



Cessation Policy Update

Jennifer Singleterry
Director, National Health Policy
American Lung Association

December 3, 2014

Hot Topics in 2015

- Cessation FAQ Guidance (private plans)
- Medicaid coverage of cessation
- HHS re-examining Essential Health Benefit\
- Tobacco surcharges
- Medicaid expansion debates
- King v. Burwell decision

Tobacco Cessation Guidance

- At least 4 sessions of individual, group and phone counseling
- At least 90 days of all FDA-approved smoking cessation medications, when prescribed
- At least 2 quit attempts per year
- No cost-sharing
- No prior authorization

Next Steps

- Work with health insurance commissioners
- Work with health plans & employers
- Work with consumers
- Tracking coverage/collecting experiences

Medicaid Coverage of Cessation

- January 1, 2014 requirement for coverage of medications
- Removing barriers – cost-sharing especially
- Transitions to managed care
- Don't forget counseling!

Next Steps

- Establish a relationship with Medicaid office
- Find out details of coverage in Medicaid
- Advocate for improvements
- Integrate managed care and fee-for-service coverage
- Promote cessation benefits to Medicaid enrollees

HHS Re-Examining Essential Health Benefit

- Minimum standard of benefits in all Exchange, small group and individual plans
- Currently based on a benchmark plan chosen by state
- A lot of flexibility is allowed
- HHS said they would re-examine the implementation of EHB in 2016

Next Steps

- Prepare to give HHS & state policymakers feedback – collect:
 - Anecdotes/stories
 - Data
 - Experiences of your constituents

Tobacco Surcharges

- Variation in insurance premiums based on a policyholder's tobacco use
- AKA tobacco premiums, premium/rate differentials, non-smoker discounts
- ACA allows surcharges of up to 50% for tobacco use in small group & individual markets
- No restrictions for large group/self insured markets

Next Steps

- Advocate for your state prohibiting surcharges in small group and individual plans
- Work with employers & health plans to find alternatives to surcharges
- Pair this work with cessation FAQ implementation
- Collect experiences of cessation program providers – have surcharges brought an influx of unmotivated quitters?

Also...

- Medicaid Expansion
 - States trying to do it
 - States who already have it trying to modify
 - “untraditional” expansions
 - What cessation benefits are included?
- King v. Burwell
 - Implications for states using healthcare.gov?

- What experience do you have working on cessation coverage issues?
- Based on your experience, what tips for success do you have for others?
- What cessation policy issues do you think are likely to come up in your state in 2015? What opportunities do you see on the near horizon to make any of these cessation policy issues relevant?
- What has been or what do you expect will be the most challenging opposition arguments when advocating for cessation policy and how can you overcome these?
- What information or materials do you need to help you make the case and advocate for cessation policy?

Resources/Contacts

Jennifer Singleterry
Director, National Health Policy
Jennifer.Singleterry@lung.org

www.lung.org/acatoolkit

www.lung.org/cessationta