - ✓ UnitedHealthcare Community Plan.
 - ✓ Unity Health Plans Insurance Corporation.
- Reside in one of the following counties. Enrollment will be phased in beginning in September 2012:
 - ✓ Phase One — Effective September 2012.
 - Dodge.
 - Fond du Lac.
 - Jefferson.
 - Sheboygan.
 - ✓ Phase Two — Effective October 2012.
 - Calumet.
 - Columbia.
 - Door.
 - Florence.
 - Grant.
 - Green.
 - Iowa.
 - Kewaunee.
 - Lafayette.
 - Manitowoc.
 - Marinette.
 - Menominee.
 - Oconto.
 - Rock.

- Sauk.
- Walworth.
- Waupaca.
- ✓ Phase Three — Effective November 2012.
 - Brown.
 - Dane.
 - Outagamie.
 - Winnebago.

Covered Drugs and Services

The following drugs and services are covered by Striving to Quit or Medicaid:

- Up to five cessation counseling calls to the Quit Line plus additional calls initiated by the member are covered by Striving to Quit.
- Tobacco cessation medications and biochemical testing to confirm smoking status are covered by Medicaid.

Provider Responsibilities

For members seeking Striving to Quit services from the Quit Line, providers are responsible for the following:

- Screening for smoking and referring potentially eligible members who smoke to the Quit Line.
- Conducting biochemical tests (i.e., urine cotinine tests).
- Writing prescriptions for tobacco cessation drugs for members, as appropriate.
- Working with the Quit Line, completing Striving to Quit referral forms for member referrals, tobacco cessation prescriptions, and biochemical test results and faxing the forms to the Quit Line.
- Identifying one or two key staff members in a clinic or practice who will serve as points of contact for Striving to Quit to assist with coordinating the biochemical tests and other tasks as needed.

Screening and Making Referrals

The following language is suggested for providers to use to encourage members who smoke to agree to a referral or to call the Quit Line themselves:

One of the benefits of calling the Quit Line now is that you may be eligible to participate in a stop smoking

study that provides free counseling services to help you quit and will pay you for taking part in certain activities. I would be happy to make a referral for you. If you are interested, all we need to do is a simple urine test to confirm that you smoke. After I send the paperwork, someone from the Quit Line will call you to tell you more about the study or you can call them directly at the number on the card. If you do not want to be in the study, you may still get some services from the Quit Line.

Providers should ask HMO members living in targeted counties if they may refer the member to the Quit Line. If a member is referred to the Quit Line, providers should submit a Striving to Quit Referral form signed by the member to the Quit Line via fax at (877) 554-6643. Striving to Quit Referral forms are available on the University of Wisconsin Center for Tobacco Research and Intervention's (UW-CTRI's) Striving to Quit Web site at www.ctri.wisc.edu/stq or on the ForwardHealth Portal at www.forwardhealth.wi.gov/. A representative from the Quit Line will call the member within three business days to begin the enrollment process.

Outreach Specialists for the UW-CTRI will provide technical assistance to clinics and providers about how to make Striving to Quit referrals. A short training video about Striving to Quit procedures is available on UW-CTRI's Web site. A link to the training video is also on the Portal.

Biochemical Testing

As part of Striving to Quit, HMO members are required to have a urine cotinine test to confirm smoking status. This test should be conducted by providers in the member's HMO network using NicCheck® I testing strips. NicCheck® I testing strips (item MA-500-001) may be ordered from www.cliawaived.com/web/NicCheck.htm or by calling (888) 882-7739.

Urine cotinine test results should be faxed to the Quit Line at (877) 554-6643.

Claims for urine cotinine testing should be submitted to the member's HMO.

BadgerCare Plus members may be tested on a walk-in basis at any participating clinic in the member's HMO network. Members who need assistance finding a participating clinic should contact their HMO.

Prescriptions

For HMO members identified as smokers who express an interest in quitting and agree to a referral to the Quit Line, providers should discuss the use of tobacco cessation medications. Research indicates that the use of tobacco cessation medications in combination with evidence-based counseling almost doubles the likelihood of a successful quit attempt. The following types of tobacco cessation medications are covered by Wisconsin Medicaid for BadgerCare Plus members:

- Over-the-counter (OTC) nicotine gum and patches.
- Legend products (i.e., bupropion SR, Chantix, Nicotrol spray).

Providers may use the Drug Search Tool on the Pharmacy page of the Providers area of the Portal at www.forwardhealth.wi.gov/WIPortal/Drug%20Search/tabid/217/Default.aspx/ to determine the most current covered drugs. Providers may also refer to the benefit plan-specific product lists on the Pharmacy page of the Portal for the most current list of covered drugs.

An allowable diagnosis code must be indicated on claims for covered tobacco cessation medications. Tobacco cessation medications are not covered for uses outside the allowable diagnosis code. Providers may refer to the Diagnosis Restricted Drugs data table on the Pharmacy page of the Portal for the most current list of allowable diagnosis codes.

If tobacco cessation medications are appropriate for members, prescriptions for tobacco cessation medications should be sent to the member's pharmacy. On the Striving to Quit Referral form sent to the Quit Line, the tobacco

cessation medication prescription box should be checked either yes or no.

For HMO members who independently call the Quit Line and are enrolled in Striving to Quit, staff at the Quit Line will provide a suggested prescription to a provider within the member's HMO network. The provider will determine the adequacy of the prescription and approve as appropriate. The provider is required to send the following:

- The prescription to the pharmacy where it will be filled (e-prescribing is preferred).
- The approval or disapproval of the prescription to the Quit Line on the Striving to Quit Referral form via fax at (877) 554-6643.

First Breath

The First Breath program offers eligible pregnant women who smoke (or who have quit smoking in the last six months) face-to-face tobacco cessation counseling during their prenatal care visits and up to five face-to-face counseling visits plus additional telephone calls for support during the postpartum phase. To participate in the First Breath program, members may be referred to First Breath by their prenatal care provider or may independently call First Breath without a referral at (800) 448-5148. Members who participate in First Breath via Striving to Quit may be eligible to receive financial incentives of up to \$160.00 for participation in treatment and for quitting smoking.

Enrollment Criteria

To be eligible to receive enhanced services from the First Breath program via Striving to Quit, BadgerCare Plus members must meet the following criteria:

- Be enrolled in the Standard Plan or the Benchmark Plan.
- Be a pregnant smoker.
- Express an interest in quitting smoking.
- Be enrolled in one of the following HMOs:
 - ✓ Children's Community Health Plan.
 - ✓ CommunityConnect HealthPlan.
 - ✓ Managed Health Services.
 - ✓ MercyCare Health Plans.

- ✓ Molina Health Care.
- ✓ Network Health Plan.
- ✓ Physicians Plus Insurance Corporation.
- ✓ Unity Health Plans Insurance Corporation.

- Reside in one of the following counties:

- ✓ Dane.
- ✓ Kenosha.
- ✓ Milwaukee.
- ✓ Racine.
- ✓ Rock.

Covered Services

The following services are covered by Striving to Quit via First Breath:

- Up to 10 one-on-one counseling sessions during regular prenatal care appointments by First Breath providers.
- Five one-on-one counseling sessions with a trained First Breath Health Educator following delivery.
- Up to six telephone calls with the First Breath Health Educator following delivery.

Provider Responsibilities

Providers are responsible for screening pregnant BadgerCare Plus HMO members for smoking and enrolling them in the First Breath program or referring members to the First Breath program.

Clinics that currently provide First Breath services are responsible for the following:

- Screening for smoking and enrolling members in First Breath.
- Encouraging members to enroll in Striving to Quit.
- Providing regular First Breath counseling during prenatal care visits.
- Completing First Breath data forms and submitting the forms via fax to (608) 251-4136 or mail to the following address:

Wisconsin Women's Health Foundation
2503 Todd Dr
Madison WI 53713

Clinics that do not currently provide First Breath smoking cessation services should refer members to First Breath.

Screening and Making Referrals

For clinics that currently provide First Breath services, there are no changes to current procedures.

The following language is suggested for providers to use to encourage members to enroll in First Breath:

One of the benefits of enrolling in First Breath now is that you may be eligible to participate in a stop smoking study that provides free counseling services to help you quit and will pay you for taking part in certain activities. You can learn more about the program when someone from the First Breath office calls you or when you call them.

Clinics that do not currently provide First Breath services should encourage pregnant BadgerCare Plus members to seek help to quit by using the above language. Clinic staff or the member may call the First Breath program at (800) 448-5148, extension 112, for help in finding a First Breath provider in the member's area. Members may also visit the First Breath Web site at www.wvbf.org/pg_firstbreath.asp to locate a First Breath provider.

Becoming a First Breath Site

Clinics not currently providing First Breath services may become First Breath sites by calling the First Breath Coordinator at (800) 448-5148, extension 112, or by visiting the First Breath Web site at www.wvbf.org/pg_firstbreath.asp. Providers will need to complete four hours of training to provide First Breath services. Training is free and provided by First Breath coordinators on site. Becoming a First Breath site allows all pregnant BadgerCare Plus and Medicaid members to be served during their regular prenatal care visits.

After becoming a First Breath site, clinics will need to do the following:

- Provide evidence-based cessation counseling during regular prenatal care.
- Complete enrollment and other data forms.
- Distribute small, non-cash gifts supplied by the First Breath program.

For More Information

For more information about Striving to Quit, providers should contact their HMO representative, visit the Portal, or e-mail Striving to Quit at dbsstqinfo@wisconsin.gov.

For more information or for technical assistance questions regarding the Quit Line, providers may visit the UW-CTRI Web site at www.ctri.wisc.edu/.

For more information or for technical assistance questions regarding First Breath, providers may call First Breath at (800) 448-5148, extension 112, or visit the First Breath Web site at www.wvbf.org/pg_firstbreath.asp.

Providers may refer to the Online Handbook on the Portal for more information about covered and noncovered tobacco cessation services and products.

The *ForwardHealth Update* is the first source of program policy and billing information for providers.

Wisconsin Medicaid, BadgerCare Plus, SeniorCare, and Wisconsin Chronic Disease Program are administered by the Division of Health Care Access and Accountability, Wisconsin Department of Health Services (DHS). The Wisconsin Well Woman Program is administered by the Division of Public Health, Wisconsin DHS.

For questions, call Provider Services at (800) 947-9627 or visit our Web site at www.forwardhealth.wi.gov/.

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This *Update* was issued on 8/17/2012 and information contained in this *Update* was incorporated into the Online Handbook on 8/28/2012.