Understanding & Promoting County Cessation Benefits

Oregon Health Promotion & Chronic Disease Prevention
Partners & Grantees Training Webinar
April 25, 2013
Facilitated by: Jill Hutson, The Rede Group

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STRATEGY | HEALTH | POLICY

Questions for Today

1. Why is it important to understand my agency's cessation benefits?
2. How can tobacco program coordinators better understand their county tobacco cessation benefits?
3. How can I evaluate the tobacco cessation benefit to make sure it's evidence based?
4. How can tobacco program coordinators influence the selection of benefits?
5. How does the Oregon Tobacco Quit Line fit into the overall picture of tobacco cessation benefits for county employees?

Understanding Cessation Benefits is Important

Ensuring treatment for tobacco is provided through public and private insurance is a best practice for tobacco control

Understanding and promoting cessation benefits is an integral part of tobacco free campus policy change

Public Health Departments & county tobacco programs, in particular, are in a unique position to help promote cessation benefits

HOW CAN TOBACCO PROGRAM COORDINATORS BETTER UNDERSTAND THEIR COUNTY TOBACCO CESSATION BENEFITS?

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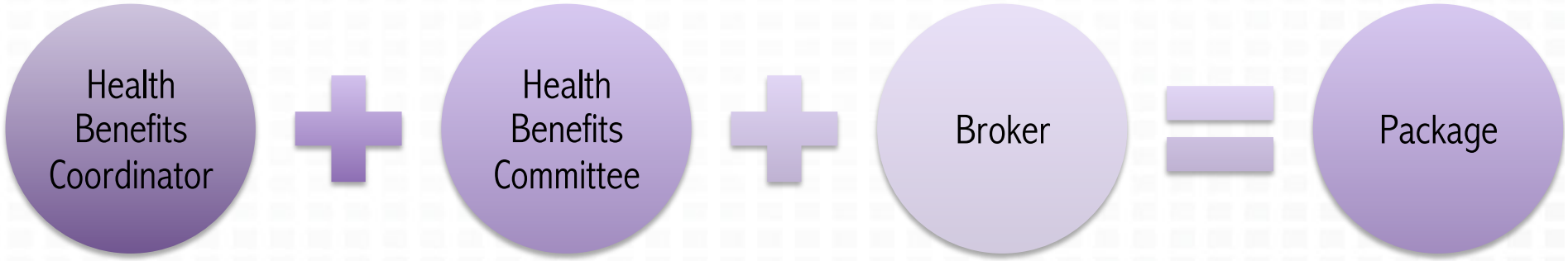
How counties acquire benefits



Health Insurance Benefits Coordinator

Health Insurance Benefits Committee

Broker

Brokers …

work for the **consumer**

consolidate or “package” products

often specialize in certain markets or types of clients

can leverage savings through purchasing in volume

may have the best understanding of the details of coverage

Oregon Brokers
Citycounty Insurance Services (CIS)

Baker
Clatsop
Gilliam
Harney
Jefferson
Lake
Lane
Lincoln
Malheur
Morrow
Sherman
Tillamook
Union
Wallowa
Wasco
Wheeler

Pathway for obtaining information

1. Talk to your benefits coordinator

   If it's still unclear,

2. Ask if you can talk to the broker

3. If the answer is "no," seek assistance or partnership with your supervisor or administrator

4. If the answer is "yes," talk to the broker

How can I evaluate the tobacco cessation benefit to make sure it's evidence based?

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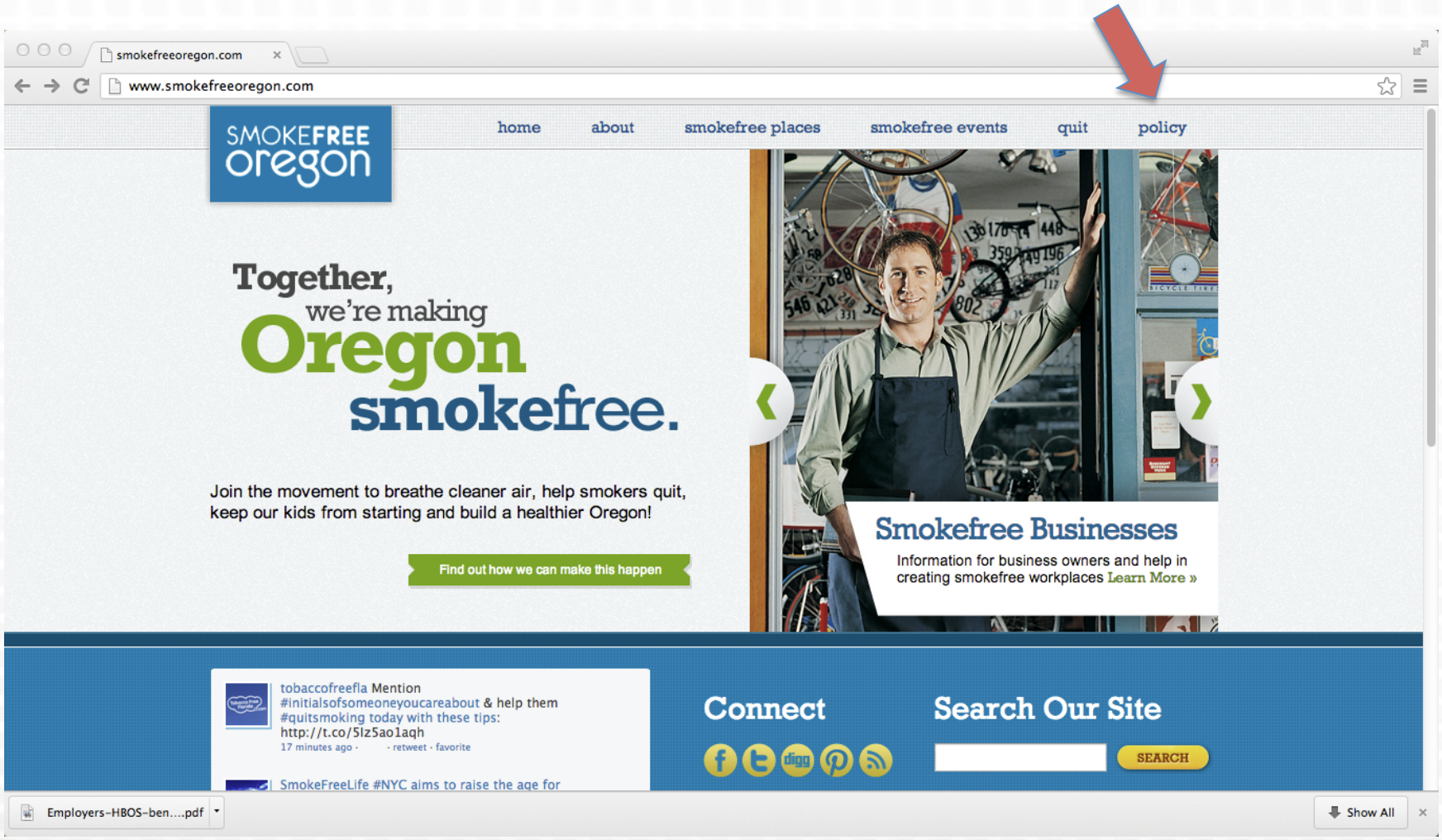
http://smokefreeoregon.com/wp-content/uploads/2010/11/HBOS-brochure-web.pdf


smokefreeoregon.com
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home
about
smokefree places
smokefree events
quit
policy
Together, we're making Oregon smokefree.
Join the movement to breathe cleaner air, help smokers quit, keep our kids from starting and build a healthier Oregon!
Find out how we can make this happen
Smokefree Businesses
Information for business owners and help in creating smokefree workplaces Learn More »
tobaccofreefla Mention #initialsofsomeoneyoucareabout & help them #quitsmoking today with these tips: http://t.co/5lz5ao1aqh
17 minutes ago · · retweet · favorite
SmokeFreeLife #NYC aims to raise the age for
Connect
Search Our Site
SEARCH
Employers-HBOS-ben....pdf
Show All

Employers: Compare your benefit to the HBOS Recommendations
How does your benefit score?

Points	***Reaching out to smokers.*** (25 points)
6	☐ Smokers are identified through health risk appraisals, claims data.
7	☐ Employees who use tobacco receive follow-up invitations for program enrollment.
5	☐ Program enrollment is promoted through employee communications.
7	☐ Employee incentives are offered for enrollment.
	Applying evidence-based treatment best practices modeled on chronic disease management. (35 points)
5	☐ More than one program option is covered: individual and/or group sessions, telephone quit line sessions, online programs.
5	☐ Programs that are offered are provided by professionals trained in tobacco cessation
5	☐ Multiple choices of prescription and over the counter FDA approved medications are covered to create options for finding one that works.
5	☐ Medications and programs are covered separately and also in combination to create flexible options.
5	☐ Medication combinations are covered (e.g. nicotine patches and gum together) for flexibility and increased effectiveness.
5	☐ Two or more program enrollments are covered annually.
5	☐ 20-24 weeks of single or combination medication treatment are covered annually.

Reducing/eliminating barriers for easier access. (25 points)

6 ☐ Program enrollment is easy to access (e.g. one phone call or online registration).

6 ☐ Access to medications is easy (e.g. facilitated through program).

6 ☐ Cost sharing is limited and similar to other medical services.

7 ☐ Cost sharing is waived to increase participation.

Measuring and reviewing outcomes to help reach goals. (15 points)

5 ☐ Participation rates in stop smoking programs are measured and reviewed.

5 ☐ Pharmacy benefit utilization rates are measured and reviewed.

5 ☐ Employee quit rates through 6 months are measured and reviewed.

☐

Total Points

Scoring Key: 85-100 points = Excellent • 75-84 points = Good • 50-74 points = Average • <50 points = Below Average

HELPING BENEFIT OREGON SMOKERS

OHSU Smoking Cessation Center I 3181 SW Sam Jackson Park Rd. CR 115 I Portland Oregon 97239 I 503-418-1659 I bjornson@ohsu.edu

www.smokefreeoregon.com/smokefree-place s/worksites

HOW CAN TOBACCO PROGRAM COORDINATORS INFLUENCE THE SELECTION OF BENEFITS?

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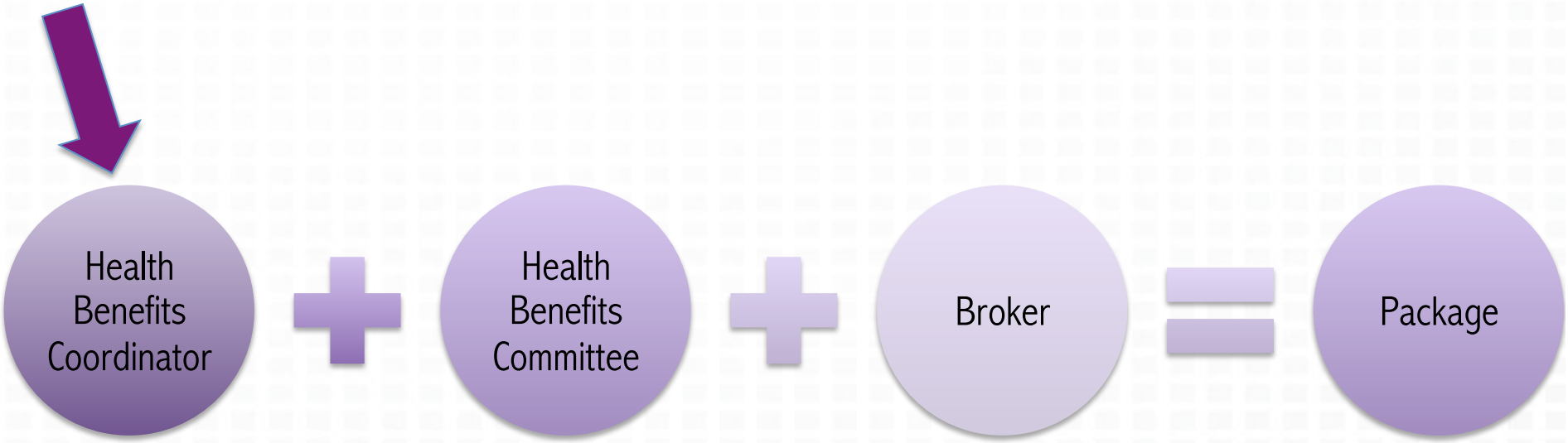
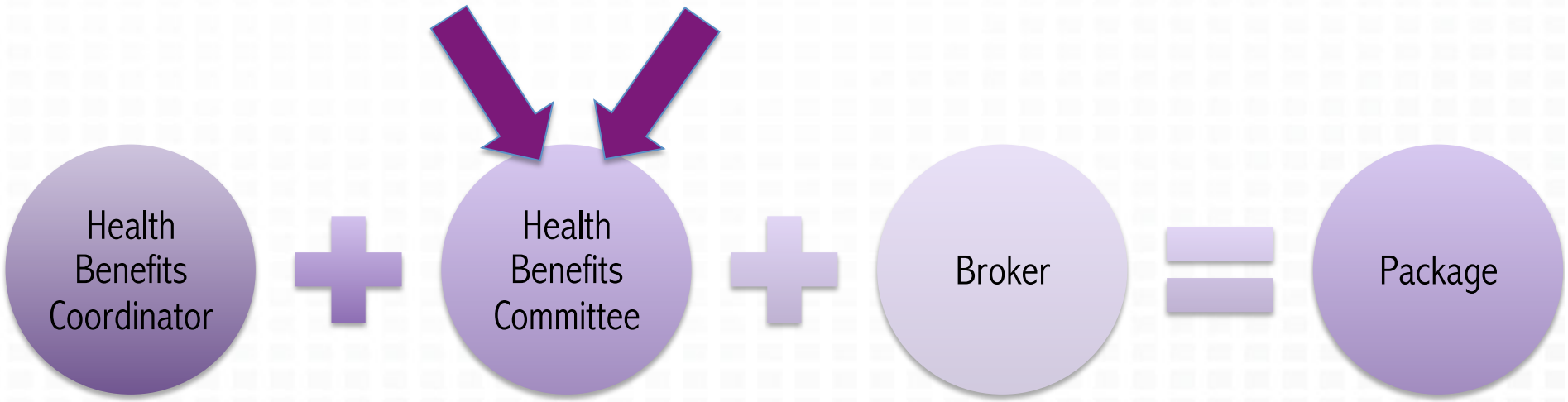
How to influence medical benefits decisions



How to influence medical benefits decisions



HOW DOES THE OREGON TOBACCO QUIT LINE FIT INTO THE OVERALL PICTURE OF TOBACCO CESSATION BENEFITS FOR COUNTY EMPLOYEES?

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In addition to providing evidence based telephonic counseling services and NRT for the Oregon Tobacco prevention program, Alere Wellbeing also contracts with health plans and employers to provide the Quit for Life Program.

CIS

cis benefits
www.cisbenefits.org

Healthy Benefits 2012-13

Quit for Life® Tobacco Cessation Program

Program Overview

CIS Benefits can help you become tobacco-free this year by paying for your participation in Quit for Life®. CIS supports a maximum of three Quit for Life® program years.

To be eligible you must:

- Be an active employee, retiree/COBRA, spouse/domestic partner, or dependent 18 and older covered by a CIS medical plan
- Be 18 years or older

Program Components

- Year-long support, as needed
- Unlimited phone contact with an expert Quit Coach
- Free over-the-counter Nicotine Replacement Aids
- Prescription quit medications – Requires:
  1. A prescription
  2. Coordination between Quit Coach and your medical plan*
  3. Prescription drug benefit copay - **Call CIS Benefits at 800-922-2684 x3826 for questions about your prescription benefits.**

*REGENCE BCBSO INSURED

Participants must get prescriptions through a Regence Exception Process. The Quit Coach will guide that process. Please allow five (5) business days for the Exception Process to be completed.

*KAISER PERMANENTE INSURED

Participants must contact a Health Coach at 503.286.6816, or 1.866.301.3866, select Option 2, for the prescription process. Coaches are available Monday-Friday from 8 am – 5 pm.

Enrolling is Easy!

- Call Quit for Life® 24-hours-a-day, 7 days-a-week at 1.866.784.8454. You'll get a return call with 48 hours.
- Or, visit *www.cisbenefits.org;* click on the Quit for Life® link.

In either case, identify CIS (Citycounty Insurance Services) as your employer (just for enrollment & billing purposes).

Questions?

Email *healthybenefits@cisoregon.org*