

Medi-Cal's Efforts to Reduce Smoking Prevalence among its Members

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Medi-Cal Today

- State Medicaid Program (Medi-Cal)
- Managed Care in all 58 counties (80%)
- 12 million Californians, including over 5M children
- Smoking prevalence 18.7% (2011/12 CHIS), 17.3.% in 2014
- With Medi-Cal expansion, > 1M smokers
- Pays for half of all births in California

DHCS Quality Strategy

DHCS Strategy for Quality Improvement in Health Care



Toby Douglas, Director
Release Date: December 2014



Three Linked Goals

- Improve health
- Enhance quality
- Reduce program costs

DHCS Quality Strategy

Seven Priorities

- Improve Patient Safety
- Deliver Effective, Efficient, Affordable Care
- Engage Persons & Families in Their Health
- Enhance Communication & Coordination of Care
- **Advance Prevention**
- Foster Healthy Communities
- Eliminate Health Disparities



Medi-Cal Managed Care Program-Quality Strategy

- Builds on the Department's framework
- Focuses on 3 areas:
 - MCH: timely postpartum care, immunizations of 2 year olds
 - Chronic disease management: hypertension control, diabetes care
 - **Prevention: Tobacco Cessation**

Framework of the Medi-Cal Managed Care Quality Strategy, 2014-15

| | Focus areas | 3 linked goals (triple aim) |
|---|--|---|
| Overall DHCS Quality Strategy priorities | | |
| <ul style="list-style-type: none"> • Deliver effective, efficient and affordable care • Engage persons and families in their health • Enhance communication and coordination of care • Foster healthy communities • Eliminate health disparities | Maternal child health Postpartum care Immunizations Chronic disease Diabetes care Control of hypertension | <ul style="list-style-type: none"> • Improve health • Enhance quality of health care services • Reduce DHCS per capita health care costs |
| <ul style="list-style-type: none"> • Advance prevention • Improve patient safety | Tobacco cessation | |
| DHCS Strategic Plan commitments | | |
| <ul style="list-style-type: none"> • Treat whole person by coordinating, integrating services | | |
| <ul style="list-style-type: none"> • Hold DHCS, Plans, providers and partners accountable for performance | | |
| <ul style="list-style-type: none"> • Maintain effective, open communication | | |

2013 CAHPS Survey

- 18.2% (413,000) Medi-Cal adults who smoke
- 71% recalled being counseled to quit
- 40% recalled discussing cessation meds
- 37% recalled discussing other cessation strategies

Improved Fee for Service Benefits

- 2 quit attempts per year – no mandatory break
- Nicotine patches, gum and lozenges available for 14 weeks; Zyban, Chantix available for 12 weeks
- No prior authorization (TARs) *(Except for inhaler and lozenge)*
- Counseling verification no longer required

Managed Care Tobacco Policy Letter 14-006

- USPSTF A&B
- Initial and annual assessment
- Cover all seven FDA-approved medications (at least 1 without pre-authorization)
- Individual, group or telephone counseling
- Minimum of two separate quit attempts per year, with no mandatory break

Tobacco Policy Letter (cont.)

- Refer members to the Helpline (or other comparable quit line service)
- Pregnant Women
- Children and teens
- Identifying, monitoring and evaluation
- Provider training

For Pregnant Women, Managed Care Plan Providers Should..

- Ask all pregnant women if they use tobacco or are exposed to tobacco smoke
- Offer at least one face-to-face counseling session per quit attempt
- Are referred to a tobacco cessation quit line
- (See ACOG guidelines on tobacco cessation)

Medi-Cal Incentives to Quit Smoking Project (MIQS)

- Created by the ACA (Medicaid Incentives for the Prevention of Chronic Disease Program)
- \$20 gift card to get counseling through the CA Smokers Helpline
- Free nicotine patches
- 5-Year Goal = 25,000 Medi-Cal Participants
- Total Enrolled: **Over 47,000**



VISIT THE *Welltopia* WEBSITE TODAY!



Welltopia connects Californians, especially those with limited incomes, with credible resources for healthy personal, family, and community development, starting with topics that address the leading causes of preventable mortality and the social determinants of health.

Find resources across a wide-range of topics, including:

- nutrition
- physical activity
- jobs & training
- social services
- health insurance
- stress management
- smoking cessation
- alcohol & drug abuse prevention
- and more!

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Resources

- Policy Letter 14-006: DHCS/Medi-Cal Managed Care Website
- US Preventive Services Task Force-Tobacco Use in Adults and Pregnant Women
- US Public Health Services Guideline: Treating Tobacco Use and Dependence (2008)
- ACOG Committee Opinion, November 2010
- ACA Section 4107: Coverage of comprehensive tobacco cessation services for pregnant women in Medicaid
- California Smokers' Helpline:1-800-NO-BUTTS
<http://www.nobutts.org>