The Colorado Medicaid Tobacco Cessation Benefit provides members of Medicaid programs with free to low-cost (co-pay) access to evidence-based tobacco treatment. The comprehensive benefit includes: medications, counseling, Colorado QuitLine services, and enhanced services for pregnant women. Members must be at least 13 years old to participate in counseling.

**BENEFIT OVERVIEW**

Nicotine dependence is a chronic brain disorder. Extended tobacco use leads to physiologic dependence and a behavioral compulsion to continue using tobacco despite knowing its use is harmful. Nicotine dependence warrants medical attention and intervention.1

**MEDICATIONS**

Medicaid-enrolled providers can prescribe any of the seven FDA-approved nicotine replacement therapy (NRT) and non-nicotine containing medications, all of which are on the Medicaid formulary and available to any Colorado Medicaid member at local pharmacies:
- Nicotine patch, nicotine gum, nicotine lozenge, nicotine nasal spray, and nicotine inhaler.
- Bupropion SR tablets (generic of Zyban) and Varenicline Tartrate tablets (generic of Chantix).

**TREATMENT PLAN**

A maximum of two 90-day courses of treatment are covered each year and can be split into multiple, shorter segments: e.g., three 8-week treatment courses. However, only one tobacco cessation product can be prescribed at any given time, unless the nicotine patch is used in combination with the nicotine gum or lozenge or unless bupropion is used in combination with the NRT patch, lozenge, nasal spray, or inhaler (combination therapy). Research has shown that cessation rates are higher with the use of combination therapy versus monotherapy.2

**PRESCRIPTION**

Talk to your patient and decide the best medication treatment option.
- Consider combination therapy.
- Write a prescription, which is required for all covered tobacco cessation medications including over-the-counter (OTC) NRT products.
- Give your patient the prescription to take to a pharmacy.

**PRIOR AUTHORIZATION**

A prior authorization request (PAR) must be submitted in most instances for OTC and prescription medications. PAR requirements are detailed in the chart at the end of this section.

Prior authorization requires the member to participate in tobacco cessation counseling either in person through an approved Medicaid provider (certified nurse-midwives, osteopaths, physicians, physician assistants, nurse practitioners, and registered nurses) or over the phone through the Colorado QuitLine. For members who are immobile, counseling may be offered over the phone by an approved provider.

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2 Kozlowski et al, 2007; Bohadana, Nilsson, Rasmussen & Martinet, 2000; Piper et al, 2009
The Medicaid Pharmacy Prior Authorization Form (PAR), must be faxed or called in to the Help Desk for both OTC and prescription medications. Prior authorization is required, except for the first fill of NRT gum or lozenge:

- **By Fax:** Complete/sign/fax the PAR to the Medicaid Prior Authorization Help Desk 1-800-424-5881. Faxed PAR's are typically processed within 24 hours.
- **By Phone:** Call the Medicaid Prior Authorization Help Desk 1-800-424-5725.
- Phone requests are typically approved or denied immediately.
- While the request is being processed, your patient can obtain a first fill of NRT gum or lozenge right away.

### PREGNANT WOMEN

Because smoking is one of several risk factors for having a low birthweight baby, pregnant women on Medicaid may qualify for the free **Prenatal Plus Program** that includes a case manager, dietitian, and mental health provider who work together to support a healthy pregnancy.

Your patient can call the Medicaid Customer Contact Center 1-800-221-3943 (or State Relay: 711) to be screened for eligibility.

For more information visit [www.colorado.gov/pacific/hcpf/prenatal-plus](http://www.colorado.gov/pacific/hcpf/prenatal-plus).

## COLORADO MEDICAID PRIOR AUTHORIZATION REQUEST (PAR) FOR TOBACCO CESSATION MEDICATIONS

Prior authorization requires the Medicaid member to participate in tobacco cessation counseling offered through an approved Medicaid provider or through the Colorado QuitLine.

### Nicotine-Containing Medications

<table>
<thead>
<tr>
<th>Medication</th>
<th>PAR Needed?</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Long Acting Nicotine Replacement Therapy</strong></td>
<td></td>
</tr>
<tr>
<td>Nicotine Patch</td>
<td>Yes</td>
</tr>
<tr>
<td><strong>Short-Acting Nicotine Replacement Therapy</strong></td>
<td></td>
</tr>
<tr>
<td>Nicotine Gum</td>
<td>Yes, but no wait for initial fill; PAR must be approved for 2nd and subsequent fills.</td>
</tr>
<tr>
<td>Nicotine Lozenge or Mini-Lozenge</td>
<td>Yes, but no wait for initial fill; PAR must be approved for 2nd and subsequent fills.</td>
</tr>
<tr>
<td>Nasal Spray</td>
<td>Yes</td>
</tr>
<tr>
<td>Inhaler</td>
<td>Yes</td>
</tr>
</tbody>
</table>

### Non-Nicotine-Containing Medications

<table>
<thead>
<tr>
<th>Medication</th>
<th>PAR Needed?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bupropion SR (generic of Zyban, Wellbutrin)</td>
<td>No</td>
</tr>
<tr>
<td>Varenicline (generic of Chantix)</td>
<td>Yes</td>
</tr>
</tbody>
</table>

### Combination Therapy *

<table>
<thead>
<tr>
<th>Medication</th>
<th>PAR Needed?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Patch + Gum or Lozenge</td>
<td>The PAR product protocols, detailed above, apply for each individual medication ordered in the combination.</td>
</tr>
<tr>
<td>Bupropion + any Nicotine Replacement Therapy product</td>
<td>The PAR product protocols, detailed above, apply for each individual medication ordered in the combination.</td>
</tr>
</tbody>
</table>

*Combining long-acting NRT with short-acting NRT or combining Bupropion with NRT is typically more effective than the use of a single medication. (Kozlowski et al, 2007; Bohadana, Nilsson, Rasmussen & Martinet, 2000; Piper et al, 2009.)
THE COLORADO MEDICAID TOBACCO CESSATION BENEFIT // WHAT PROVIDERS NEED TO KNOW // PAGE 3

**The Behavioral Counseling Benefit addresses tobacco use behaviors.**

**COUNSELING MAKES A DIFFERENCE**
Behavioral counseling offers coping strategies for handling short-term nicotine cravings and living a long-term tobacco-free lifestyle. Provide behavioral counseling or refer your patient to the free coaching services offered by the Colorado QuitLine. Patients may receive benefits from both Medicaid and the QuitLine simultaneously if desired.

**PROVIDER COUNSELING**
Qualified providers who deliver tobacco cessation counseling to their patients can be reimbursed through Medicaid for both individual and group sessions at the following levels of service:

- **Intermediate:** Up to 5 counseling sessions (units) ranging between 4-10 minutes can be reimbursed per member per state fiscal year.
- **Intensive:** Up to 3 counseling sessions (units) greater than 10 minutes can be reimbursed per member per state fiscal year.
- Counseling may also be offered by other healthcare professionals under the supervision of approved Medicaid providers.

**TIPS FOR PROVIDERS**
Remember: when your patient decides to quit, you can influence the outcome. Strongly recommend appropriate tobacco cessation medication (for members 18 and older who smoke and who do not have medical/psychiatric contraindications); give clear instructions on correct use; stress the importance of adherence. Review the **Clinical Guidelines on Treating Tobacco Use and Dependence: 2008 Update** at [bit.ly/treating-tobacco-use-clinical-guidelines-2008](http://bit.ly/treating-tobacco-use-clinical-guidelines-2008)

**3 STEPS, IN 3 MINUTES, AT EVERY VISIT**
In fewer than 3 minutes you can identify and direct your tobacco using Medicaid patients toward proven-effective treatment. Here’s what to do and say:

1. Ask all patients over the age of 13 about tobacco and nicotine use at every visit.
   “Do you use any form of tobacco or nicotine like cigarettes, cigars, hookahs, or dip? Do you use any type of electronic smoking device like an e-cigarette or vape pen?”

2. Advise tobacco users to quit with a clear message, personalized to their health.
   “Quitting tobacco is the best thing you can do for your health now and in the future, and here’s why…”

   “I can prescribe stop smoking medicine to decrease your cravings.”
   “I can provide quit coaching or refer you for help to learn to live your everyday life without tobacco.”

**MEDICAID CO-PAYS**
- $0 for Medicaid members who are pregnant, under 18 years of age, or in nursing homes
- $1 for generic brands
- $3 for brand name products for all other members

**ELECTRONIC SMOKING DEVICES**
While there are a variety of electronic smoking devices (ESDs), smokeless, and other tobacco and nicotine products (OTPs) such as e-cigarettes, water vapor sticks, snus, and hookahs, none have been proven by the FDA as a safe or effective means of harm reduction or tobacco cessation aid. They may contain unknown substances, nicotine, and other potentially harmful chemicals, and their long-term health effects are unknown. The Medicaid benefit does not cover ESDs, smokeless or OTPs for cessation treatment.

**The Behavioral Counseling Benefit addresses tobacco use behaviors.**
ADDRESS RELAPSE
Tobacco use is addictive and viewed as a chronic, relapsing condition. However, with the right treatment, patients can quit for good. Patients typically make multiple attempts before succeeding at a long-term quit. Providers can offer non-judgmental and consistent encouragement by
a) regularly inquiring about tobacco use, quit attempts, and quit status at each patient visit and
b) re-offering or referring for treatment if relapse occurs.

PROVIDER TRAINING
Healthcare providers are encouraged to seek continuing education on tobacco cessation.

- A free one-hour webinar, Tobacco Cessation Guidelines for Healthcare Providers, addresses medication protocols, clinical guidelines, motivational interviewing, emerging tobacco products, and resources. bit.ly/provider-tobacco-cessation-guidelines-webinar

The Behavioral Counseling Benefit also covers
Colorado QuitLine Services

REFER PATIENTS TO THE QUITLINE
The QuitLine offers free telephone based tobacco treatment (coaching), online, email, and text support to patients 15 years and older. NRT is available only to those over the age of 18 who are enrolled in the coaching program.

Providers can refer patients by faxing the Fax to Quit Form to 1-800-261-6259 or completing the online version (colorado.quitlogix.org/eReferral). The PAR should not be sent to the QuitLine.

Providers can also tell their patients to access QuitLine services directly by calling 1-800-QUITNOW or enrolling through the QuitLine website (coquitline.org).

The QuitLine will reach out to your patient:
- A quit coach makes three attempts to contact your patient by phone to offer services. The first attempt to contact the client is typically completed within 24 hours of receipt of provider fax or online referral, or patient online enrollment
- Once your patient is reached, the coach conducts a brief screening and offers five proactive coaching sessions.

- Patients participating in coaching who want pharmacotherapy (and are ready to quit in the next 30 days) are eligible for up to 8 weeks of NRT patches, gum, or lozenges including the option to receive combination therapy. NRT is mailed to eligible patients in four week increments after medical screening** and completion of the first and subsequent coaching calls. Up to two courses annually of 8 weeks of free NRT can be provided.

**The QuitLine will work with pregnant women or patients with uncontrolled high blood pressure, heart disease, or a recent heart attack to secure a provider release to offer NRT.

HIPAA covered entities referring patients by Fax to Quit or web referral receive QuitLine patient status reports back by fax.

The QuitLine provides special services to help pregnant women quit smoking during pregnancy and stay smoke-free after the baby is born. Program includes up to 9 total calls; pre- and post-partum and up to 16 total weeks of NRT offered pre- and post-partum with provider approval. Specially trained, dedicated coaches, texting and incentives are also available.
Codes for Tobacco Use Documentation and Billing for Treatment

**ICD-10 codes for nicotine dependence**

- F17.2 Nicotine dependence, unspecified
- F17.21 Nicotine dependence, cigarettes
- F17.22 Nicotine dependence, chewing tobacco
- F17.29 Nicotine dependence, other tobacco product

*Each of these codes has an additional digit to reflect “in remission” and other dependence statuses*

**For women who are pregnant or have newborns**

- 099.33 (smoking complicating pregnancy, childbirth, and the puerperium)
- P04.2 (newborn affected by maternal use of tobacco)
- P96.81 (exposure to environmental tobacco smoke in the perinatal period)
- T65.2 (toxic effect of tobacco and nicotine)
- Z57.31 (occupational exposure to environmental tobacco smoke)
- Z71.6 (tobacco use counseling not elsewhere classified)
- Z72 (tobacco use not otherwise specified (NOS))
- Z77.2 (contact with and exposure to environmental tobacco smoke)
- Z87.8 (history of nicotine dependence)

**CPT codes for billing tobacco cessation counseling services**

Qualified providers (physicians, certified nurse-midwives, osteopaths, physician assistants, nurse practitioners, and registered nurses) can be reimbursed through Medicaid for both individual and group tobacco cessation counseling. Tobacco cessation counseling may be offered and billed on the same day as the initial doctor office visit.

- 99406 (individual) - Smoking and tobacco use cessation counseling visit; intermediate, greater than 3 minutes up to 10 minutes
- 99407 (individual) - Smoking and tobacco use cessation counseling visit; intensive, greater than 10 minutes

**Modifiers to CPT Codes**

- Modifier HQ added to intermediate or intensive CPT codes indicates group counseling visit (e.g., 99407+HQ).
- Modifier HD added to intermediate or intensive CPT codes indicates pregnant/parenting women’s program, and is required for all claims made for pregnant women (e.g., 99406+HD).

**HCPCS Codes**

- G0436 Smoking and tobacco cessation counseling visit for the asymptomatic patient; intermediate, greater than 3 minutes, up to 10 minutes
- G0437 Smoking and tobacco cessation counseling visit for the asymptomatic patient; intensive, greater than 10 minutes

For more information about the Colorado Medicaid Tobacco Cessation Benefit:

- Visit [colorado.gov/cdphe/providers](http://colorado.gov/cdphe/providers) and [colorado.gov/pacific/hcpf/tobacco-cessation](http://colorado.gov/pacific/hcpf/tobacco-cessation)
- Call the Medicaid Prior Authorization Help Desk **1-800-424-5725**
- Order materials on-line at [cohealthresources.org](http://cohealthresources.org)

Developed by JSI Research & Training Institute, Inc. through the Colorado Department of Public Health and Environment. March 2017