

TOBACCO CESSATION BENEFIT

WHAT PROVIDERS NEED TO KNOW

The Colorado Medicaid Tobacco Cessation Benefit provides members with access to free, proven tobacco treatment.

What’s covered:

MEDICATIONS

All FDA-approved medications are free for members through the Pharmaceutical Benefit with a prescription submitted by a Medicaid-enrolled provider. Prior authorization is not required. Combination therapy is covered.



COUNSELING

Individual and group behavioral counseling offered free to members by qualified providers. Services may be offered to clients who use tobacco and to those at-risk of using tobacco, including teens, young adults, and all former tobacco users.



QUITLINE

Free medication and coaching services through the Colorado QuitLine:



FAX Quit Referral Form:
1-800-261-6259



ONLINE referral:
bit.ly/QuitLineReferral



PATIENTS CALL QuitLine:
1-800-QUITNOW



PATIENTS ENROLL online:
www.coquitline.org

SERVICES FOR PREGNANT WOMEN

Enhanced options and services for pregnant women.

Free individual or group counseling and approved medications.

Screening for Prenatal Plus Program.

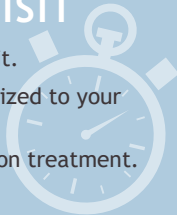


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TIPS FOR PROVIDERS

3 STEPS IN 3 MINUTES, AT EVERY VISIT

1. **ASK** all patients about tobacco and nicotine use at every visit.
2. **ADVISE** tobacco users to quit with a clear message, personalized to your patient's health.
3. **PRESCRIBE** medication and **refer** for proven tobacco cessation treatment.



WHEN YOUR PATIENT DECIDES TO QUIT, YOU CAN INFLUENCE THE OUTCOME

1. Strongly recommend appropriate tobacco cessation medication and provide instructions.
2. Provide behavioral counseling or refer your patient to the free coaching services offered by the Colorado QuitLine.
3. Your patients may receive benefits from both Health First Colorado and QuitLine simultaneously if desired.



ADDRESS RELAPSE

Nicotine addiction is a chronic relapsing condition which warrants medical attention and often repeated treatments. Providers can offer non-judgmental and consistent encouragement by offering or referring to treatment.



WHAT WORKS BEST?

Medication **PLUS** concurrent behavioral counseling offers the best chance for success, often tripling quit rates.

Use of combination therapy has been proven to be more effective than monotherapy.



RESOURCES

Further benefit details: CMTCB Fact Sheet: <http://bit.ly/provider-factsheet>

Provider Training: bit.ly/provider-tobacco-cessation-guidelines-webinar

Tobacco treatment information: bit.ly/treating-tobacco-use-dependence-update-2008