



UNIVERSITY *of* MARYLAND
BALTIMORE

Tobacco Cessation Coverage and Quality Measurement

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Disclosures

I have no disclosures

University of Maryland Tobacco team



Family and Community Medicine

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ACA statement about coverage

Federal Guidance

- Tobacco cessation as a preventive service.
 - 4 sessions of individual, group and phone counseling
 - 90 days of all FDA-approved smoking cessation medications
 - 2 quit attempts per year
 - No prior authorization for treatments
 - No cost-sharing



Medicaid Tobacco Cessation Coverage

- All states cover at least one medication
- All states cover at least one form of counseling
- Most states have barriers to access
- Nineteen states have comprehensive cessation coverage

Comprehensive Tobacco Cessation Benefit

Seven FDA-approved medications:

- NRT gum
- NRT patch
- NRT lozenge
- NRT inhaler
- NRT nasal spray
- Bupropion
- Varenicline

Three forms of counseling:

- Individual
- Group
- Phone

Under Section 1905(a)(4)(D) of the Social Security Act (as amended by the Patient Protection and Affordable Care Act), all state Medicaid programs are required to provide a comprehensive tobacco cessation benefit as defined by the U.S. Public Health Service guideline to pregnant women who are enrolled in Medicaid.

Maryland Medicaid Coverage

Cessation Treatments 2023 Q4

Fee For Service	
Individual Counseling	Yes
Group Counseling	No
Nicotine Patch	Yes
Nicotine Gum	Yes
Nicotine Lozenge	Yes
Nicotine Nasal Spray	Yes
Nicotine Inhaler	Yes- Off Market
Bupropion (Zyban)	Yes
Varenicline (Chantix)	Yes

Maryland Cessation

Barriers to Treatment 2023 Q4

Fee For Service	
Co-Payments	No
Counseling required for medications	No
Stepped Care Therapy	Yes
Limits on Duration	Yes
Annual Limits	Yes
Lifetime Limits	No
Prior Authorization	Yes

USPSTF

On CDC website

The USPSTF recommends that clinicians ask all adults about tobacco use and provide tobacco cessation interventions for those who use tobacco products.

Coverage recommendations:

1. Screening for tobacco use; and,
2. For those who use tobacco products, at least two tobacco cessation attempts per year. For this purpose, covering a cessation attempt includes coverage for:
 - Four tobacco cessation counseling sessions of at least 10 minutes each (including telephone counseling, group counseling and individual counseling) without prior authorization; and
 - All Food and Drug Administration (FDA)-approved tobacco cessation medications (including both prescription and over-the-counter medications) for a 90-day treatment regimen when prescribed by a health care provider without prior authorization.

https://www.cdc.gov/tobacco/quit_smoking/cessation/coverage/index.htm

Commercial Insurance Coverage

Variable!

- Depends on the commercial insurance/Plan
- Type of insurance coverage/Employer provided
- How Billed
 - Medical provider
 - as part of psychotherapy (counselors/social workers)
- CDC Suggests: Insurance coverage for smoking cessation treatment that is comprehensive, barrier-free, and widely promoted increases the use of these treatment services and leads to higher rates of successful quitting

Medicare Codes and Reimbursement

Code	Description	Medicare Payment	
		Facility	Non-Facility
99406.	Smoking and tobacco use cessation counseling visit; <i>intermediate</i> , greater than 3 minutes up to 10 minutes	\$12.94	\$13.93
99407.	Smoking and tobacco use cessation counseling visit; <i>intensive</i> , greater than 10 minutes	\$25.73	\$27.21
94240/50	Billing for expired CO measure	N/A	\$48.77 \$33.69

QUITLINE 1-800-Quit-Now

Coverage for Counseling and Nicotine Replacement Therapy in most states

Maryland Quitline (RVO Health) accepts 18y + and has Medicaid agreement +

Nicotine Patch

Nicotine Gum

Nicotine Lozenge

Maryland Quitline Accepts 13y+ , Pregnant, tobacco, ENDS, Smokeless tobacco

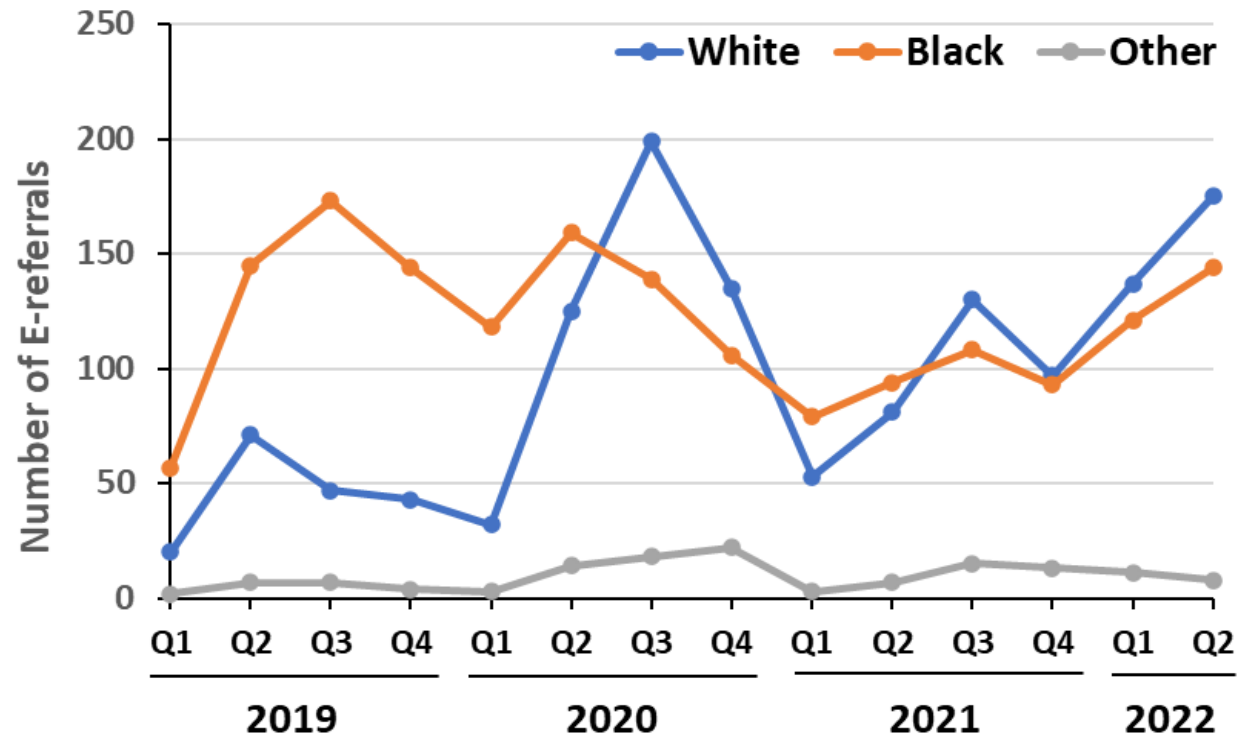
Counseling

Website – Yes

Chat Room - Yes

Working on texting capabilities

Maryland Quitline e-Referrals from UMMS 2019-2022



Quality Measurement and Documentation

Quality Measurement

Why should you measure?

- The USPSTF concludes that the current evidence is insufficient to assess the balance of benefits and harms of electronic cigarettes (e-cigarettes) for tobacco cessation in adults, including pregnant persons.
- The USPSTF recommends that clinicians direct patients who use tobacco to other tobacco cessation interventions with proven effectiveness and established safety. See the Practice Considerations section for more information on recommended behavioral interventions and pharmacotherapy and for suggestions for practice regarding the I statements.

Tobacco Clinical Decision Support Tool

Maryland Epic CDS On page 21 (UM Medicine)



<https://millionhearts.hhs.gov/tools-protocols/action-guides/tobacco-change-package/index>.

Smoking Cessation [⌵]

From BestPractice

Maryland Quitline



Your patient is eligible for counseling sessions provided by the Maryland Quitline. If your patient enrolls, they may be eligible to receive **free Nicotine replacement therapy (NRT)**. Please use the attached SmartSet to create a referral, or click a reason why this is not appropriate at this time.

▼ Tobacco Cessation

- ▶ Orders click for more
- ▶ Diagnosis click for more
- ▶ LOS click for more

▼ Referral

AMB REFERRAL TO SMOKING CESSATION PROGRAM

Routine, External Referral, Referral to facility - The Maryland Tobacco Quit Line 1 visit, Routine
 Statements: I have discussed tobacco cessation counseling with the patient. Patient agrees to referral to the Maryland Tobacco Quit Line, and agrees to information exchange between the quit line and health plan, including patient contract and outcomes information.]]

⚠ Specify phone number to contact pt: 410-321-6549

Best Contact Time: Anytime

Is it ok to leave a message on your voice mail? No

Authorization: Approved for nicotine replacement therapy

▼ Patient Instructions

Patient Instructions

American
Lung
Association

Epic Enhancements for data collection

5th Vital Sign

EpicCare interface showing patient information for Frank Adamite and a visit with Finn Adamite, MD, MPH for ACUTE VISIT 15 - Sore Throat ExpressLane F/U.

Frank Adamite
Male, 46 y.o., 7/24/1975
MRN: 6366
Preferred Language: English
Adv Dir: Not Received
Prim Ins: None

5/24/2022 visit with Finn Adamite, MD, MPH for ACUTE VISIT 15 - Sore Throat ExpressLane F/U

Vital Signs

Taken on: 5/24/2022 04:16 PM

Orthostatics

BP: Weight: Pain score:

Site: Height: Location:

Position: Resp: Educated?:

Cuff size: SpO2:

Pulse: PF:

Temp:

Source:

Tobacco Use

Current Every Day Smoker **Smokeless: Never Used**

Cigarettes (16 pack-years)

Ready to quit? Yes No

Counseling given? Yes No

Mark as Reviewed Last Reviewed by Montana Nan, RN on 5/24/2022 at 10:46 AM

Allergies/Contraindications

Reaction	Severity	Reaction Type	Noted	Valid Until
Sulfa Antibiotics	Hives	Not Specified	7/24/2015	
Penicillins	Cough	Low	7/24/2017	

Mark as Reviewed Last Reviewed by Montana Nan, RN on 5/24/2022 at 11:45 AM (History)

LEVEL OF SERVICE

Tobacco Data Collection Tool and Referrals to Quitline and Tobacco Health Practice

Epic Home Patient Lists Schedule Chart Encounter In Basket Sign My Visits My Reports Anc Orders Telephone Call Refill Remind Me Quick Disclosure Appts Releases Mark Patients For Merge TRAINING ACE3 FINN ADAMITE EpicCare

Adamite, Frank

Express Lane Snapshot Request Outside Records CRISP Chart Review Rooming Notes PreOp HP Notes Plan Wrap-Up History

Frank Adamite
Male, 46 y.o., 7/24/1975
MRN: 6366
Preferred Language: English
Adv Dir: Not Received
Prim Ins: None

Mickey Quinn, MD, MPH
PCP - General

Abdul A Adam, MD
Ref Provider

Coverage: None

Allergies (2)
Outpatient

9:00 AM ACUTE VISIT for Sore Throat
Wt: 195 lb (88.5 kg)
Ht: 5' 9" (1.753 m)
BMI (Calculated): 28.8

Substance Use

Tobacco

Smoking

Current Every Day Smoker Cigarettes Pipe Cigars

Start Date: 1/1/1990 Quit Date:

Packs/Day: 0.5 0.25 0.5 1 Years: 32

Pack Years: 16




Smokeless

Never Used Snuff Chew

Quit Date:

Ready To Quit: Yes No Counseling Given: Yes No

Comments:

	Code	Name	Type
	 REF139	AMB REFERRAL TO SMOKING CESSATION	Outpat Ref
	REF100	smoking (aka AMB REFERRAL TO MARYLAND QUITLINE)	Outpat Ref

E-Cigarettes and Vaping Assessment Tool (EVAT)

Epic Home Patient Lists Schedule Chart Encounter In Basket Sign My Visits My Reports Anc Orders Telephone Call Refill Remind Me Quick Disclosure Appts Releases Mark Patients For Merge Secure Log Out Print

Adamite, Frank

Express Lane Snapshot Request Outside Records CRISP Chart Review Rooming Notes PreOp HP Notes Plan Wrap-Up History

Frank Adamite
Male, 46 y.o., 7/24/1975
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Preferred Language: English
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Mickey Quinn, MD, MPH
PCP - General

Abdul A Aadam, MD
Ref Provider

Outpatient

9:00 AM ACUTE VISIT for Sore Throat
Wt: 195 lb (88.5 kg)
Ht: 5' 9" (1.753 m)
BMI (Calculated): 28.8
BP: 138/78 !

LAST 3YR
Birthing Edu (4), Cardiology, Internal Med (2)
Lab (13)

BPA Present

PROBLEM LIST (3)
Social Determinants: **Concern present**

NEXT APPT WITH ME
None

Start Review

E-cigarette/Vaping

Current Every Day User **Current Some Day User** Former User
Never Assessed Never User User - Current Status Unknown

E-cigarette/Vaping Use
Unknown If Ever Used Start Date: 01/01/2018
Quit Date:
Comments:
Passive Exposure Yes No
Counseling Given Yes No

E-cigarette/Vaping Substances

Nicotine Yes No
THC Yes No
CBD Yes No
Flavoring Yes No
Other

Mark as Reviewed Never Reviewed

+ ADD ORDER + ADD DX (0) LEVEL OF SERVICE PRINT AVS SIGN VISIT

Training of Physicians, Practitioners, and Staff

Educational presentations on EVALI and EVAT at rounds, faculty meetings, and tobacco-related events took place from March 2021 to July 2023.

Seminars delivered by a physician educator and a nurse tobacco coach.

Educational materials were based on practice guidelines from the American Thoracic Society and a comprehensive literature review.

Pretraining:

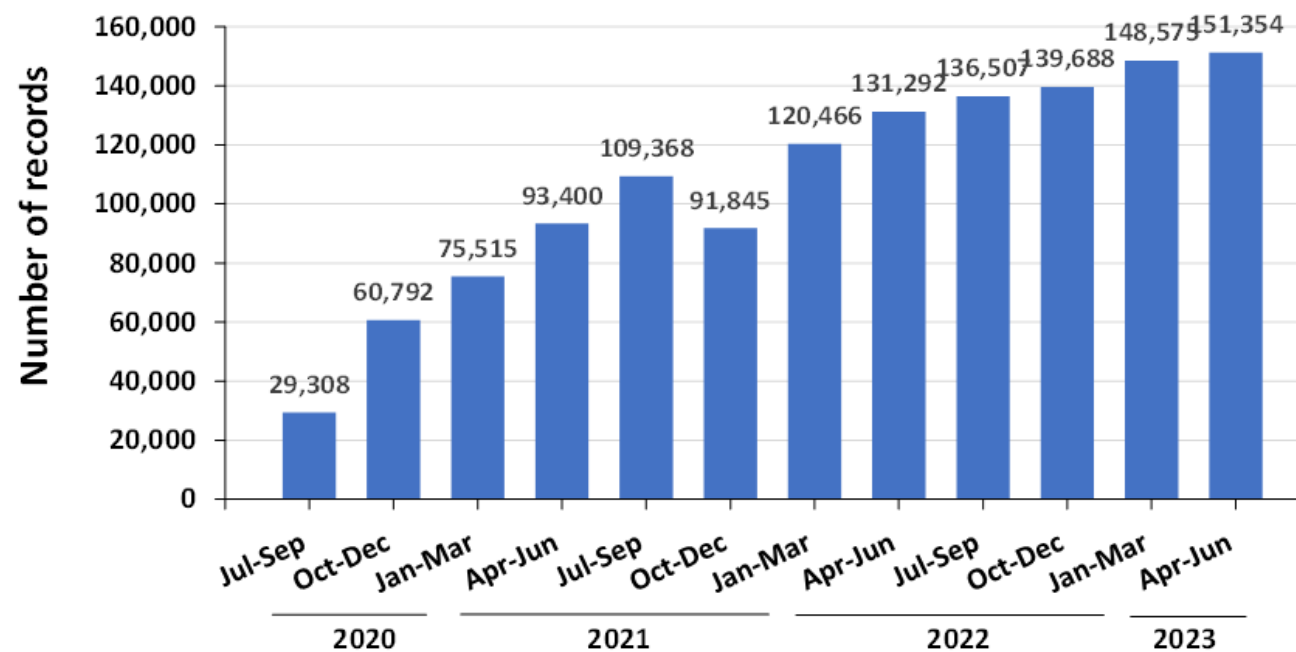
- 63% reported not knowing much about e-cigarettes
- 43% reported that providing counseling about e-cigarette reduction would be moderately/extremely difficult
- 87% strongly agree that e-cigarette use is a public health concern

Provider Type	Trainings	Departments	Number Trained
Physician	21	19	562
Nursing/Other Clinical	28	17	271

Utilization of EVAT

Number of patients screened for e-cigarette/vaping use, n=436,096

Number of times the EVAT used, n=1,288,100



HEDIS measures

Federally Qualified Health Centers

Commercial insurers

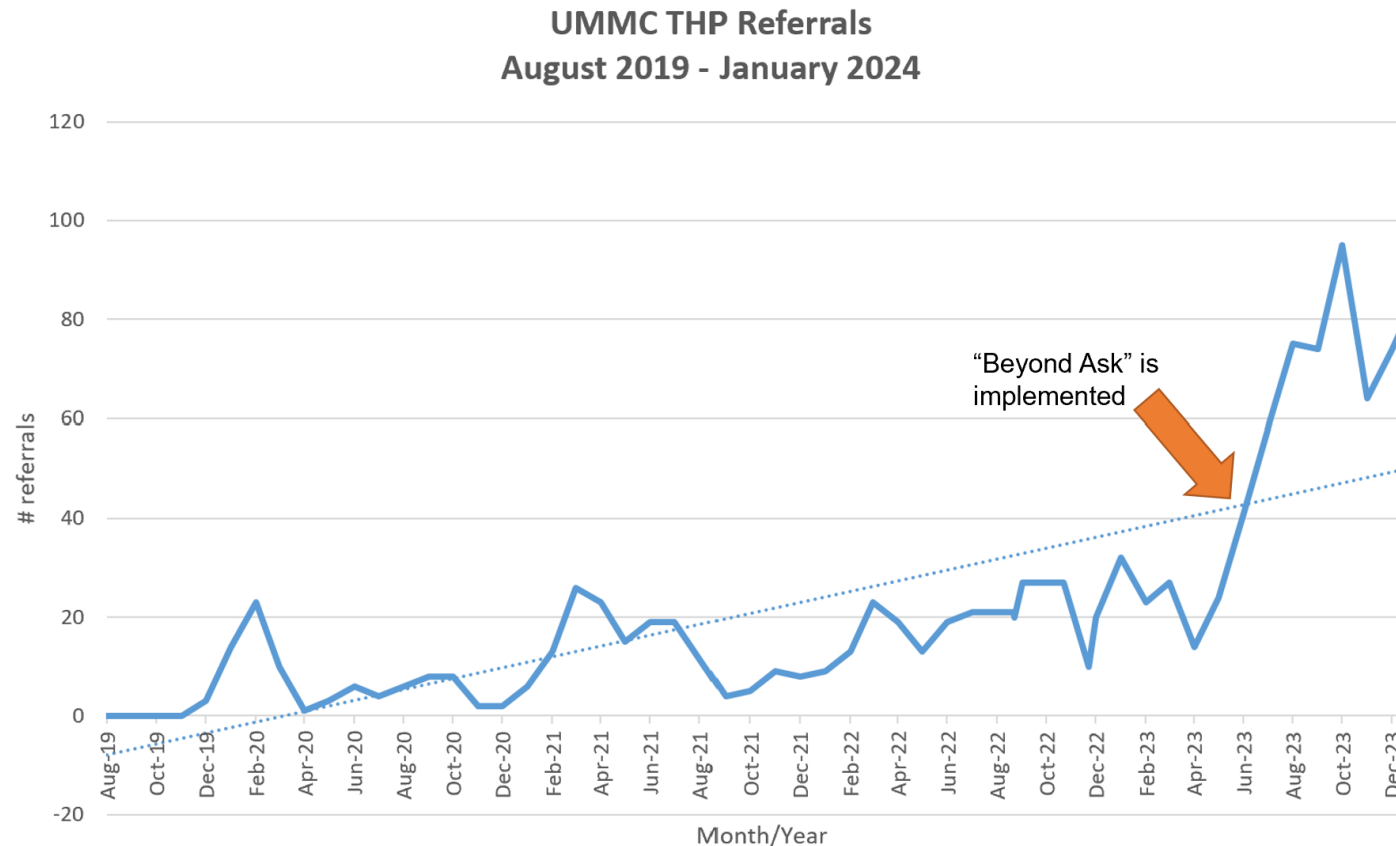
HEDIS® includes more than 90 measures across **6 domains** of care:

- Effectiveness of Care.
- Access/Availability of Care.
- Experience of Care.
- Utilization and Risk Adjusted Utilization.
- Health Plan Descriptive Information.
- Measures Reported Using Electronic Clinical Data Systems

Just Ask and Beyond Ask

American College of Surgeons 2022 and 2023

Quality Improvement Project at University of Maryland



<https://www.facs.org/quality-programs/cancer-programs/pdsa-just-ask/>

CMS Quality ID #226 or NQF 0028

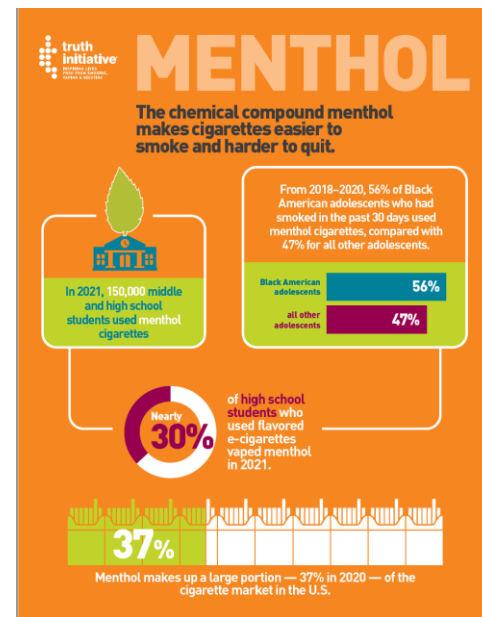
Preventive Care and Screening

Tobacco Use: Screening and Cessation Intervention

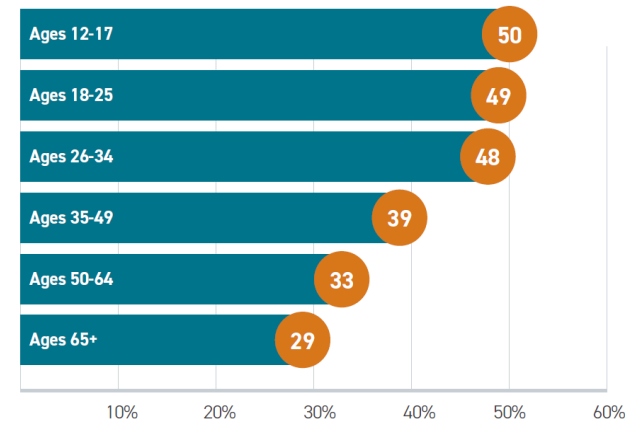
Performance Rates:

1. Percentage patients 18y+ screened for tobacco use within 24 months
2. Percentage 18y+ patients screened for tobacco use, identified as a tobacco user and offered tobacco cessation intervention

Questions ? Comments ?



Menthol cigarette preference among cigarette smokers in the U.S by age, 2018



Source: Tobacco control⁹

Truth Initiative. (2024). Menthol. In *Truth Initiative*.
<https://truthinitiative.org/sites/default/files/media/files/2024/01/Menthol%20Fact%20Sheet%20Updated%201.23.24.pdf>