

**Government Business Division
Policies and Procedures**

Section (Primary Department) Health Education		SUBJECT (Document Title) Tobacco Cessation Services - CA	
Effective Date 05/06/2015	Date of Last Review 10/19/2023	Date of Last Revision 06/13/2023	Dept. Approval Date 10/19/2023
Department Approval/Signature:			

Policy applies to health plans operating in the following State(s). Applicable products noted below.

Products	<input type="checkbox"/> Arkansas	<input type="checkbox"/> Iowa	<input type="checkbox"/> Nevada	<input type="checkbox"/> Tennessee
<input checked="" type="checkbox"/> Medicaid/CHIP	<input checked="" type="checkbox"/> California	<input type="checkbox"/> Kentucky	<input type="checkbox"/> New Jersey	<input type="checkbox"/> Texas
<input type="checkbox"/> Medicare/SNP	<input type="checkbox"/> Colorado	<input type="checkbox"/> Louisiana	<input type="checkbox"/> New York	<input type="checkbox"/> Virginia
<input checked="" type="checkbox"/> MMP/Duals	<input type="checkbox"/> District of Columbia	<input type="checkbox"/> Maryland	<input type="checkbox"/> New York (WNY)	<input type="checkbox"/> Washington
	<input type="checkbox"/> Florida	<input type="checkbox"/> Minnesota	<input type="checkbox"/> North Carolina	<input type="checkbox"/> West Virginia
	<input type="checkbox"/> Georgia	<input type="checkbox"/> Missouri	<input type="checkbox"/> Ohio	<input type="checkbox"/> Wisconsin
	<input type="checkbox"/> Indiana	<input type="checkbox"/> Nebraska	<input type="checkbox"/> South Carolina	

POLICY:

Anthem Blue Cross Medicaid (Plan) provides tobacco cessation interventions for Members (of any age) who want to become tobacco-free. Tobacco cessation services are provided to Members in accordance with the most recent recommendations from a variety of nationally recognized source organizations, including the United States Preventative Services Task Force (USPSTF) and American Academy of Pediatrics (AAP) regulatory requirements.

This policy supplements Policy CA_PCXX_011 *Adult Preventive Care Services – CA* which provides more information on tobacco cessation requirements for all members (of any change).

DEFINITIONS:

Kick It California – The Plan utilizes Kick It California, which is a no-cost, one-on-one tobacco cessation program, offering counseling service for all Californians via phone, chat, or self-help tools. Solutions are available for adults, teens and pregnant women in English and Spanish. A referral from a PCP is not required to access services.

Kick It California: 800-300-8086

Tobacco Products – include but are not limited to smoked cigarettes, chewed tobacco, e-cigarettes, vaping products, and exposure to secondhand smoke.

Website: <https://www.kickitca.org>

PROCEDURE:

Tobacco Cessation Requirements

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1. Assessment

The Plan ensures and routinely monitors Primary Care Physicians for a tobacco user identification system to:

- Conduct an initial and annual assessment of tobacco use or exposure based on the latest USPSFT and AAP recommendations.
- Document tobacco use in the member’s medical record at least annually.
- Document tobacco use and e status on all tobacco users at every visit.

2. Approved Tobacco Cessation Medication

The Plan provides access for Members to Food and Drug Administration-approved tobacco cessation medications. These medications are available for non-pregnant adults for a 90-day treatment regimen without other restrictions and services are covered for at least two separate quit attempts per year, with no mandatory break between quit attempts, without cost.

- The Plan covers the following without prior authorization: *nicotine patches, nicotine gum, nicotine lozenges, and bupropion SR (Zyban)*.
- The Plan covers the following with prior authorization: Nicotine nasal spray, Nicotine inhaler and Varenicline (Chantix).
- The Plan shall provide a 90-day treatment regimen of medications without other requirements, restrictions, or barriers.
- The Plan shall cover any additional medications once approved by the FDA to treat tobacco use.
- The Plan shall not require beneficiaries to receive a particular form of tobacco cessation service as a condition of receiving any other form of tobacco cessation service.
- The Plan shall not require beneficiaries to provide proof of counseling to a pharmacist, or other Medi-Cal provider in order to obtain tobacco cessation medications.

Note: Enrollment in tobacco counseling is not required in order to obtain tobacco cessation medications.

3. Individual, Group and Telephonic Counseling

- The Plan collaborates with county tobacco control program(s) to identify local group tobacco cessation counseling resources.
- The Plan ensures that individual, group, and telephone counseling is offered at no cost to beneficiaries who wish to quit smoking, whether or not those beneficiaries opt to use tobacco cessation medications.

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- The Plan encourages providers or other office staff to use the “5 A's”(Ask, Advise, Assess, Assist, and Arrange), the “5 R’s” (Relevance, Risks, Rewards, Roadblocks, Repetition), or other validated behavior change models when counseling beneficiaries.
- The Plan ensures beneficiaries receive a minimum of at least four counseling sessions of at least ten minutes. Beneficiaries shall be given the option of choosing individual or group counseling conducted in person, telephonically or hybrid.
- The Plan covers tobacco cessation counseling for at least two separate quit attempts per year, without prior authorization, and no mandatory breaks between quit attempts.
- The Plan shall ensure providers refer beneficiaries who use tobacco to Kick It California, a free statewide quit smoking service operated by the University of California San Diego Moore Cancer Center or other comparable quit-line services.
- The Plan shall encourage providers to use the Kick It California web or rereferral system, (if available in their area).
- The Plan provides information to beneficiaries who use tobacco about available no-cost tobacco cessation services Beneficiaries shall be given the option of choosing which services to use.
- The Plan shall make an arrangement with the agency providing the tobacco cessation services to pay for the cost of the beneficiary to receive the service.

4. Services for Pregnant Tobacco Users

Because of the serious risk of smoking to the pregnant smoker and fetus, whenever possible, pregnant beneficiaries shall be tailored, one-on-one counseling exceeding minimal advice to quit described below.

At a minimum, the Plan require that providers ask:

- Ask all pregnant beneficiaries if they use tobacco or are exposed to tobacco smoke. Pregnant beneficiaries who smoke should obtain assistance with quitting throughout their pregnancies.
- Offer all pregnant beneficiaries who use tobacco at least one face-to-face tobacco cessation counseling session per quit attempt. Face-to-face tobacco cessation counseling services may be provided by, or under supervision of, a physician legally authorized to furnish such services under state law.
- Ensure pregnant beneficiaries who use tobacco are referred to a tobacco cessation quit line, such as the Helpline. These tobacco cessation counseling services must be covered for 60 days after delivery, plus any additional days needed to end the respective month.

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- Refer to the tobacco cessation guidelines by the American College of Obstetrics and Gynecology (ACOG) before prescribing tobacco cessation medications during pregnancy. The Plan shall post these guidelines on their websites.
 - ACOG recommends clinical interventions and strategies for pregnant women who smoke. <https://www.acog.org/search#q=smoking&sort=relevancy>

5. Prevention of Tobacco Use in Children and Adolescents

- The Plan shall require coverage of medically necessary tobacco cessation services to beneficiaries, including counseling and pharmacotherapy, as it is mandatory for children up to age 21 under Medicaid's Early and Periodic Screening, Diagnostic and Treatment (EPSDT) benefit. The EPSDT benefit includes the provision of anticipatory guidance and risk-reduction counseling regarding tobacco use.
- The Plan shall require primary care clinicians provide interventions, including education or counseling, in an attempt to prevent initiation of tobacco use in school-aged children and adolescents.
- Services shall be provided in accordance with the American Academy of Pediatrics Bright Futures periodicity schedule and anticipatory guidance, as periodically updated.

6. Provider Training

- Web-based courses, material, and training are offered by Kick It California at <https://kickitca.org/health-professionals> This resource informs and educates clinicians regarding effective strategies and approaches for providing tobacco cessation treatment for all populations, including specific recommendations for pregnant women.
- The Plan also provides tobacco cessation trainings or communication through bulletins or the Provider Manual. These include:
- Requirements for comprehensive tobacco cessation services included in this APL.
- An overview of the most recent clinical practice guidelines for treating tobacco use and dependence.
 - How to use and adopt validated models for treating tobacco use and dependence in the provider's clinical practice.
 - Special requirements for providing services for pregnant tobacco users.
 - Informing providers about available courses in tobacco cessation.

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7. Member Outreach

The Plan educates/ notifies all Members of the need for tobacco use prevention and tobacco cessation through:

- Member Newsletters
- Member Website
- Health education materials

8. Identifying Tobacco Users and Tracking Treatment Utilization

The Plan conducts ongoing identification of tobacco users through analysis of Consumer Assessment of Healthcare Providers and Systems (CAHPS) survey and claims data. Additionally, the Plan conducts ongoing monitoring of the provision of services to Members through the collection of claims and pharmacy data.

REFERENCES:

- CA_PCXX_003 Initial Health Appointments for Children and Adults - CA
- CA_PCXX_011 Adult Preventative Care Services-CA
- DHCS APL 16-014 Comprehensive Tobacco Prevention and Cessation Services for Medi-Cal Beneficiaries (supersedes DHCS Policy Letter 14-006)

RESPONSIBLE DEPARTMENTS:

Primary Department:

Health Education

Secondary Department(s):

Field Operations

Provider Communications

Quality Management

EXCEPTIONS:

None

REVISION HISTORY:

Review Date	Changes
10/19/2023	<ul style="list-style-type: none">• Annual Review; no changes

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Review Date	Changes
06/13/2023	<ul style="list-style-type: none"> • Off-cycle Review • Removed "MMP/Duals" as an applicable product • Updated Policy and References sections • Removed reference to CA_QMXX_003 Individual Health Education Behavioral Assessment/Staying Health Assessment because this P&P was retired/archived • Removed Pharmacy as a secondary department
11/18/2022	<ul style="list-style-type: none"> • Annual Review • Revised Anthem references to "Anthem Blue Cross" and/or "Plan" to comply with branding guidelines throughout policy • Updated and alphabetized Definitions section <ul style="list-style-type: none"> • Replaced "No Butts" with new name, "Kick It California"; Updated program description, counseling services, web address, and phone number • Defined "Tobacco Product" under Definitions section instead of Procedure section • Updated Procedure section • Updated Primary Department from "Preventive Care" to "Health Education" • Updated and alphabetized Secondary Department(s) under Responsible Departments section (Added "Pharmacy" and removed "Health Education")
12/14/2021	<ul style="list-style-type: none"> • Annual review • Added the APL 16-014 document • Updated ACOG link • Updated policy, procedure, and references • Updated secondary department name for Provider Communications
12/29/2020	<ul style="list-style-type: none"> • Annual review. • MMP/Duals added as an affected product line • Updated procedure with requirements as posted in APL 16-014
01/14/2020	<ul style="list-style-type: none"> • Annual review. No revisions.
01/17/2019	<ul style="list-style-type: none"> • Annual review. Updated policy to clarify MCPs will ensure group counseling is offered but not required to host a Quit My Way workshop and/or a group class.
07/20/2018	<ul style="list-style-type: none"> • Annual review. No revisions.
04/16/2018	<ul style="list-style-type: none"> • Off-cycle review.

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Review Date	Changes
06/07/2017	<ul style="list-style-type: none">• Annual Review. Minor revisions.
01/17/2017	<ul style="list-style-type: none">• Updated policy with new requirements as posted in APL 16-014
05/10/2016	<ul style="list-style-type: none">• Annual review. No revisions.
05/06/2015	<ul style="list-style-type: none">• New.