

Making the Business Case for the State of Oklahoma to Provide Employee Cessation Benefits: A Collaborative Effort of the Oklahoma Tobacco Control Program

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Acknowledgements

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- **Linda Eakers**, Cessation Systems Coordinator, Oklahoma State Department of Health
- **Abby Rosenthal**, Centers for Disease Control and Prevention



The Oklahoma Tobacco Control (OTCP) Program

- **Oklahoma State Department of Health**
- **Oklahoma Tobacco Settlement Endowment Trust**
- **University of Oklahoma, College of Public Health**
- **Oklahoma Alliance on Tobacco or Health**
- **Tribal Nations, local coalitions and grantees**



OKLAHOMA DATA

- **About 25% of Oklahoma Adults currently smoke cigarettes.**
- **2 in 3 smokers are seriously thinking about quitting.**
- **1 in 2 adults have made a serious quit attempt in the last year**
- **Only about 60% of current smokers have been advised by their health care provider to quit.**

** Data sources: The Oklahoma Adult Tobacco Survey and the Behavioral Risk Factor Surveillance System*



OKLAHOMA DATA

“Oklahoma is the only state in the nation where age adjusted death rates have been increasing over the past 15 years while the rest of the nation has seen decreases in death rates.”

2006 Oklahoma's State of the State's Health Report



STRATEGIC PLANNING

The State of Oklahoma invited **Abby Rosenthal** from the Centers for Disease Control to meet with stakeholders to provide technical assistance and consultation.

Since the Oklahoma Tobacco Helpline was established, health systems changes were identified as an important step in assisting more tobacco users to quit.





Oklahoma Tobacco Helpline

1

800

QUIT

NOW



USPHS Treating Tobacco Use Dependence Clinical Practice Guideline Recommendation

“Provide all insurance subscribers, including those covered by managed care organizations (MCOs), workplace health plans, Medicaid, Medicare, and other government insurance programs, with comprehensive coverage for effective tobacco dependence treatments, including medication and counseling.”



MEDICAID

- The Oklahoma Health Care Authority is the state's Medicaid Agency.
- The CDC met with the OHCA Medical Director and other critical stakeholders.
- The Medical Director decided to add the cessation benefit for pregnant women and ultimately for the entire Medicaid population.



OK MEDICAID BENEFIT

- All first line FDA approved pharmacotherapy, both prescription and over the counter are a covered benefit. (The first round is provided without prior authorization.)
- No limits on the number of times someone can get a prescription in a year or a lifetime. Prescriptions do not count towards the maximum allowable prescriptions each month.
- Health care providers are reimbursed for counseling in the office, over and above the office visit or the global fee in the case of pregnancy.



Make It Your Business for a Strong and Healthy Oklahoma

Leaders in business, education, government and communities are collaborating to promote a culture change from unhealthy to healthier behaviors and lifestyles.

This program offers assessment tools, long term health improvement training opportunities and model language to adopt cessation benefits when purchasing health insurance to employers across the state.



Communities of Excellence

The Oklahoma Tobacco Settlement Endowment Trust funds local community coalitions that serve their county or a consortium of counties.

Grantees have a performance measure that requires them to work with the top ten employers to encourage the purchase of health insurance that provide cessation benefits in accordance with the USPHS Guideline.



LARGEST EMPLOYER

The State of Oklahoma is the largest employer and health insurance is provided through the Oklahoma State and Education Employees Group Insurance Board (OSEEGIB) who also insures retirees, school districts and other governmental units.

OSEEGIB has the authority to change its benefits once a year.



OSEEGIB BENEFIT

The board placed a once in a lifetime maximum cessation benefit on each member and only allowed access to limited pharmacotherapy with prior authorization.



OTCP MOBILIZATION

The OTCP developed a business case for enhancing the tobacco cessation benefit that included a blend of perspectives from public health, medicine and business.

Staff met with OSEEGIB over a period of months to provide education about the burden of tobacco use and the benefits of providing tobacco cessation insurance coverage.



Smoking Attributable Custom Expenditures

SAMMEC was used to estimate the disease impact of smoking among adults and pregnant women in the United States and Oklahoma, as well smoking-attributable deaths, years of potential life lost, excess health care expenditures, and productivity losses.

This tool is useful because information can be tailored, using the insurer's actual expenditures.

<http://apps.nccd.cdc.gov/sammec/>





Making the Business Case for Smoking Cessation

To make the business case for smoking cessation, interventions must demonstrate that they positively affect future health care expenditures and productivity, or have a positive return on investment (ROI) for health insurance plans, employers, and other payers.

www.businesscaseroi.org



CONSULTATION AND TECHNICAL ASSISTANCE

- Calculated the prevalence of tobacco use in Oklahoma and estimated the number of tobacco users enrolled in the health plan and the number that wanted to quit.
- Summarized the cost burden tobacco places on health systems.
- Shared the USPHS Guideline and the fact that effective treatment now exists.
- Obtained Oklahoma Medicaid Utilization Data.



CONSULTATION AND TECHNICAL ASSISTANCE

- Provided research articles and statistics relevant to Oklahoma for actuarial analysis.
- Provided a financial incentive for one year to help defray costs if utilization was higher than expected.
- Demonstrated how the Oklahoma Tobacco Helpline would increase quit rates especially when combined with the new benefit.



Oklahoma Alliance on Tobacco or Health

The Alliance comprised of the American Heart Association, The American Lung Association, the American Cancer Society and many other organizations wrote a letter to the OSEEGIB leadership urging them to adopt the enhanced benefit.



ADOPTION OF BENEFIT

- OSEEGIB adopted benefit !!
- Trained health insurance coordinators on the new benefit in order to promote it.
- Developed an insert into the health insurance enrollment packet.
- Promoted the new insurance benefit and the Oklahoma Tobacco Helpline through earned media.



The HealthChoice Tobacco Cessation Program – Health Promotion *New Benefit Took Effect January 1*

In an effort to encourage more of our members to give up tobacco products, HealthChoice has expanded its coverage of medications that can help in kicking the habit.

Beginning January 1, 2008, HealthChoice is covering two (2) full 90-day courses of any FDA-approved tobacco cessation product per year. This benefit is available to active and retired HealthChoice members, as well as their enrolled dependents who are at least 18 years old. The covered medications are listed in the HealthChoice formularies and include:

- Chantix™ (varenicline)
- Nicotrol® Inhaler (nicotine)
- Nicotrol® Nasal Spray (nicotine)
- Bupropion SR 150mg (generic for Zyban®)
- Buproban 150mg (generic for Zyban®)

Over-the-counter products (such as nicotine patches and gum) are not covered.

In addition to the expanded coverage for tobacco cessation products, HealthChoice NO LONGER REQUIRES prior authorization to access these products. Previously, members were limited to a benefit of one (1) course per lifetime and prior authorization was required.

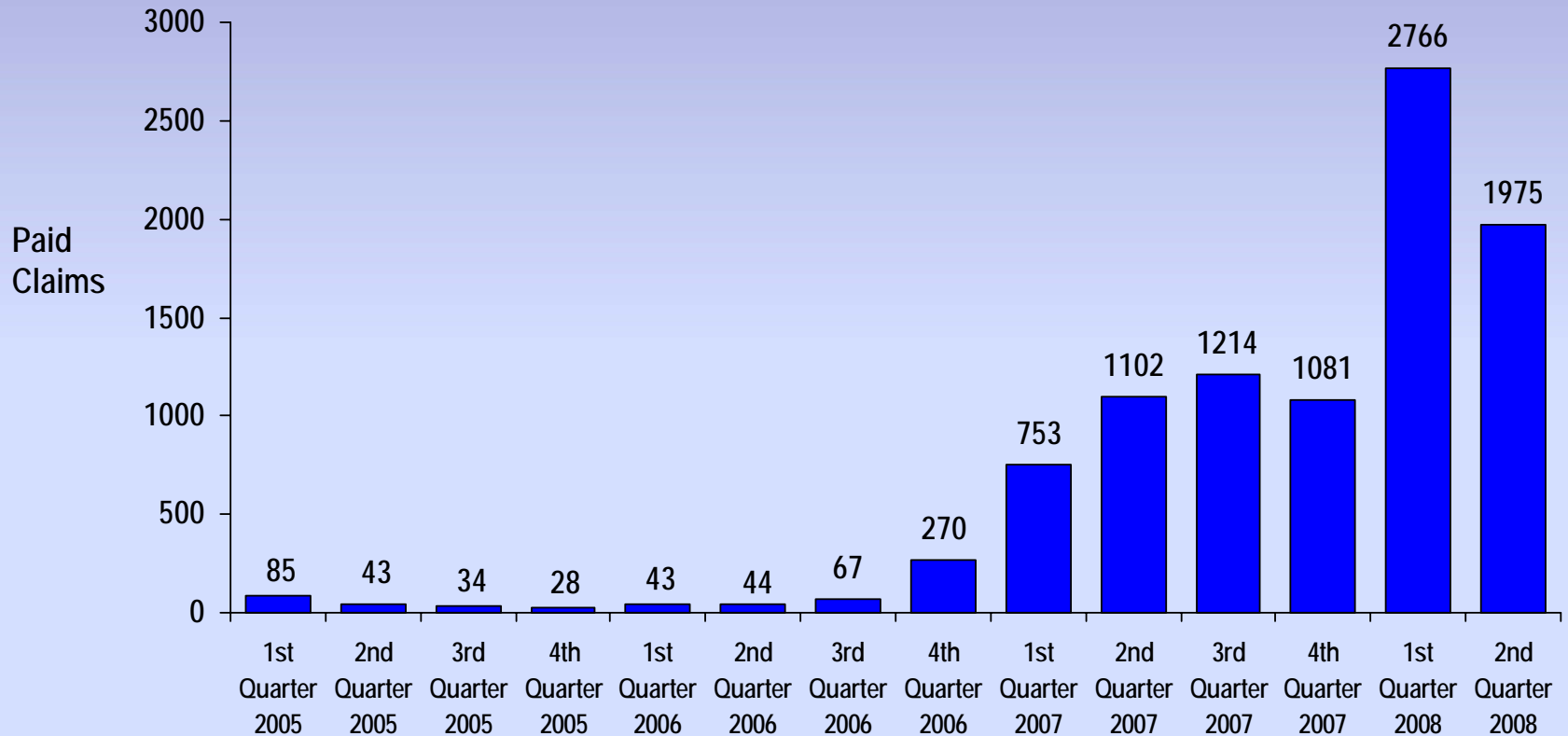
All HealthChoice members who choose to quit tobacco and take advantage of this new health benefit are also strongly encouraged to take advantage of the FREE Professional Quit Coaches® available through the OKLAHOMA TOBACCO HELPLINE at 1-800-QUIT-NOW (1-800-784-8669).

The Professional Quit Coaches® work with Helpline callers to develop a quit plan tailored to individual needs. Up to four (4) follow-up calls with a quit coach are also provided free of charge. The Helpline hours of operation are 7 a.m. to 11 p.m., seven (7) days a week, and staff will return any messages left after hours. Services are also available in Spanish by calling 1-800-793-1552.

Studies have concluded that a combination of medication and counseling is by far the *MOST EFFECTIVE WAY TO SUCCESSFULLY QUIT TOBACCO.*



OSEEGIB Paid Pharmacy Claims Smoking Cessation Products



Data provided by the Oklahoma State & Education Employees Group Insurance Board

Great Investment in Employee Health & Productivity

Number of OSEEGIB Recipients with One or More Paid Pharmacy Claims for a Smoking Cessation Medication (First & Second Quarter 2008)	2479
Minimum Estimated Quit Rate	23%
Minimum Estimated # Quitters	570
Minimum Estimated Annual Cost Savings to Oklahomans Medical cost savings: $\$2,626 \times 570 = \1.5M Lost productivity savings: $\$1,184 \times 570 = \0.7M	\$2.2M
Amount Spent <i>\$148 average cost per recipient</i>	\$0.37M

Minimum Years of Life Saved: 570 quitters x 7.1 years of life saved = 4,047 years

THE RESULTS

- Press Releases
- Adoption of the benefit for managed care organizations serving the same population.



SMOKING? WANT TO QUIT?

Members wanting to kick the smoking habit have access to two (2) full 90 day courses of any FDA approved tobacco cessation product per plan year. This benefit is available to members, as well as their enrolled dependents who are at least 18 years old. The covered medications include:

- ◆ **ChantixTM** (varenicline)
- ◆ **Nicotrol[®] Inhaler** (nicotine)
- ◆ **Nicotrol[®] Nasal Spray** (nicotine)
- ◆ **Bupropion SR 150mg** (generic for Zyban[®])
- ◆ **Bupropion 150mg** (generic for Zyban[®])



Over the counter products (such as nicotine patches and gum) are not covered. Studies have concluded that a combination of medication and counseling is by far the most effective way to successfully quit tobacco. All those who choose to quit tobacco and take advantage of this new health benefit are also strongly encouraged to take advantage of the **FREE Professional Quit Coaches[®]** available through the **Oklahoma Tobacco Helpline at 1-800-QUIT-NOW (784-8669)**. Services are also available in Spanish by calling 1-800-793-1552.

HMO Members: These products are authorized if prescribed by your primary care physician.

HealthChoice Members: Prior authorization is not required to access these products.



NEXT STEPS

New initiative will focus on working with the Oklahoma Insurance Department to promote the adoption of tobacco cessation as a core benefit statewide.



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