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.

The following faculty speakers, moderators, and planning committee members have disclosed they have no financial interest/arrangement or affiliation with any commercial companies who have provided products or services relating to their presentation(s) or commercial support for this continuing medical education activity:

Judy L. Baker, MSHRL, LMT, Christine Cheng, Brian Clark, Bobbye A. Gray, RN, BS, TTS, Margaret Jaco Manecke, MSSW, Jennifer Matekuare, Roxana Said, MPH, Catherine Saucedo, and Steven A. Schroeder, MD

The following faculty speaker has disclosed a financial interest/arrangement or affiliation with a commercial company who has provided products or services relating to their presentation(s) or commercial support for this continuing medical education activity. All conflicts of interest have been resolved in accordance with the ACCME Standards for Commercial Support:

Bill Blatt, MPH –
• Pfizer, IGLC, Grant/Research Support
• Anthem Foundation – Grant/Research Support
Thank you to our funders

Robert Wood Johnson Foundation

truth initiative
INSPIRING TOBACCO-FREE LIVES

National Behavioral Health Network
For Tobacco & Cancer Control
Housekeeping

- All participants will be in **listen only mode**.
- Please **make sure your speakers are on** and adjust the volume accordingly.
- If you do not have speakers, please request the dial-in via the chat box.
- **This webinar is being recorded** and will be available on SCLC’s website, along with the slides.
- **Use the chat box to send questions** at any time for the presenters.
CME/CEU Statement

Accreditation:

The University of California, San Francisco (UCSF) School of Medicine is accredited by the Accreditation Council for Continuing Medical Education to provide continuing medical education for physicians.

UCSF designates this live activity for a maximum of 1.0 AMA PRA Category 1 Credit™. Physicians should claim only the credit commensurate with the extent of their participation in the webinar activity.

Advance Practice Registered Nurses and Registered Nurses: For the purpose of recertification, the American Nurses Credentialing Center accepts AMA PRA Category 1 Credit™ issued by organizations accredited by the ACCME.

Physician Assistants: The National Commission on Certification of Physician Assistants (NCCPA) states that the AMA PRA Category 1 Credits™ are acceptable for continuing medical education requirements for recertification.

California Pharmacists: The California Board of Pharmacy accepts as continuing professional education those courses that meet the standard of relevance to pharmacy practice and have been approved for AMA PRA category 1 credit™. If you are a pharmacist in another state, you should check with your state board for approval of this credit.

Respiratory Therapists: This program has been approved for a maximum of 1.0 contact hour Continuing Respiratory Care Education (CRCE) credit by the American Association for Respiratory Care, 9425 N. MacArthur Blvd. Suite 100 Irving TX 75063, Course # 149459000.
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
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
• 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

Visit [www.BHtheChange.org](http://www.BHtheChange.org) and Join Today!

Free Access to...
Toolkits, training opportunities, virtual communities and other resources

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

Primary Care

Medicaid

Consumers

Higher education

Foundations

Behavioral Health providers
Kentucky Aims to Reduce Tobacco Use in Behavioral Health Population

**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)

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

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

Go to BHtheChange.org to join for FREE!
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
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
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
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
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
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
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
<table>
<thead>
<tr>
<th>Nicotine Transdermal Patches</th>
<th>Dosage</th>
<th>Fee for Service</th>
<th>Aetna Better Health of KY</th>
<th>Anthem</th>
<th>Humana CareSource</th>
<th>Passport</th>
<th>WellCare</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>7 mg</td>
<td>1-800-635-2570</td>
<td>Yes w/ Rx</td>
<td>Yes w/ Rx</td>
<td>Yes w/ Rx</td>
<td>Yes w/ Rx</td>
<td>Yes w/ Rx</td>
</tr>
<tr>
<td></td>
<td>14 mg</td>
<td>1-855-300-5528</td>
<td>Yes w/ Rx</td>
<td>Yes w/ Rx</td>
<td>Yes w/ Rx</td>
<td>Yes w/ Rx</td>
<td>Yes w/ Rx</td>
</tr>
<tr>
<td></td>
<td>21 mg</td>
<td>1-855-661-2028</td>
<td>Yes w/ Rx</td>
<td>Yes w/ Rx</td>
<td>Yes w/ Rx</td>
<td>Yes w/ Rx</td>
<td>Yes w/ Rx</td>
</tr>
</tbody>
</table>

| Nicotine Gum                  |        |                 | 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 |
| Nicotine Inhaler              |        |                 | Yes w/ PA                | Yes w/ Rx | Yes w/ PA         | Yes w/ PA | Yes w/ PA |
| Nicotrol NS Spray             |        |                 | Yes w/ PA                | 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 |

| 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/](http://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](http://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.

<table>
<thead>
<tr>
<th>HCPCS/CPT Code</th>
<th>Type of Counseling</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>HCPCS/CPT Code: 99407</td>
<td>Intensive</td>
<td>Description: Smoking and tobacco use cessation counseling visit is greater than ten (10) minutes</td>
</tr>
<tr>
<td>HCPCS/CPT Code: 99381-99397</td>
<td>Preventive medicine services</td>
<td>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.</td>
</tr>
<tr>
<td>HCPCS/CPT Code: 99078</td>
<td>Physician educational services</td>
<td>Description: Group setting (e.g., prenatal, obesity, diabetes)</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Suggested Tobacco-related ICD-10 CM Diagnosis Codes</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Suggested Tobacco-related ICD-10 CM Diagnosis Codes: F17.20</td>
<td>Description: Tobacco use disorder</td>
</tr>
<tr>
<td>Suggested Tobacco-related ICD-10 CM Diagnosis Codes: 099.33</td>
<td>Description: Tobacco use disorder complicating pregnancy, childbirth, or puerperium</td>
</tr>
<tr>
<td>Suggested Tobacco-related ICD-10 CM Diagnosis Codes: T65.2</td>
<td>Description: Toxic effect of tobacco and nicotine</td>
</tr>
</tbody>
</table>

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

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.
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
ASSIST intervene to increase motivation to quit

NO
ASSIST provide appropriate tobacco dependence treatment

NO
ASSIST encourage continued abstinence

ASSIST provide relapse prevention

NO
ASK have you ever used tobacco?

YES
ASSESS have you recently quit? any challenges?

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

1-800-QUIT-NOW or https://www.quitnowkentucky.org/providers_partners/
17A of Kentucky Revised Statute Chapter 304

Provide coverage for all US FDA medications

- Nicotine patches
- Lozenges (Three) over-the-counter
- Gum
- Inhaler
- Nasal spray
- Bupropion SR (Four) prescription
- Varencline
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
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

Excellent Health Shows Preventive Medicine and Healthy retrieved from dreamstime at https://www.dreamstime.com/stock-illustration-excellent-health-shows-preventive-medicine-examination-representing-healthy-image45844069
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?

Judy Baker, MSHRL, LMT  
Branch Manager  
Cabinet for Health and Family Services  
Department for Medicaid Services  
Division of Program Quality & Outcomes  
275 East Main Street, 6C-C  
Frankfort, KY 40621  
502-564-9444 ext. 2223  
Judy.Baker@ky.gov

Bobbye Gray, RN, TTS  
Tobacco Cessation Administrator  
Tobacco Treatment Specialist  
Tobacco Prevention and Cessation  
Department for Public Health  
275 East Main Street, HS1E-E  
Frankfort, KY 40621  
502-564-9358 ext. 4017  
Bobbye.Gray@ky.gov

Thank You!
Q&A

- Submit questions via the chat box
Post Webinar Information

• You will receive the webinar recording, presentation slides, information on certificates of attendance, and other resources, in our follow-up email. All of this information will be posted to our website.

• CME/CEUs of up to 1.0 credit is available to all attendees of this live session. Instructions will be emailed after the webinar.
CME/CEU Statement

Accreditation:

The University of California, San Francisco (UCSF) School of Medicine is accredited by the Accreditation Council for Continuing Medical Education to provide continuing medical education for physicians.

UCSF designates this live activity for a maximum of 1.0 AMA PRA Category 1 Credit™. Physicians should claim only the credit commensurate with the extent of their participation in the webinar activity.

Advance Practice Registered Nurses and Registered Nurses: For the purpose of recertification, the American Nurses Credentialing Center accepts AMA PRA Category 1 Credit™ issued by organizations accredited by the ACCME.

Physician Assistants: The National Commission on Certification of Physician Assistants (NCCPA) states that the AMA PRA Category 1 Credits™ are acceptable for continuing medical education requirements for recertification.

California Pharmacists: The California Board of Pharmacy accepts as continuing professional education those courses that meet the standard of relevance to pharmacy practice and have been approved for AMA PRA category 1 credit™. If you are a pharmacist in another state, you should check with your state board for approval of this credit.

Respiratory Therapists: This program has been approved for a maximum of 1.0 contact hour Continuing Respiratory Care Education (CRCE) credit by the American Association for Respiratory Care, 9425 N. MacArthur Blvd. Suite 100 Irving TX 75063, Course # 149459000.
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