



# PREVENT DEATH BY EMBRACING TOBACCO CESSATION

**Gloria Sachdev, B.S. Pharm, Pharm.D.**

President & CEO, Employers' Forum of Indiana

[gloria@employersforumindiana.org](mailto:gloria@employersforumindiana.org)

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EFI All-Stakeholder Meeting

# CURRENT STATE

Per the CDC, tobacco use remains the single largest preventable cause of death and disease. ^

Cigarette smoking kills more than 480,000 Americans each year. \*

Smoking-related illness in the U.S. costs more than \$300 billion a year, including over \$175 billion in direct medical care for adults and \$156 billion in lost productivity. \*

^ [https://www.cdc.gov/tobacco/data\\_statistics/fact\\_sheets/cessation/quitting/index.htm](https://www.cdc.gov/tobacco/data_statistics/fact_sheets/cessation/quitting/index.htm)

\* <http://www.lung.org/support-and-community/corporate-wellness/help-employees-stop-smoking.html>



# AMERICAN LUNG ASSOCIATION STATE GRADE: INDIANA



<http://www.lung.org/our-initiatives/tobacco/reports-resources/sotc/state-grades/>

### State of Tobacco Control

Key Findings

Federal Grades ▼

State Grades ▲

- View State Grades
- State Highlights
- State Rankings
- State Methodology

The American Lung Association in Indiana calls for the following actions to be taken by our elected officials to reduce tobacco use and exposure to secondhand smoke:

1. Raise the cigarette excise tax by at least a \$1.50 per pack
2. Pass a comprehensive smokefree air law that covers bars, taverns and casinos; and
3. Raise the legal age to sell tobacco products from 18 to 21.



# FREE INDIANA RESOURCE FOR EMPLOYERS AND PROVIDERS

<http://quitnowindiana.com/>

## Quit Now Preferred Employers receive:

- Ability to refer employees to the Indiana Tobacco Quitline
- Materials to educate employees about tobacco use and the Quitline
- Updates on new resources, research and Quitline promotional materials
- **Monthly summary of the number of employees who were referred to the program. (Due to HIPAA regulation, specific employee data cannot be provided.)**



# HEALTH PLAN TOBACCO COUNSELING COVERAGE

## Anthem

- CPT codes 99406 and 99407
- Tobacco cessation — Members can earn up to \$40 for quitting smoking through the Quitline. They will receive \$20 to sign up and another \$20 upon completion of the program

## United Health Care

- CPT codes 99406 and 99407

[https://www.unitedhealthcareonline.com/ccmcontent/ProviderII/UHC/en-US/Main%20Menu/Tools%20&%20Resources/Policies%20and%20Protocols/Medicare%20Advantage%20Policy%20Guidelines/Smoking\\_Tobacco\\_Use\\_Cessation\\_Counseling.pdf](https://www.unitedhealthcareonline.com/ccmcontent/ProviderII/UHC/en-US/Main%20Menu/Tools%20&%20Resources/Policies%20and%20Protocols/Medicare%20Advantage%20Policy%20Guidelines/Smoking_Tobacco_Use_Cessation_Counseling.pdf)

[https://www11.anthem.com/provider/noapplication/f1/s0/t0/pw\\_g304731.pdf?refer=ahpprovider&state=oh](https://www11.anthem.com/provider/noapplication/f1/s0/t0/pw_g304731.pdf?refer=ahpprovider&state=oh)



# Recommended Comprehensive Tobacco Cessation Coverage per U.S. PUBLIC HEALTH SERVICE GUIDELINE

Employers should offer the following in their health insurance plans for all employees:

- 4 tobacco cessation counseling sessions of at least 30 minutes. This includes proactive telephone counseling, group counseling and individual counseling.
- Coverage provided for 2 quit attempts per year.
- These benefits must be provided with no copayments or coinsurance and not subject to deductibles, annual or life time dollar limits.
- All 7 Food and Drug Administration (FDA)-approved tobacco cessation medications.



# Comprehensive Tobacco Cessation Coverage continued, SHOULD POSE NO BARRIER TO THE FOLLOWING:

- NO Co-payments
- NO Prior Authorization Requirements
- NO Limits on Treatment Duration
- NO Yearly or Lifetime Dollar Limits
- NO Step Therapy
- NO Counseling Required for Medications



# FDA-Approved Tobacco Cessation Medications

Nicotine Replacement Therapy (NRT)					Bupriopion SR	Varenecline
GUM	Lozenge	Transderm al Patch	Nasal Spray	Oral Inhaler	ZYBAN (generic)	CHANTIX (brand)
OTC	OTC	OTC and RX	RX	RX	RX	RX





EMPLOYERS' FORUM OF INDIANA



# EMPLOYER SURVEY REGARDING TOBACCO CESSATION

## Conducted By The Employers' Forum Of Indiana

Michaela Trame, Forum Intern  
Masters in Healthcare Administration, 2019 Candidate  
Indiana University Purdue University at Indianapolis

# EMPLOYER SURVEY RESULTS

Sent in June 2018

Total Respondents: **16**

- Number of Employers Survey sent to: **63**
- Response Rate: 25%

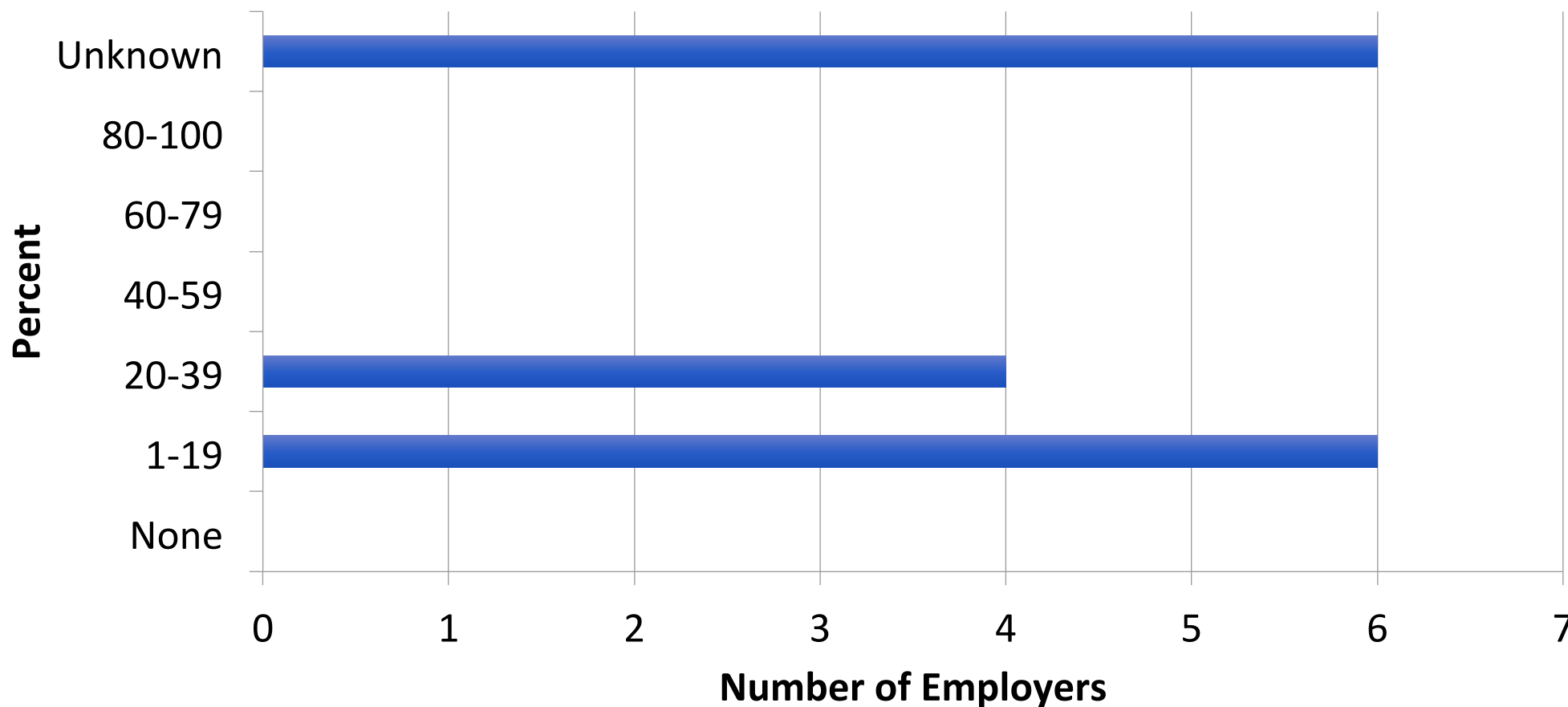
Demographics of Respondents:

- Less than 1,000 employees: **4**
- 1,000-4,000 employees: **5**
- Greater than 4,000 employees: **6**

Number of Survey Questions: **28**



# What Percentage of Your Organization's Workforce Uses Tobacco (to Include Cigarettes, Vapes, Inhaled Nicotine, etc.)? **N = 16**



# What is Your Organization's Average Total Medical Expense Per Member Per Year (PMPY) for Your Non-tobacco Using Population vs. Tobacco Using Population?

N = 3

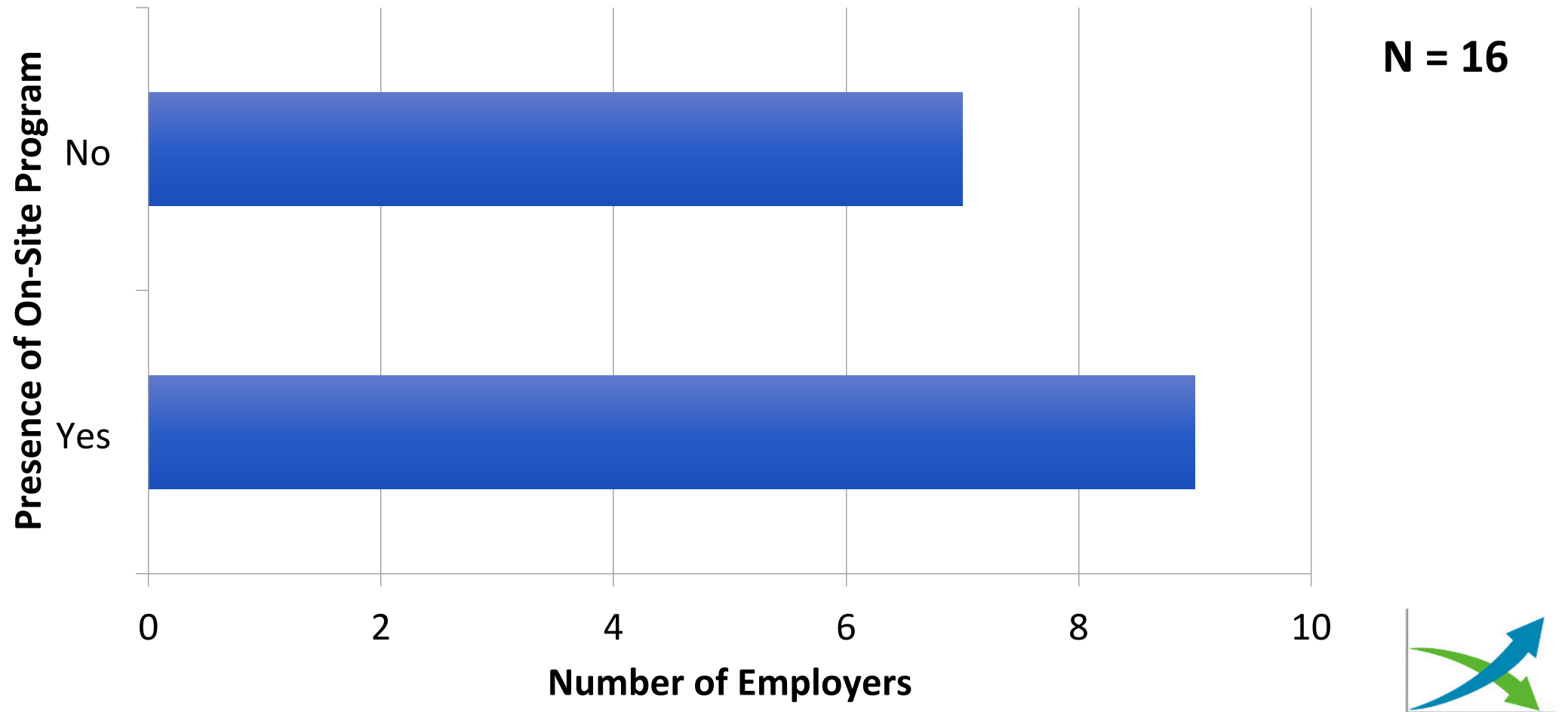
Non-Tobacco Using	Tobacco Using	% Change
\$2,717	\$3,001	11%
\$7,320	\$10,380	42%
\$6,455	\$6,052	-6% *

\* Per verbal correspondence with employer, they employ more “white collar” workers compared to many other industries in Indiana and employees who fail/forget to sign the tobacco affidavit or refuse to provide information are defaulted to showing as a tobacco user. Thus, it is suspected that many non-users are inadvertently reported as users.





# Do You Offer a Tobacco Cessation Program On-Site?



# Please Describe Your Organization's On-Site Tobacco Cessation Program

We offer several different options for employees to quit tobacco use. These options can be used together or separately. Our program includes: medical advice and prescription management from our Nurse Practitioner at our onsite Employee Quick Clinic; one-on-one Health Coaching with our onsite health coach, or they also have the option of utilizing 1-800 Quit now.

On site Wellness Program with fulltime coordinator. Provide cessation program when requested.

Offered via the on-site clinic, the program is led by a Nurse Practitioner/Health Coach. This individual meets with the participant monthly for 3 months. There is also a 6 month and 12 month follow-up. Appointments include educational resources and coaching. Free medications and gum are available to all participants. Participants also complete an on-line 12 week tobacco cessation training.

We provide health coaching that includes tobacco cessation.

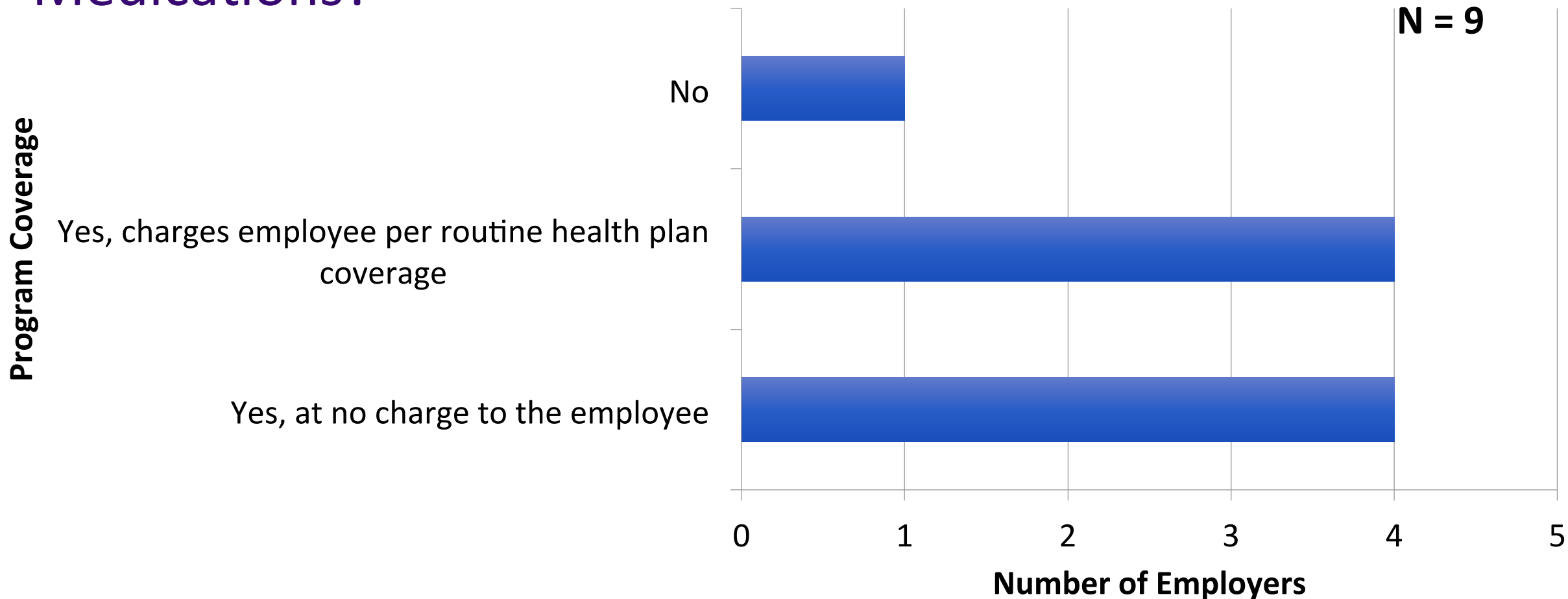
We offer Freedom from Smoking Courses to our employees three times a year. The cost of the program is \$30 which covers the cost of the materials only.

Quit program through onsite clinic, tobacco free discount of 20% premium on monthly health plan.

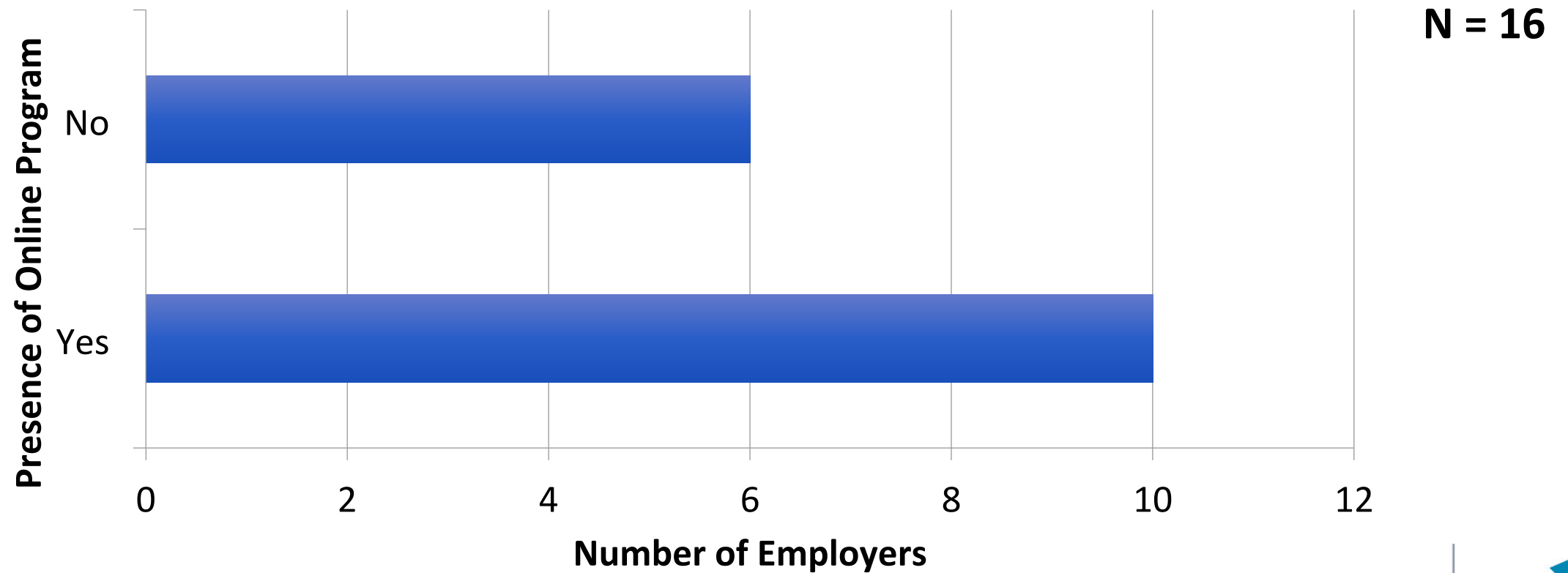
We offer smoking cessation services through our employer sponsored health and wellness center. Services consists of four counseling sessions that provide information, counseling, medical support, and access to resources to stop using tobacco.

We have onsite counselors at some locations.

# Does Your Organization's On-site Tobacco Cessation Program Provide Coverage For Tobacco Cessation Medications?



## Do You Offer And Online Tobacco Cessation Program?





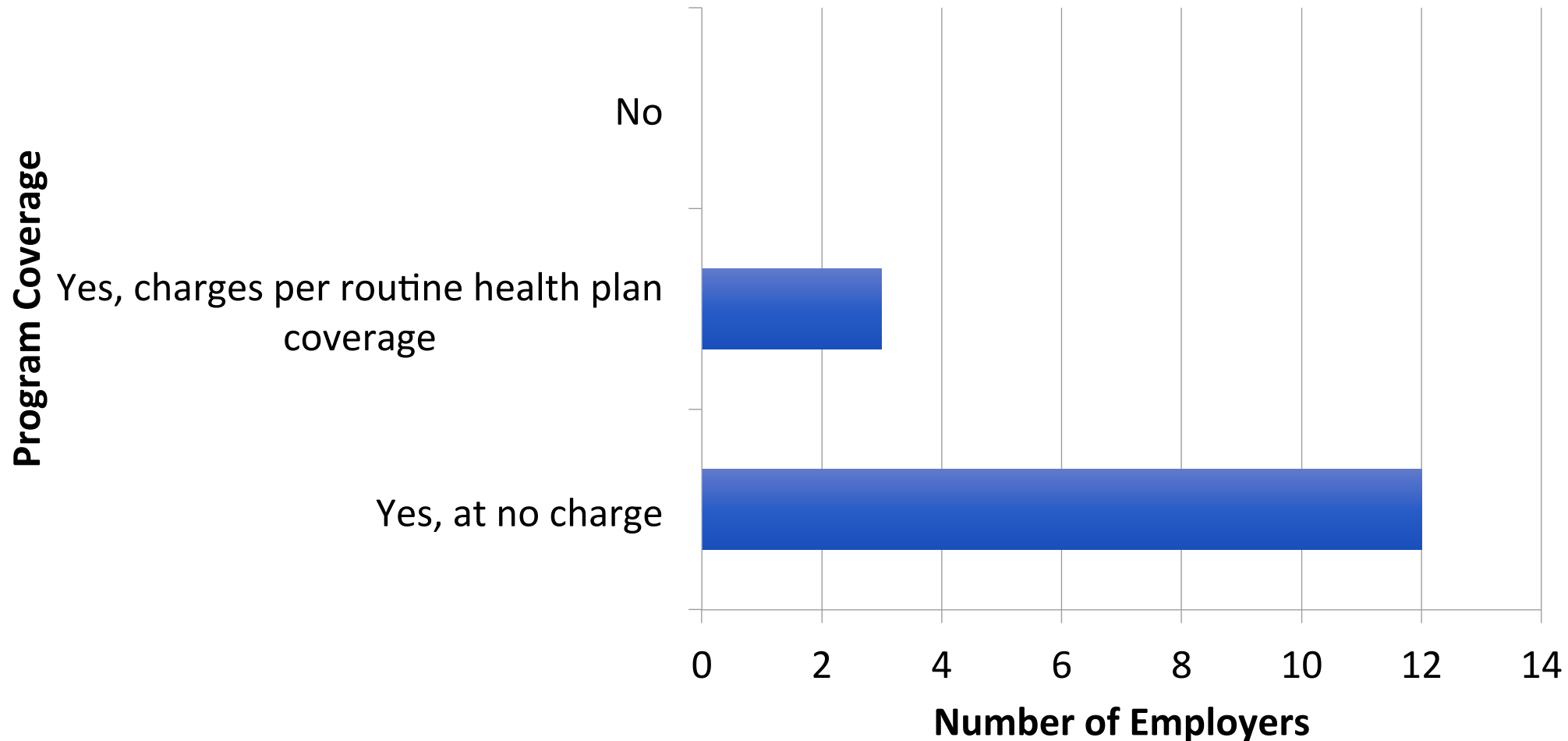
# Please Describe Your Organizations Online Tobacco Cessation Program

- Offered by SelfHelpWorks. This cognitive training provides knowledge as well as helps to create new behaviors
- Offered through the Wellness Council of Indiana. The program includes 12 chapters to be completed with three day window between the completion of each one.
- Quit Now Indiana
- Web Coach & Text2Quit
- 1-800-Quit-Now
- Online coaching modules; telephonic coaching; in-person coaching.
- United Healthcare's Quit for Life program
- Through Optum: coaching calls with a “Quit Coach”, nicotine replacement therapy, one year of follow-up phone and Web assistance
- EAP LifeWorks



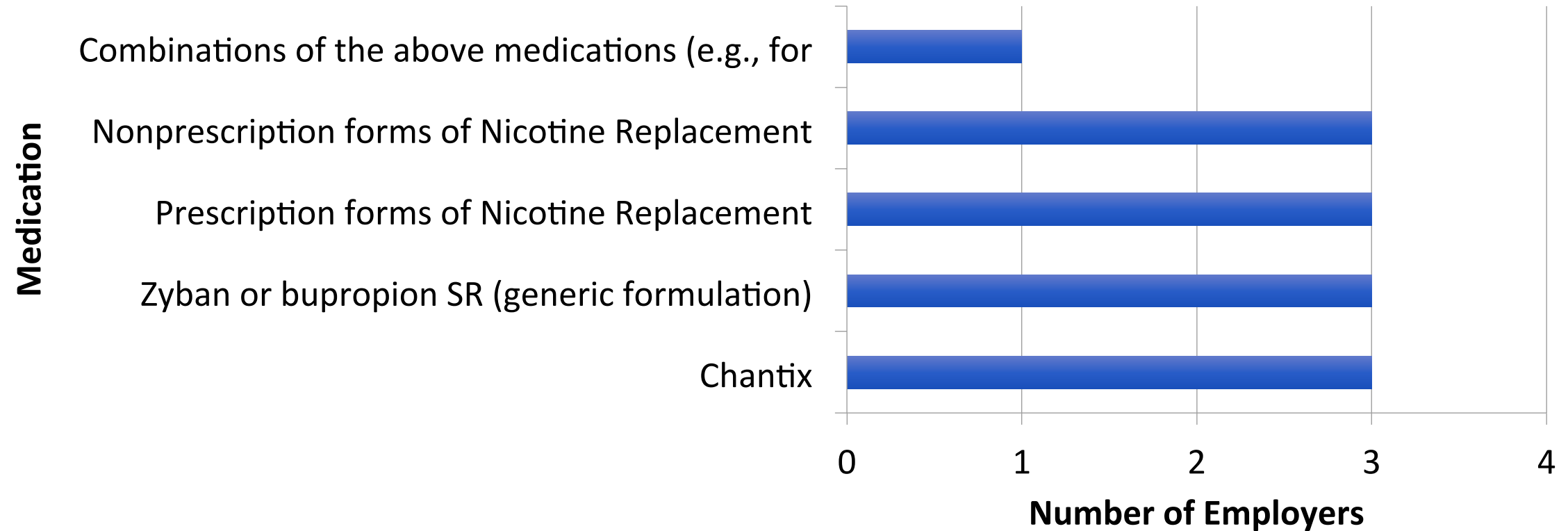
# Does Your Organization's Health Plan Provide Coverage for Tobacco Cessation Medications?

N = 15



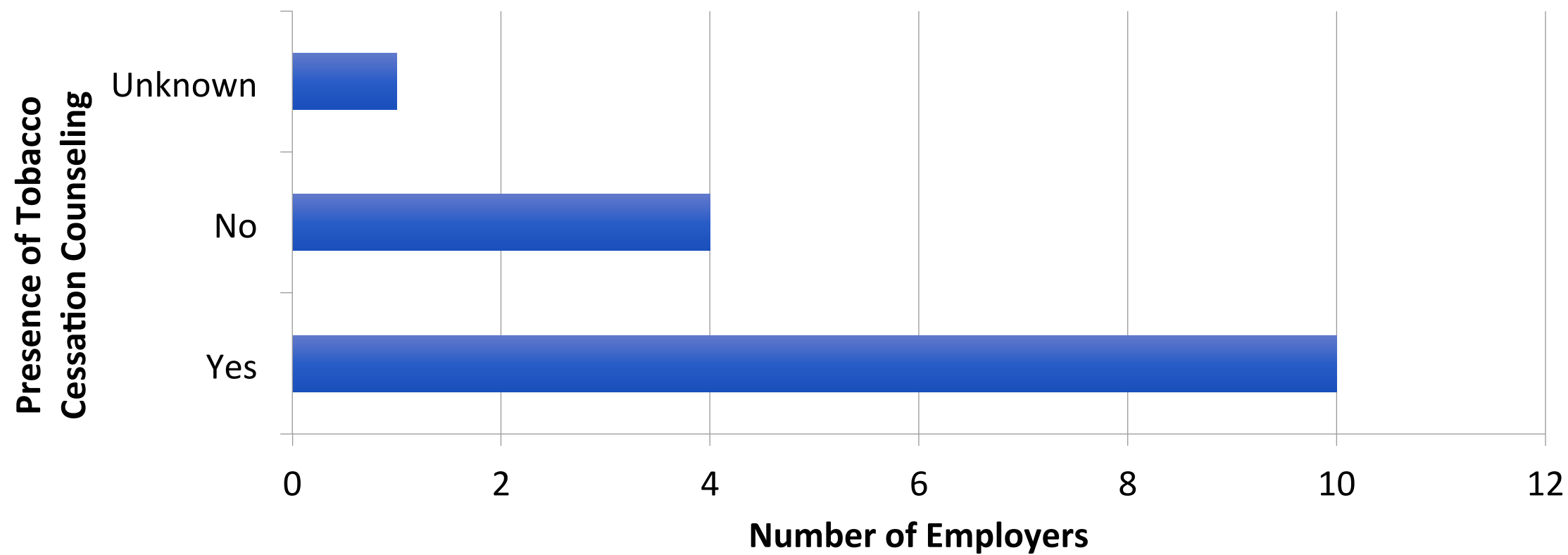
# Is a Prior Authorization Required To Obtain Tobacco Cessation Medications (Select All That Apply)?

**N = 3**



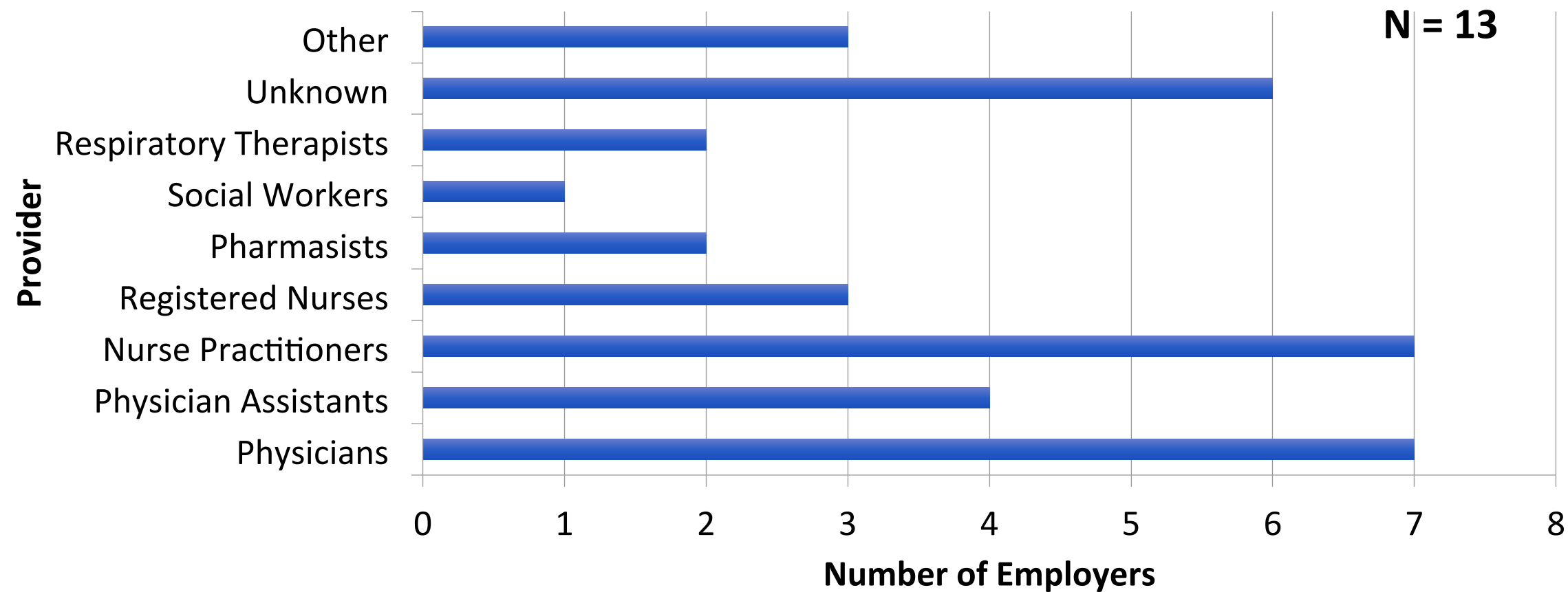
# Does Your Health Plan Provide Coverage for Tobacco Cessation Counseling?

**N = 15**

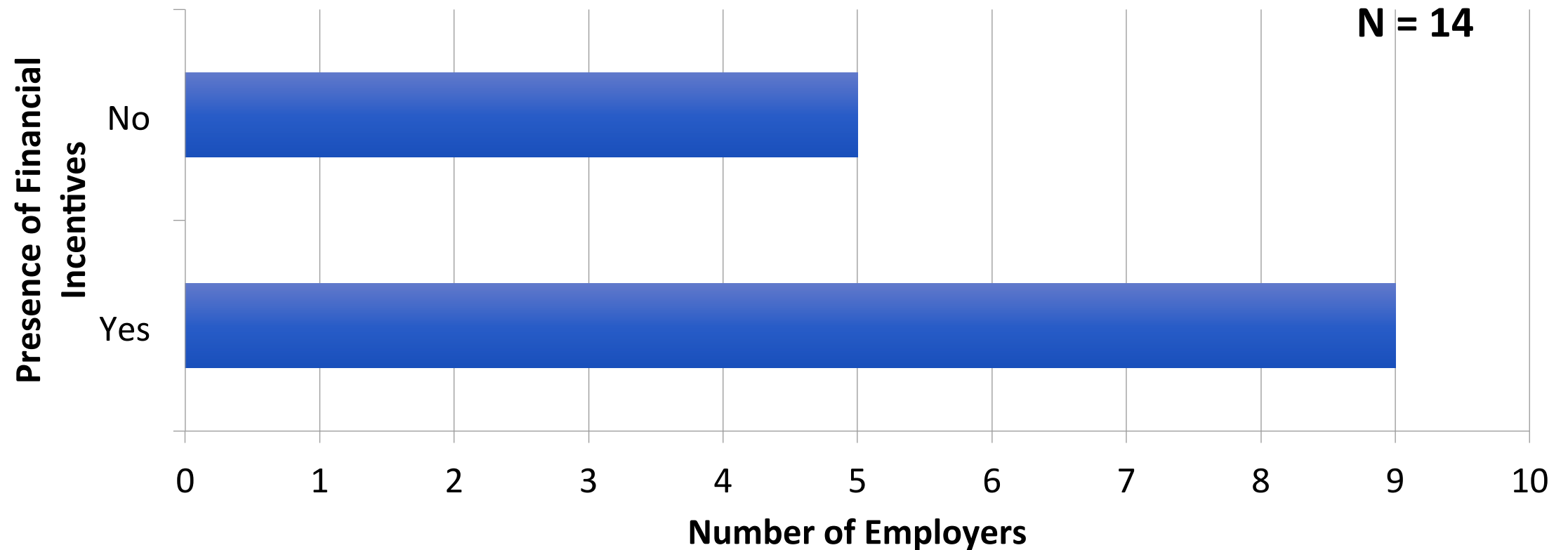




Please Indicate Which Types of Providers Can Be Reimbursed For Tobacco Cessation Counseling (Select All That Apply).



## Does Your Organization Provide Financial Incentives For Employees/Covered Lives To Be Tobacco Free?



# Please Describe the Financial Incentives Used to Promote Tobacco Cessation. This May Include HSA, HRA, Premium Discounts, etc.

Premium discount for tobacco free members.

Part of premium rebate requirement.

Premium reduction of 20%

Our financial incentives include a \$900 tobacco incentive. This program includes Employees and retirees younger than 65 may receive a premium discount of \$900 per year or (\$75 per month) if they certify that they and any dependents enrolled the in the university's health plan are tobacco free. Or if any of these people use tobacco, they may complete a university-approved tobacco cessation program to receive the premium discount.

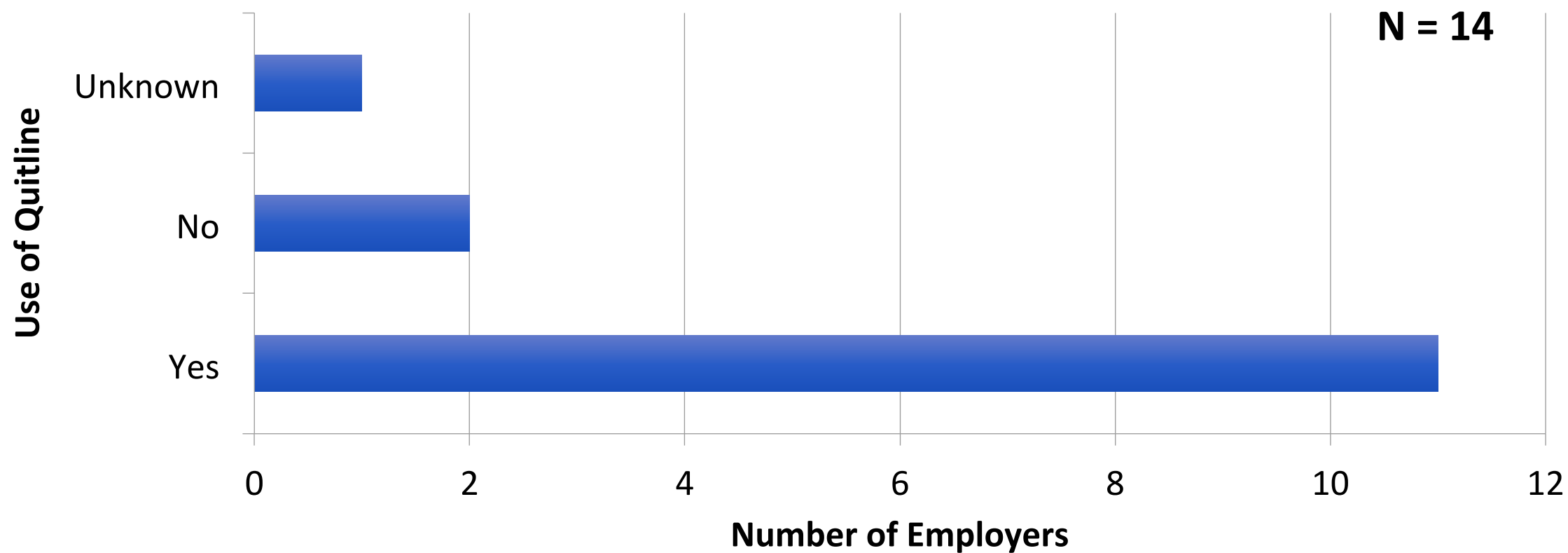
Citizens employees receive a premium discount on medical insurance for being tobacco free and \$250 deposited in their health savings account. If the employee is not tobacco free Citizens will give them \$100 to spend on smoking cessation products.

Employees must annually attest to their tobacco-use status. Those who attest to not being a tobacco-use receive a discount on their medical plan contributions of \$960 / year (\$1,920 if they are covering a spouse who is not a tobacco-user)

Premium reduction for completing an affidavit that the employee and/or spouse are tobacco free. Or, if the employee completes the cessation program, whether successfully quit or not, they receive the premium reduction.

Premium discount of \$50 per pay period for tobacco free employees.

## Does Your Organization Refer Tobacco Users To The Indiana Tobacco Quitline (1-800-Quit-Now)?





# KEY TAKEAWAYS

Most employers offer financial incentives for their population to be tobacco free.

Half of employers know what percent of their population uses tobacco.

For employers who capture tobacco use, there is an opportunity to accurately identify which are active tobacco users versus non tobacco users.

Additional dialog with health plans is needed to better to address potential barriers to counseling and medication access.