
NAQC 2006 Medicaid Information Survey (U.S.)

Medicaid – The basics

Medicaid is an eligibility-based program that can make it possible for certain low-income individuals and families to get the care they need to get and stay healthy. It is a partnership between federal and state governments in the United States and, although state participation in Medicaid is voluntary, all states do participate. States administer Medicaid—subject to oversight by the [Centers for Medicare and Medicaid Services](#) (CMS) in the U.S. Department of Health and Human Services.

Federal law outlines broad requirements that all state Medicaid programs must fulfill. However, each state establishes and has considerable discretion regarding program eligibility, benefits, and provider payment. As a result, no two state programs are the same.

Medicaid and cessation interventions

When working with state Medicaid partners, it is important to be familiar with the federal Medicaid policy related to cessation. It is:

- Smoking cessation benefits, such as counseling and drug therapy, are **OPTIONAL** benefits under Medicaid (except for children covered under Early Periodic Screening, Diagnosis and Treatment).
- Smoking cessation-counseling services may be provided under a variety of Medicaid benefit categories.
- Smoking cessation medications are specifically classified as those drugs that may be excluded from coverage under Medicaid.

Some state tobacco control programs and tobacco cessation quitlines have embarked on working with state Medicaid partners on cessation interventions (see resource listing for two partnership developed toolkits). In the November NAQC training and technical assistance conference call series—Working with Medicaid: What quitlines have learned—Iowa and Kentucky shared experiences about their innovative efforts in developing Medicaid cessation benefits. (A call-summary is posted on the *quitline operations bulletin board* on the members' section of the [NAQC website](#).)

NAQC's 2006 Medicaid Information Survey

The *NAQC 2006 Medicaid Information Survey* was fielded in September of 2006, to document the scope of efforts undertaken by U.S. quitline administrators with state Medicaid agencies. A total of 22 quitline administrators participated in the survey.

NAQC wanted to better understand the relationship between state quitlines and their Medicaid agencies. The survey asked a series of questions across these key areas:

- Benefits and services
- Caller characteristics
- Managed care health plans
- Promotion of Medicaid benefit
- Funding
- Agreements
- Collaboration

While the results* from the survey were not surprising, they provided us with a snapshot of the relationship between state quitlines and state Medicaid agencies.

Survey highlights include:

- The top three reported services that Medicaid recipients can obtain through the quitline were counseling, intake/assessment, and information & referral.
- Quitlines reported serving Medicaid beneficiaries (in some states Medicaid recipients comprise as much as 40% of all quitline callers), but do not receive reimbursement or payment from state Medicaid programs for the services provided.
- There is both variability among states in the populations served by the quitlines—Medicaid, Medicare, uninsured—and the need for better reporting of the total number of these callers served. (Survey responses showed that these populations comprise from 3% to 40% of all callers.)
- Promotion of the Medicaid benefit is variable; with some quitlines reporting promotion occurs in collaboration with both the state tobacco control program and the state Medicaid program, and others not promoting the benefit at all.
- Nearly half reported that the state tobacco control program works directly with the state Medicaid program on benefit design and/or improvement.

**Detailed results of the survey can be presently viewed on the quitline operations bulletin board on the members' section of the [NAQC website](#).*

What's next?

One of the main goals of the survey was to learn about and share with NAQC members and partners some of the efforts by U.S. quitline administrators to engage state Medicaid programs in tobacco cessation. Survey results were shared with members during the *NAQC Back to Basics* conference calls in November 2006, and generated a lot of interest and discussion.

NAQC plans to use the information gathered in the survey, along with member feedback from the calls, to identify activities, tools and resources that would be of most benefit to members and partners in their work with Medicaid. To this end, NAQC is in the process of developing a Medicaid information section, on its website, which will include information which may be useful for members when working with state Medicaid programs—a Medicaid primer, information on NAQC's efforts to develop Medicaid reimbursement strategies for quitlines, and opportunities for online sharing. Rollout of the NAQC Medicaid information section is slated for summer of 2007.

Commonly asked questions

The following questions were raised during the November NAQC training and technical assistance conference calls on Medicaid and quitlines.

How could a new Medicaid cessation benefit be promoted to physicians?

While mass media may be the fastest way to reach most individuals, there are other alternatives. For example, Iowa is examining less expensive, more targeted means of educating both Medicaid recipients and providers. Using the Medicaid program's database of providers will allow them to do targeted mailings to physicians. Iowa is also exploring recording "hold" messages on the Medicaid phone system as a way to reach Medicaid recipients.

Kentucky developed a cessation pilot project. Was the intention that Medicaid would eventually support a comprehensive cessation benefit for all Medicaid recipients on its own?

Yes. Kentucky wanted to show both quit and return-on-investment outcomes with the pilot project that would eventually lead to a change in current Medicaid regulations.

What information impressed Medicaid decision-makers most?

In Kentucky it was data, "speaking the Medicaid language," using Medicaid statistics, and developing the return-on-investment numbers.

Considerations for research and practice

The following considerations for research and practice emerged from the *NAQC 2006 Medicaid Information Survey*.

- For all states, what proportion of callers (including fax referrals) are Medicaid, Medicare or Uninsured?
- What are the data and information gaps that need to be addressed, with respect to quitline operations and services and the Medicaid population?
- What are some critical lessons learned from quitline and state Medicaid program collaborations?
- How can communication and shared-learning be facilitated between state tobacco control programs and state quitlines?
- What options exist, or approaches should be assessed, for gaining Medicaid reimbursement for quitline services?

Select research articles

- Medicaid coverage for tobacco-dependence treatments [Health Affairs](#) (Millwood). 2006 Mar-Apr; 25(2): 550-6
- Medicaid reimbursement for prenatal smoking intervention influences quitline and cessation. [Tobacco Control](#). 2006 Feb; 15(1): 30-4
- Collaboration between Oregon's chronic disease programs and Medicaid to decrease smoking among Medicaid-insured Oregonians with asthma. [Preventing Chronic Disease](#). 2005 Nov; 2 Spec no: A12. Epub 2005 Nov 1
- Disparity in the use of smoking cessation pharmacotherapy among Medicaid and general population smokers. [Journal of Public Health Management and Practice](#). 2005 Jul-Aug; 11(4): 341-5

Other resources of interest

[Centers for Medicare & Medicaid Services](#)

The Centers for Medicare & Medicaid Services (Department of Health and Human Services) website offers general and detailed information about Medicaid.

[The Kaiser Family Foundation's Commission on Medicaid and the Uninsured website](#)

This website provides a number of reports, fact sheets and tools related to Medicaid, including the ability to create custom state Medicaid fact sheets and search the Medicaid benefits database for more information on your state's covered benefits.

[Working With Medicaid: What Quitlines Have Learned](#)

NAQC Training and Technical Assistance Conference Call Series November 2006 call summary and background materials. (The call summary is posted on Quitline Operations bulletin board, in the members' section of the site.)

[Toolkit: Invest In A Health State: Covering Tobacco Cessation Services Under Medicaid](#)

The Center for Tobacco Cessation, in partnership with the National Partnership for Help Pregnant Smokers Quit, has developed a Medicaid and smoking cessation information packet.

[Helping Pregnant Women Quit Smoking: Providing Coverage For Tobacco Treatment Under Medicaid](#)

The National Partnership to Help Pregnant Smokers Quit, in partnership with the Center for Tobacco Cessation, has developed a Medicaid and smoking cessation toolkit.