

# THE QuitlineNC PARTNERSHIP PLAN HELPS HEALTH INSURERS PROVIDE High Quality, Low Cost Comprehensive Tobacco Treatment For Members



1-800-QUIT-NOW

The Partnership Plan is a unique public-private partnership which provides commercial carriers, employers, and third party administrators with access to tobacco cessation services at rates typically reserved for public health. The Plan was created to help health plans comply with the Affordable Care Act tobacco cessation requirements, while helping public health maintain tobacco cessation infrastructure in the face of budget cuts. It is truly a win-win for public and private health. Since 2005 QuitlineNC has provided effective tobacco use cessation coaching, adding nicotine replacement therapy in 2010. Tobacco users are up to four times more likely to quit when they call the Quitline and use nicotine replacement therapy compared with trying to quit on their own .

Because of increasingly high demand for services and limited funding, at times QuitlineNC has been forced to reduce services. Your members can be guaranteed this cost-saving, effective service—with no interruptions—if you partner with QuitlineNC.

## What Does QuitlineNC Offer and How Does It Work?

- Telephone, web-based and text cessation services are available 24 hours a day, 7 days a week.
- Telephone Quit coaching includes:
  - A 20 to 40-minute initial assessment;
  - Advice on how to quit based on extensive scientific research; and
  - Quit Coach follow-up, including four coaching calls scheduled by the participant.
- QuitlineNC mails culturally-appropriate print materials to participants and others, upon request, and can refer to local face-to-face cessation programs.
- QuitlineNC ships nicotine replacement therapy (NRT) to eligible participants' homes.
- Help for Pregnant Smokers includes up to ten coaching sessions, before and after delivery.
- Health care providers can refer patients by FAX.



## QuitlineNC Helps Meet Affordable Care Act Requirements

- The Affordable Care Act requires most health plans to cover tobacco screening and cessation treatment, including four coaching sessions and 12 weeks of Nicotine Replacement Therapy (NRT) at no cost to tobacco users.
- Partnership with QuitlineNC can be used as a reasonable alternative.

## Financial Benefits

- QuitlineNC set-up fees and annual maintenance fees are waived.
- There is no charge for monthly utilization reports.
- NRT is provided at-cost.

- Plans/Employer Groups are charged only when a service is provided. Most other programs charge a fixed per member per month (pmpm) or per employee per month (pepm), which is costly if utilization of services is low.
- Providing NRT with QuitlineNC coaching services increased the State Health Plan's (SHP) return on investment. In 2010-11, for every dollar spent, SHP realized a \$3.95 return on investment.

## Service Benefits.

- 6 month quit rate of 33% for insured participants.
- Since 2005, 93% of QuitlineNC participants were satisfied with QuitlineNC services, with over half being "very satisfied."
- Coaching supported in multiple languages.
- Each participant receives a certificate of completion upon finishing the program.
- Partners receive customized aggregate reports of members' participation.

## How Do I Get Started?

- Your plan must cover at least five hundred lives to participate in a partnership.
- The Tobacco Prevention and Control Branch will assist you in contracting with the North Carolina Public Health Foundation to establish QuitlineNC services.
- Your agreement will be implemented four to eight weeks following final execution of a contract.

## Costs

COACHING SERVICES		UNIT COSTS
One call		\$49.00
Multiple call (4 calls program – recommended)		\$110.00
Pregnancy Protocol (10 calls)		\$110.00
Web only coaching		\$45.00
Texting		\$19.00
NICOTINE REPLACEMENT*		12 WEEKS
Patches	\$48.00 per shipment	\$144
Gum	\$30.00 per box	\$150
Lozenges	\$38.00 per box	\$181
Combination Therapy	4 wks. patches & 1 box gum/lozenge	\$234- gum/patch \$258 – loz./patch
PRINTED MATERIALS		\$10.00

Fiore, M.C., et. al. (2008). Treating Tobacco Use and Dependence: 2008 update – clinical practice guidelines. Rockville, MD: U.S. Department of Health and Human Services, Public Health Service, Agency for Healthcare Research and Quality.

Zbikowski SM, et.al. "North Carolina Tobacco Use Quitline Final Comprehensive Evaluation and Monthly Reports." Free & Clear, Inc. & Alere Wellbeing Inc. 2006-2016.

\* While costs may vary by individual member participation, partners providing coaching services and the required twelve weeks of NRT for their members' experience average costs of \$166 per participant. NRT is sent to participants in four-week increments and not all members will accept all 12 weeks.

**For more information or to sign up for the Partnership Plan, please contact Joyce Swetlick with NC Division of Public Health, Tobacco Prevention and Control Branch at 919-707-5402 or [joyce.swetlick@dhhs.nc.gov](mailto:joyce.swetlick@dhhs.nc.gov).**



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