

Statewide Medicaid Managed Care Program

Healthy Behaviors Program Description

Part I. Program Overview

Plan Name	Preferred Medical Plan, Inc. (PMP)
Program Name	Smoking Cessation Program
Brief Description of Program	<p>Preferred Medical Plan, Inc. shall provide access to a stop smoking program to assist those tobacco users wanting support and an effective intervention program. PMP’s goal, in addition to complying with those related requirements of the MMA Contract, is to coordinate smoking cessation intervention programs with contracted providers in order to promote smoking cessation and encourage members to treat related problems in the early stages, including provider screenings, before smoking activities result in injury or deterioration of the member’s health.</p> <p>This program will be managed and directed by each member’s PCP who will follow the national accepted and medically approved smoking cessation best practices programs such as the CDC, the National Cancer Institute and the American Lung Association. PMP will provide PCPs with the Quick Reference Guide during the QI and PR site visits and during credentialing and re-credentialing site visit. In addition, the Quick Reference Guide will be posted on the provider portal for easy access. PMP met with the Miami Dade County Health Department Office of Community Health and Planning Tobacco Prevention Program in order to link our cessation program with the local resources. This information will be provided to the PCPs and also posted on the provider portal (see attached).</p> <p>The program will be made available to all eligible members and will be added to member materials including member handbooks. Members retain the right to select PCPs and will have access to any applicable network providers for any healthy behavioral program.</p>
Description of Enrollee Identification Method	Initial Welcome Call, Health Risk Assessment Screening Tool, Data received from Member or Providers, Medical Record Review, Claims, Laboratory Data, Pharmacy Reports, HEDIS Metrics
Description of Written Agreement/Program Enrollment Process (if applicable)	<p>PMP informs enrollees at time of enrollment in the welcome letter and call about PMP Healthy Behavior Programs, including incentives and rewards and members will be encouraged to participate in the program.</p> <p>Once the member agrees to participate on the Healthy Behavior program :</p> <ul style="list-style-type: none"> ○ A notification letter will be mailed to confirm member engagement ○ Case Coordinator will conduct a follow up call to: <ul style="list-style-type: none"> ▪ Outline the program specifications.

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- Provide support and education regarding individualized goals for optimum health and wellness.

Part II. Interventions and Incentives

Intervention	Incentive Type*	Incentive Value *	Incentive Criteria	Limitations
Stop Smoking Program	Grocery gift card, a For Your Entertainment (FYE) music gift card, an iTunes gift card or two AMC movie tickets.	\$10.00	Incentive paid after plan confirms by PCP documentation that member has enrolled in recommended smoking cessation program.	<ul style="list-style-type: none"> • Member quits the program. • Allergy or Contraindications to use any of the smoking cessation products. • Member moves out of the service area or disenrolled. • No e-cigarettes or similar products.
Stop Smoking Program Ongoing Enrollment	Grocery gift card, a For Your Entertainment (FYE) music gift card, an iTunes gift card or two AMC movie tickets.	\$15.00	Incentive paid after ongoing enrollment in program for six months without smoking verified by PCP documentation.	<ul style="list-style-type: none"> • Member quits the program. • Allergy or Contraindications to use any of the smoking cessation products. • Member moves out of the service area or disenrolled. • No e-cigarettes or similar products.

Part III. Milestones, Goals and Rewards

Milestone/Goal	Reward Type*	Reward Value*	Reward Criteria	Limitations
Incentive paid after plan confirms member has enrolled in recommended smoking cessation	Grocery gift card, a For Your Entertainment (FYE) music gift card, an iTunes gift card or	\$10.00	After plan confirms by PCP documentation that member has enrolled in recommended smoking cessation program.	<ul style="list-style-type: none"> • Member quits the program. • Allergy or Contraindications to use any of the smoking cessation products.

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program.	two AMC movie tickets.			<ul style="list-style-type: none"> • Member moves out of the service area or disenrolled. • No e-cigarettes or similar products.
Incentive paid after ongoing enrollment in program for six months.	Grocery gift card, a For Your Entertainment (FYE) music gift card, an iTunes gift card or two AMC movie tickets.	\$15.00	After ongoing enrollment in program for six months without smoking verified by PCP documentation.	<ul style="list-style-type: none"> • Member quits the program. • Allergy or Contraindications to use any of the smoking cessation products. • Member moves out of the service area or disenrolled. • No e-cigarettes or similar products.

Part IV. Evidence Base

Detailed Description of Research to Support Effectiveness	<p><i>Treating Tobacco Use and Dependence:</i> Public Health Service use eight Federal Government and nonprofit organizations guidelines such as: the Agency for Healthcare Research and Quality (AHRQ); Centers for Disease Control and Prevention (CDC); National Cancer Institute (NCI); National Heart, Lung, and Blood Institute (NHLBI); National Institute on Drug Abuse (NIDA); American Legacy Foundation; Robert Wood Johnson Foundation (RWJF); and University of Wisconsin School of Medicine and Public Health’s Center for Tobacco Research and Intervention (UW-CTRI).</p> <p>This Guideline is an updated version of the 2000 <i>Treating Tobacco Use and Dependence: Clinical Practice Guideline</i> that was sponsored by the U.S. Public Health Service, U. S. Department of Health and Human Services. The overarching goal of these recommendations is that clinicians strongly recommend the use of effective tobacco dependence counseling and medication treatments to their patients who use tobacco, and that health systems, insurers, and purchasers assist clinicians in making such effective treatments available.</p> <ol style="list-style-type: none"> 1. Tobacco dependence is a chronic disease that often requires repeated intervention and multiple attempts to quit. Effective treatments exist, however, that can significantly increase rates of long-term abstinence. 2. It is essential that clinicians and health care delivery systems consistently identify and document tobacco use status and treat every tobacco user seen in a health care setting. 3. Tobacco dependence treatments are effective across a broad range of populations. Clinicians should
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encourage every patient willing to make a quit attempt to use the counseling treatments and medications recommended in this Guideline.

4. Brief tobacco dependence treatment is effective. Clinicians should offer every patient who uses tobacco at least the brief treatments shown to be effective in this Guideline.
5. Individual, group, and telephone counseling are effective, and their effectiveness increases with treatment intensity. Two components of counseling are especially effective, and clinicians should use these when counseling patients making a quit attempt:
 - a. Practical counseling (problem-solving/skills training)
 - b. Social support delivered as part of treatment
6. Numerous effective medications are available for tobacco dependence, and clinicians should encourage their use by all patients attempting to quit smoking—except when medically contraindicated or with specific populations for which there is insufficient evidence of effectiveness (i.e., pregnant women, smokeless tobacco users, light smokers, and adolescents).
 - a. Seven first-line medications (5 nicotine and 2 non-nicotine) reliably increase long-term smoking abstinence rates:
 - Bupropion SR
 - Nicotine gum
 - Nicotine inhaler
 - Nicotine lozenge
 - Nicotine nasal spray
 - Nicotine patch
 - Varenicline
 - b. Clinicians also should consider the use of certain combinations of medications identified as effective in this Guideline.
7. Counseling and medication are effective when used by themselves for treating tobacco dependence. The combination of counseling and medication, however, is more effective than either alone. Thus, clinicians should encourage all individuals making a quit attempt to use both counseling and medication.
8. Telephone quit line counseling is effective with diverse populations and has broad reach. Therefore, both clinicians and health care delivery systems should ensure patient access to quit lines and promote quit line use.
9. If a tobacco user currently is unwilling to make a quit attempt, clinicians should use the motivational treatments shown in this Guideline to be effective in increasing future quit attempts.
10. Tobacco dependence treatments are both clinically effective and highly cost-effective relative to interventions for other clinical disorders. Providing coverage for these treatments increases quit rates. Insurers and

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	purchasers should ensure that all insurance plans include the counseling and medication identified as effective in this Guideline as covered benefits.
References	<ul style="list-style-type: none"> • http://bphc.hrsa.gov/buckets/treatingtobacco.pdf • CDC.gov • Agency for Healthcare Research and Quality (AHRQ) • National Cancer Institute (NCI)

Part V. Definitions

Intervention	Any measure or action that is intended to improve/restore health or alter the course of disease (e.g. – counseling sessions, educational classes, etc.)
Incentive	Something offered to the enrollee that encourages or motivates him/her to take action (i.e. intervention)
Reward	Something offered to the enrollee after successful completion of a milestone or attainment of a goal
Milestone/Goal	Meaningful step toward meet a goal or actual goal to be attained.
Type	The nature of the incentive/reward
Value	The monetary value of the incentive/reward
Criteria	Condition(s) that must be met for the enrollee to receive the incentive/reward
Limitation(s)	Any restriction(s) that result in an enrollee not qualifying to receive the incentive/reward

***IMPORTANT NOTE:** Please attach additional documentation to support Type and Value on the following page(s)



SMMC APPROVED

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