

Helping Tobacco Users Quit

“Each time a patient who smokes enters your office, you have an opportunity to take an active role in helping him or her quit.”

Michael Fiore, M.D., MPH, Clinical Practice Guideline Panel Chair

Benefits of Addressing Tobacco Use with Every Patient

- ⊗ Tobacco use is still the leading cause of preventable death, causing approximately 438,000 deaths nationwide and 25,500 deaths in New York each year.¹
- ⊗ Seventy percent of smokers report wanting to quit.² In New York, 25% of current smokers report they plan to quit in the next 30 days.³
- ⊗ Brief (<3 minutes) physician advice to quit significantly increases long-term smoking abstinence rates.²
- ⊗ Counseling and medication are effective when used separately and are even more effective when combined.²
- ⊗ Smokers report greater satisfaction with their healthcare when they have received advice and assistance with quitting.²
- ⊗ Healthcare systems that have a policy to address and treat tobacco dependence increase the likelihood that smokers will successfully stop.²

Medicaid Coverage⁴

- ⊗ New York state has generous Medicaid coverage to help smokers quit.
- ⊗ Medications covered include nicotine nasal spray, inhaler, over-the-counter nicotine patches and gum; Zyban (bupropion); and Chantix (varenicline).
- ⊗ Combinations of FDA approved cessation therapies are allowed to be prescribed.
- ⊗ Two courses of smoking cessation therapy (one course = max. 90 day supply, in 30 day increments) are allowed per recipient per year.
- ⊗ The patient must have a provider written fiscal order (an order written on a prescription blank) to cover all cessation products, including OTCs such as the patch and gum.
- ⊗ As of January 1, 2009 NYS Medicaid will cover counseling for pregnant smokers.

Medicare Coverage—It’s never too late to quit!⁵

- ⊗ Provides coverage for beneficiaries with a tobacco-related disease or health problem as described by the U.S. Surgeon General.
- ⊗ Covers prescription medications including Zyban, nicotine patch (via prescription only), nicotine inhaler, and nicotine nasal spray.
- ⊗ Counseling by a certified Medicare-recognized practitioner is also covered:
 - Medicare will cover two quit attempts per year;
 - Each attempt may include a maximum of four intermediate or intensive individual counseling sessions – up to 8 in a 12 month period.

Resources for Smokers and Providers

NEW YORK STATE SMOKERS' QUITLINE – 1-866-NY-QUITS (1-866-697-8487)

- ⊕ The New York State Smokers' Quitline is free and confidential service that provides effective stop smoking services to New Yorkers who want to stop smoking. It offers:
 - FREE starter kit of Nicotine Patches, Gum or Lozenges for eligible smokers
 - Trained Specialists offering individual help
 - Referrals to local stop smoking programs
 - Informational taped messages
 - Resources for providers



NEW YORK STATE SMOKERS' QUIT SITE – www.nysmokefree.com

- ⊕ Links to available CME courses.
- ⊕ Information on Fax-to-Quit program – Generates a cessation counseling call from tobacco treatment specialists
- ⊕ Office resources such as pamphlets and posters, healthcare provider quit kit, and referrals to the 19 Cessation Centers.
- ⊕ Collaborative Conference Calls providing continuing education related to tobacco cessation. CME credits are available.

CONTINUING MEDICAL EDUCATION

- ⊕ "Treating Tobacco Use and Dependence," offered by the University of Wisconsin Medical School. Credits are available for physicians, nurses and pharmacists. www.medscape.com/viewprogram/3607
- ⊕ TobaccoCME.com Offers several courses on tobacco cessation at nominal or no cost. www.TobaccoCME.com

NEW YORK STATE TOBACCO CESSATION CENTERS

- ⊕ 19 Centers across the state provide healthcare institutions, organizations, and providers the resources and support they need to ensure that all patients are identified for tobacco dependence and provided assistance to quit successfully. http://www.health.state.ny.us/prevention/tobacco_control/

¹ Centers for Disease Control and Prevention. (2007). *Best practices for comprehensive tobacco control programs*. Atlanta: U.S. Department of Health and Human Services. October, 2007.

² Fiore, M.C., Jaen, C.R., Baker, T.B., et al. (2008). *Treating Tobacco Use and Dependence: 2008 Update*. Clinical Practice Guideline. Rockville, MD: U.S. Department of Health and Human Services, Public Health Service.

³ RTI International. (2006). *Smoking Cessation in New York State*. Research Triangle Park, NC: RTI International.

⁴ New York State Department of Health. (2007). Medicaid Update, December 2007. Vol. 23. No. 12. Retrieved on October 3, 2008. http://www.health.state.ny.us/health_care/medicaid/program/update/2007/2007-12.htm, http://www.nyhealth.gov/health_care/medicaid/program/update/main.htm

⁵ Medical Learning Network Matters. (2008). MM6163. Effective July 1, 2008. Retrieved on October 3, 2008. <http://www.cms.hhs.gov/MLNMattersArticles/downloads/MM6163.pdf>