

New Hampshire Partnership for Tobacco Helpline Sustainability



Services, Benefits & Costs of a Partnership Agreement

Tobacco Treatment Services Available from the Helpline	
Q:	What services are available through the NH Tobacco Helpline (Helpline) to members of health plans participating in Partnership Agreements?
A:	<p>The Helpline provides easy access to science-based tobacco treatment for health plan members. The core package of tobacco treatment includes:</p> <ol style="list-style-type: none"> 1. Up to five over-the-phone coaching sessions. 2. Members involved in coaching receive automatic screening for the Nicotine Replacement Therapy (NRT) benefit purchased by the health plan. If NRT is approved, it is sent directly to the member. 3. Members receive a seven-month follow-up call to assess quit status. 4. Members who relapse can be re-enrolled in services up to twice per year. Relapse is common in tobacco addiction, and members are encouraged to re-enroll as a standard protocol.
Q:	How do members access Helpline services?
A:	<p>Eligible members can access tobacco treatment from the Helpline in several ways:</p> <ol style="list-style-type: none"> 1. They can call the Helpline directly at 1-800-Quit-Now. The Helpline will verify they are covered by a Partnership Agreement and if eligible, services will be provided. 2. Their healthcare provider can refer them directly using QuitWorks-NH fax referrals or an electronic referral link. 3. They can go on-line to www.TryToStopNH.org to register for a call from a Helpline coach.
Q:	How easy is it for healthcare providers to make referrals to the Helpline?
A:	<p>It is easy for healthcare providers to refer their patients. A webinar presentation is available at for healthcare providers which includes very simple educational steps on the referral options:</p> <ol style="list-style-type: none"> 1. By Fax (electronic or dial up), 2. Through the Helpline website portal; or, 3. Through their electronic medical record.
Q:	Our members have high rates of mental health conditions and other behavioral health needs. Does the Helpline have services to address their unique needs?
A:	<p>The Helpline staff is experienced in working with special populations and have clinical protocols in place to screen callers. The Helpline then responds accordingly with specific behavioral health coaching guidelines to meet their needs.</p> <p>At present, a system is already in place with several mental health and behavioral health centers across NH that facilitate an on-site referral to Helpline Quit Coaches so the client may have personal support while on the phone.</p>
Benefits of a Partnership Agreement with the Helpline	
Q:	Why should we establish a Partnership Agreement now?

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A:	Now, more than ever, more people are insured in New Hampshire. Since tobacco users may have to pay a tobacco surcharge, members who wish to quit are especially motivated to do so. When members and employees connect with the Helpline, they are more likely to be successful in quitting. A Partnership Agreement provides your members or employees access to behavior change motivational coaching, along with FDA- approved medications to assist with withdrawals.
Q:	What are the benefits of joining in Partnership Agreement?
A:	<p>A Partnership Agreement provides you more than just access to Helpline services; there is a team of passionate staff who are invested in cessation among your insured members. Operations at the Helpline include experts in behavior change, substance abuse, clinical quality improvement, health communication, system change improvements and data analysis.</p> <p>Partnership Agreement is an investment in your healthcare provider networks; helping them meet performance measures for Enhanced Payment Agreements, Meaningful Use Objectives, and Federally Qualified Health Center reporting. The Helpline provides professional development and continuing education opportunities to providers in the form of webinars, on-site workshops, and web-based resources.</p>
Q:	We already have a vendor who provides lifestyle coaching, why should we switch?
A:	A Partnership Agreement ensures your members receive coaching by evidence-based protocols and specifically trained in motivational interventions tailored to tobacco/nicotine addiction. Quit Coaches are monitored for clinical quality and evaluated on their performance. The Helpline program meets all requirements for the ACA reasonable alternative for tobacco cessation.
Q:	What type of data are available on our members?
A:	As part of the basic Partnership Agreement, you will receive monthly aggregate utilization reports on your members. You can purchase more detailed reports for an additional fee.
Cost of a Partnership Agreement with the Helpline	
Q:	What are the costs of a Partnership Agreement?
A:	<p>Services are free to the callers covered by a Partnership Agreement. Plans/employer groups are charged only when a service is provided to an insured member. 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. Specific costs include:</p> <ul style="list-style-type: none"> ▪ The health plans/employer groups are charged \$168 per member for five scheduled outbound coaching sessions and unlimited inbound support calls ▪ The cost of shipping a four-week supply of NRT is: Patch (\$54), gum (\$60) or lozenges (\$64) (You can provide increased supply of NRT if desired) ▪ One-time Helpline set up fee of \$500 ▪ Annual maintenance fee of \$500

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Q:	Are health plans or employers billed separately for each insured caller?
A:	Yes, plans are billed <i>only</i> for the services that each insured caller receives. For example, if a caller receives coaching and NRT, the health plan is billed for both services. If the caller only receives coaching, then the plan is billed only for coaching. Plans can elect to provide specific amounts of NRT, from 2-8 weeks for example. <i>Note: a prescription is not needed for the Helpline to dispense over-the-counter NRT.</i>
Q:	Why should we pay for services used by our members when others get them free?
A:	Funding for the Helpline is limited. Any future changes to Helpline services as a result of funding levels will be public information. DHHS prioritizes serving those without insurance and promotes barrier-free, evidence-based treatments.
Q:	What can our plan expect for quit rates?
A:	<p>National Jewish Health (NJH) hires an external evaluator to follow up with callers seven months after receiving Helpline services. This is a national standard. National Jewish Health began providing services to NH callers in January 2015. New Hampshire specific quit rates are not available at this time.</p> <p>The following quit rates are an average of all states which NJH provides services (15 states). Quit rates vary across populations of callers. In general, those who receive the full 5 sessions of coaching and use NRT, have the highest quit rates. External evaluators have validated quit rates of 42% during a 7-month follow survey for callers with private insurance. For those covered by Medicaid, their quit rates are around 30%.</p>
Q:	How does a health plan or employer enter into a Partnership Agreement?
A:	<p>For more information or to sign up for the NH Partnership for Helpline Sustainability, contact Cindy Haugland with National Jewish Health at 303.728.6506 or hauglandc@njhealth.org.</p> <p>The process includes three easy steps:</p> <ol style="list-style-type: none"> 1. Decide the level of service to provide your members. Agreements can be tailored in terms of provision of NRT. 2. Establish a Business Associate Agreement, so the Helpline can share member/employee protected health information for billing purposes. 3. Promote the service to your eligible members and healthcare providers.