
Smoking Cessation
Leadership Center



University of California
San Francisco

One-Hour Power Break webinar -
**The Power of Partnerships: Behavioral
health and public health working together
to combat smoking in Kentucky**

Margaret Jaco Manecke, MSSW

Bill Blatt, MPH

Bobbye A. Gray, RN, BS, TTS

Judy L. Baker, MSHRL, LMT

9/19/17

Thank you to our partners



Moderator

Catherine Saucedo

Deputy Director
Smoking Cessation Leadership Center
University of California, San Francisco
catherine.saucedo@ucsf.edu



Disclosures

This UCSF CME activity was planned and developed to uphold academic standards to ensure balance, independence, objectivity, and scientific rigor; adhere to requirements to protect health information under the Health Insurance Portability and Accountability Act of 1996 (HIPAA); and include a mechanism to inform learners when unapproved or unlabeled uses of therapeutic products or agents are discussed or referenced.

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Bill Blatt, MPH –

- **Pfizer, IGLC, Grant/ Research Support**
- **Anthem Foundation – Grant/ Research Support**

Thank you to our funders



Robert Wood Johnson Foundation



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- All participants will be in **listen only mode**.
- Please **make sure your speakers are on** and adjust the volume accordingly.
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- **This webinar is being recorded** and will be available on SCLC's website, along with the slides.
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Presenter

Margaret Jaco Manecke, MSSW

Project Manager, Policy & Practice
Improvement, National Council for Behavioral
Health

Project Manager, National Behavioral Health
Network for Tobacco & Cancer Control

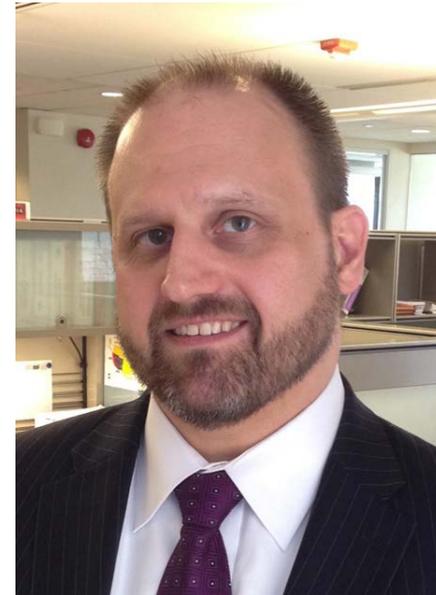


Presenter

Bill Blatt, MPH

National Director of Tobacco Programs

American Lung Association



Presenter

Judy L. Baker, MSHRL, LMT,

Branch Manager, Cabinet for Health and
Family Services

Kentucky Department for Medicaid
Services

Division of Program Quality & Outcomes



Presenter

Bobbye A. Gray, RN, BS, TTS

Tobacco Cessation Administrator,
Tobacco Treatment Specialist

Tobacco Prevention and Cessation
Kentucky Department for Public Health



Kentucky Public Health
Prevent. Promote. Protect.





National Behavioral Health Network for Tobacco & Cancer Control



Margaret Jaco Manecke, MSSW

Project Manager, National Behavioral Health
Network for Tobacco & Cancer Control
National Council for Behavioral Health

MargaretM@TheNationalCouncil.org



National Behavioral Health Network

For Tobacco & Cancer Control

- Jointly funded by CDC's *Office on Smoking & Health & Division of Cancer Prevention & Control*
- Provides resources and tools to help organizations reduce tobacco use and cancer among people with mental illness and addictions
- 1 of 8 CDC National Networks to eliminate cancer and tobacco disparities in priority populations

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Webinars & Presentations

State Strategy Sessions



Community of Practice



#BHtheChange



NBHN Activities

- **State Strategy Sessions!**
- Webinars
- Training, Technical Assistance, & Consultation
- BHtheChange.org website
- Social media (#BHtheChange)
- Success Stories
- Member Listserve
- Communities of Practice

State Strategy Sessions

National Behavioral Health Network for Tobacco & Cancer Control: **State Strategy Sessions**

REQUEST FORM: State Strategy Session & Financial Assistance

Please complete the form below and email to BHtheChange@thenationalcouncil.org for state strategy session consideration. If funding support is being requested, please respond to question #8 below.

1. Requesting State:
2. Applicant Organization:
3. Organization Representative First & Last Name:
4. My state would like to be considered a state strategy session? Yes/No
5. Session Proposed Dates:
If dates have not been set yet, please indicate desired timeframe (e.g., Spring 2016).
6. Short Answer. Why should we consider your state as a strategy session state? Responses should include agency's capacity to carry out this project and plans for sustaining progress following the strategy session. Responses may also include how hosting a state strategy session aligns with agency's mission.
7. My state will be requesting funding assistance for the state strategy session? Yes/No
If yes, please read and respond to question #8 below. If no funding assistance being requested, please submit form.

Bringing Cross-Sector Stakeholders to the Table

Public Health

Higher
education



Foundations

Primary Care

Behavioral
Health providers

Medicaid

Consumers

Search the entire site ...

RESOURCE

Kentucky Aims to Reduce Tobacco Use in Behavioral Health Population



DATE PUBLISHED
February 4, 2016

TOPICS
Cancer Prevention and Control, Data, Tools, and Statistics, General, Tobacco Prevention and Control

LINK

[View Kentucky's State Action Plan →](#)

SUMMARY

On November 19th, 2015, Kentucky launched its first ever statewide initiative addressing smoking prevalence among people with mental illnesses and substance use disorders.

Committee Name: Media and Marketing

Committee members: Wendy Morris, Rob Satterly, Stephanie McCladdie, Samantha Powell, Gil Lorenzo
Liaison: Samantha Powell

1. WHAT

Increase awareness of tobacco use disparity in BH population (geared toward general population)

HOW	WHO	WHEN	PR ME
Research and review current resources	Samantha and Rob	Jan 2016	
Send resources to committee	Stephanie		
Determine the appropriate resources for each region (content and media outlet/format)	Rob	Jan 2016	
Target marketing – customize messaging according to region	Rob	Jan 2016	
Incorporate myths on smoking and behavioral health (Doug's slide) into existing materials/create new materials	Gil	Feb 2016	
Explore funding opportunities with public and private partners – connect with ALA	Rob	Feb 2016	
Solicit new partners for input and exiting resources	All	Feb 2016	



Thank you!

Go to **BHtheChange.org** to join for FREE!



National Behavioral Health Network
For Tobacco & Cancer Control

The Power of Partnerships: Behavioral health and public health working together to combat smoking in Kentucky

Bill Blatt, MPH
National Director of Tobacco Programs
American Lung Association

September 19, 2017

American Lung Association Cessation Resources

Freedom From Smoking®

- Voluntary, interactive and supportive
- Addiction-based model with behavior change focus
- Support NRT and other cessation medications
- Multiple delivery options:
 - FFS in-person group clinic
 - FFS Plus (includes Helpline)
 - FFS self-help guide
- Clinic, Helpline and self-help guide available in Spanish

AMERICAN LUNG ASSOCIATION | FREEDOM FROM SMOKING®

Join Now Dashboard

Your Journey to a Smokefree Life Starts Here

I'm Ready to Sign Up

Already know you are ready for a change to a smokefree life and Freedom From Smoking® Plus is right for you? Sign up for the course here.

[Join now](#)

I'm Still Deciding

Want to know more about Freedom From Smoking and the benefits of a smokefree life? Explore the program before you sign up.

Addressing Tobacco Use in Priority Populations

- 2016 project funded by the Anthem Foundation
- Focus in Kentucky was the behavioral health population
- Local Lung staff worked with experienced community partners
 - Behavioral health providers
 - Quit Now Kentucky (state tobacco quitline)
 - Insurance companies
- Dramatically surpassed project goals
- Behavioral health providers are continuing to offer Freedom From Smoking this year



Addressing Tobacco Use in Priority Populations



Why was this project so successful?

- Statewide coalition participated in a Leadership Institute conducted by Smoking Cessation Leadership Center just before the project began
- Automatic referral to and registration with state quitline to provide continued coaching and additional nicotine replacement therapy after the eight Freedom From Smoking sessions
- NRT partnership with local pharmacy:
 - Participants received a voucher for nicotine replacement therapy from their facilitator
 - Pharmacist provided the requested form of medication and billed the Lung Association

Addressing Tobacco Use in Priority Populations

Other population-specific additions and factors:

- Larger focus on relaxation and coping strategies, including meditation and a labyrinth walk
- “Healthy substitutions” bag containing stress balls, cinnamon toothpicks, sugar-free candy and gum, adult coloring kits, stickers and more
- “Quit and Win” incentive: \$50 Cracker Barrel gift card for stopping smoking by last session
- Participants voiced how important the group setting and buddy system were to them



AMERICAN LUNG ASSOCIATION.



FREEDOM
FROM SMOKING®

Start your quit smoking journey with the organization that has helped thousands become smokefree.
IT'S FREE!

Tuesday, February 21, 2017
from 5:30 pm to 7:00 pm

Kentucky CancerLink
2425 Regency Road, Suite B
Lexington, KY 40503



In partnership  



CALL 859.309.1700 TO REGISTER!

Any questions?

To reach your local American Lung Association office:

- Lung.org
- 800-LUNG-USA

To reach me:

- bill.blatt@lung.org
- 202-785-3355

Thank you!



SCLC Webinar

Kentucky's Efforts to Remove Tobacco Cessation Barriers



Kentucky Public Health
Prevent. Promote. Protect.



Collaborative Path to Success

2015

- CMS Tobacco Cessation Affinity Group
- SAMHSA State Policy Academy on Tobacco Control in Behavioral Health
- Poster for Data! Fostering Health Innovation in Kentucky and Ohio
- FRYSC Tobacco Cessation and E Cigarette Presentation
- Kentucky State Leadership Academy for Wellness and Tobacco Cessation

2016

- National Behavioral Health Network for Tobacco and Cancer Control's 2016 State, Tribal, and Territorial Agency Tobacco and Cancer Control Community of Practice
- Focus Study: Prenatal Smoking
- Provider Educational Materials and 5 A's Magnets
- Collaborative Smoking PIP
- FRYSC Tobacco Cessation Presentation



Tobacco Cessation Efforts for those with Mental Illness and Substance Abuse Disorders

1. The American Lung Association (ALA) secured grant funding to train facilitators and implement Freedom From Smoking (FFS) clinics in 7 behavioral health facilities
2. The University of Kentucky College of Nursing worked with Dr. Chad Morris to develop “Build a Clinic Program” with one state mental hospital and one substance abuse facility
3. The Tobacco Prevention and Cessation Program changed quitline eligibility to include 8 weeks of free NRT for those discharged from the 4 state mental health facilities and 3 substance abuse facilities
4. Online TTS program was developed and launched by the University of Kentucky



Kentucky Medicaid & MCO Tobacco Cessation Benefits

	Dosage	Fee for Service	Aetna Better Health of KY	Anthem	Humana CareSource	Passport	WellCare
		1-800-635-2570	1-855-300-5528	1-855-661-2028	1-855-743-1242	1-877-903-0082	1-866-635-7045
Nicotine Transdermal Patches	7 mg	Yes w/ Rx	Yes w/ Rx	Yes w/ Rx	Yes w/ Rx	Yes w/ Rx	Yes w/ Rx
	14 mg	Yes w/ Rx	Yes w/ Rx	Yes w/ Rx	Yes w/ Rx	Yes w/ Rx	Yes w/ Rx
	21 mg	Yes w/ Rx	Yes w/ Rx	Yes w/ Rx	Yes w/ Rx	Yes w/ Rx	Yes w/ Rx
Nicotine Gum		Yes w/ Rx	Yes w/ Rx	Yes w/ Rx	Yes w/ Rx	Yes w/ Rx	Yes w/ Rx
Nicotine Lozenge		Yes w/Rx	Yes w/Rx	Yes w/Rx	Yes w/Rx	Yes w/Rx	Yes w/Rx
Nicotine Inhaler		Yes w/ PA	Yes w/ Rx	Yes w/ Rx	Yes w/ PA	Yes w/ PA	Yes w/ PA
Nicotrol NS Spray		Yes w/ PA	Yes w/ Rx	Yes w/ PA	Yes w/ PA	Yes w/ PA	Yes w/ PA
Bupropion SR	150 mg	Yes w/ Rx	Yes w/ Rx	Yes w/ Rx	Yes w/ Rx	Yes w/ Rx	Yes w/ Rx
Bupropion XL	150 mg	Yes w/ Rx	Yes w/ Rx	Yes w/ Rx	Yes w/ Rx	Yes w/ Rx	Yes w/ Rx
	300 mg	Yes w/ Rx	Yes w/ Rx	Yes w/ Rx	Yes w/ Rx	Yes w/ Rx	Yes w/ Rx
Chantix	0.5 mg	Yes w/ Rx	Yes w/ PA	Yes w/ PA	Yes w/ Rx	Yes w/ Rx	Yes w/ Rx
	1.0 mg	Yes w/ Rx	Yes w/ PA	Yes w/ PA	Yes w/ Rx	Yes w/ Rx	Yes w/ Rx
Providers should review specific Health Plans for quantity limits which vary and are subject to change.							

Ask every patient about tobacco use
 Advise patients to quit with tailored, personalized messages
 Refer them to Quit Now Kentucky

- To have the quitline contact your patient, go to www.QuitNowKentucky.org/provider_partners/ and fill out either the fax referral or provider web referral form at the bottom of the webpage
- For telephone counseling, patients can call **1-800-QUIT NOW**
- For online cessation services or more information about quitting, patients can visit www.QuitNowKentucky.org

Please note: All tobacco cessation products require a prescription.

***Quitting smoking is one of the healthiest things
 a smoker can do to improve their health.
 Please do your part to help your patients quit!***



Codes allowable for billing

In accordance with Public Health Service 2008 Guidelines, KY Medicaid will allow two (2) individual tobacco cessation counseling attempts per year and each attempt can include up to four (4) intermediate or intensive sessions, for a maximum benefit of eight (8) sessions per year.

HCPCS/CPT Code	Type of Counseling	Description
HCPCS/CPT Code: 99407	Intensive	Description: Smoking and tobacco use cessation counseling visit is greater than ten (10) minutes
HCPCS/CPT Code: 99381-99397	Preventive medicine services	Description: Comprehensive, preventive evaluation based on age and gender to include appropriate history, examination, counseling/anticipatory guidance, risk factor reduction interventions, and related plan of care.
HCPCS/CPT Code: 99078	Physician educational services	Description: Group setting (e.g., prenatal, obesity, diabetes)

Suggested Tobacco-related ICD-10 CM Diagnosis Codes	Description
Suggested Tobacco-related ICD-10 CM Diagnosis Codes: F17.20	Description: Tobacco use disorder
Suggested Tobacco-related ICD-10 CM Diagnosis Codes: 099.33	Description: Tobacco use disorder complicating pregnancy, childbirth, or puerperium
Suggested Tobacco-related ICD-10 CM Diagnosis Codes: T65.2	Description: Toxic effect of tobacco and nicotine

Importantly, the former ICD-9 code **305.1** (tobacco use and dependence) has transitioned to the following ICD-10 codes:

- **F17.20** (nicotine dependence),
- **099.33** (smoking complicating pregnancy, childbirth, and the puerperium),
- **P04.2** (newborn affected by maternal use of tobacco),
- **P96.81** (exposure to environmental tobacco smoke in the perinatal period),
- **T65.2** (toxic effect of tobacco and nicotine),
- **Z57.31** (occupational exposure to environmental tobacco smoke),
- **Z71.6** (tobacco use counseling, not elsewhere classified),
- **Z72** (tobacco use not otherwise specified (NOS),
- **Z77.2** (contact with and exposure to environmental tobacco smoke), and
- **Z87.8** (history of nicotine dependence).

- **H0025** Behavioral health prevention education service
- **H2027** Psychoeducational service, per 15 minutes
- **H002** Behavioral health screening. Event Code.

For specific billing questions, please contact the MCO. This list of codes is not all-inclusive and there may be additional codes available.

Information provided by Kentucky Medicaid Managed Care Organizations and accurate as of 5/12/2016.

Page 2 of 2



starting a conversation about treating tobacco use



ASK do you currently use tobacco?

YES

- 1. ADVISE to quit
- 2. ASSESS are you willing to quit now?

NO

ASK have you ever used tobacco?

NO

YES

ASSESS have you recently quit?
any challenges?

NO

ASSIST intervene to increase motivation to quit

YES

ASSIST provide appropriate tobacco dependence treatment

NO

ASSIST encourage continued abstinence

YES

ASSIST provide relapse prevention

ARRANGE I can have the Quitline contact you. Is that okay?

1-800-QUIT-NOW or https://www.quitnowkentucky.org/providers_partners/



Kentucky Public Health
Prevent. Promote. Protect.



17A of Kentucky Revised Statute Chapter 304

Provide coverage for all US FDA medications

Nicotine patches

Lozenges

Gum



(Three) over-the-counter

Inhaler

Nasal spray

Bupropion SR

Varencline



(Four) prescription



17A of Kentucky Revised Statute Chapter 304

Provide all forms of tobacco cessation services recommended by the US Preventive Services Task Force

- ✓ Individual Counseling
- ✓ Group Counseling
- ✓ Telephone Counseling



17A of Kentucky Revised Statute Chapter 304

Reducing Barriers to Access

The following conditions shall not be imposed:

- Counseling requirements for medications
- Limits on duration of services, including but not limited to, annual or lifetime limits on the number of covered attempts
- Copayments or other out-of-pocket cost sharing, including deductibles

Utilization management requirements, including prior authorization and step therapy, shall not be imposed except in the following circumstances where prior authorization may be required:

- Treatment that exceeds the duration recommended by the most recently published US Public Health Service clinical guidelines on treating tobacco use and dependence
- Services associated with more than 2 attempts to quit within a 12-month period



Successes in FY 15,16 & 17

- ALA trained 8 FFS facilitators
 - 122 finished all 8 sessions of FFS
 - 28 FFS participants stopped smoking
 - 2,275 with mental illness referred to the quitline
 - 275 quit smoking after using quitline services
- Quitline call volume increased from 6642 (FY15), 7910 (FY16), 7482 (FY17)*
- NRT shipments increased from 706 (FY15), 871 (FY16), 1,414 (FY17)
- Kentucky TTS's have increased from 7 to 32
- Medicaid's Tobacco Cessation Spend increased \$1.4 million in FY 16

* While call volume declined in FY17, coaching calls increased. People calling the Quitline stayed engaged in services and stayed with the program longer.



Next Steps for Medicaid

- Update Kentucky regulations and statutes regarding Medicaid tobacco cessation coverage in compliance with Senate Bill 89
- Update Fee Schedules with new codes in compliance with Senate Bill 89
- Update and distribute the provider education materials
- Continue collaborative partnerships to further education and move the needle toward a smoke-free Kentucky



Next Steps for the Tobacco Program

1. The Tobacco Prevention and Cessation Program will be part of the National Jewish Health study regarding tobacco cessation among those with mental illness
2. The Tobacco Prevention and Cessation Program will fund a pilot project with the University of Kentucky at Eastern State Hospital using a program developed by working with Dr. Chad Morris
3. Quit Now Kentucky will continue to give 8 weeks of free NRT for the uninsured callers



Questions?

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Thank You!



Q&A

- Submit questions via the **chat box**



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American Association for Respiratory Care (AARC)



- Free Continuing Respiratory Care Education credit (CRCEs) are available to Respiratory Therapists who attend this live webinar
- Instructions on how to claim credit will be included in our post-webinar email

Save the Date

SCLC's next Live webinar :

“How to Think - Not Feel, About Tobacco Harm Reduction”

with Kenneth E. Warner, PhD, Avedis Donabedian Distinguished University Professor of Public Health Emeritus, Professor of Health Management and Policy Emeritus, Dean Emeritus, University of Michigan School of Public Health

Wednesday, October 18, 2017 at 1pm EDT

Registration will open tomorrow!

Contact us for technical assistance

- Visit us online at smokingcessationleadership.ucsf.edu
- Call us toll-free at **877-509-3786**
- Please complete the post-webinar survey

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