

COLORADO QUITLINE: SERVICES FOR MEDICAID AND PREGNANT PATIENTS



1.800.QUIT.NOW
www.myquitpath.org

ABOUT THE COLORADO QUITLINE

COLORADO QUITLINE SERVICES

The Colorado QuitLine is a FREE telephone-based coaching program available to Colorado residents 15 years of age and older who are ready to quit smoking. Clients who call the QuitLine will be asked a few basic questions to enroll in the program. Once enrolled, they will be connected with a trained quit coach who will provide tailored support to help them quit smoking.

Free nicotine replacement therapy (patches or gum) is available to smokers 18 years of age and over and medically eligible. A prescription for nicotine replacement therapy is required for smokers who are pregnant and/or have uncontrolled high blood pressure or heart disease.

Research shows that smokers who use Colorado QuitLine services are more likely to successfully quit than smokers who try to quit on their own. Since 2002, this telephone-based cessation program has been offering services tailored to individual smoker's needs. Trained coaches encourage individuals to immediately develop the confidence and coping skills to quit tobacco use and remain tobacco-free. The program consists of a bilingual QuitLine Call Center; proactive, positive coaching sessions; the web-based MyQuitPath.org for 24/7 support; provision of nicotine replacement therapy products to eligible participants; printed materials; and a comprehensive quality assurance program.

A brief tobacco intervention (**ASK, ADVISE, REFER**) by a health care provider significantly increases the likelihood that a patient will try to quit smoking. **ASK** every patient at each encounter about tobacco use and document status. **ADVISE** every tobacco user to quit with a clear, strong personalized health message about the benefits of quitting. **REFER** patients who are ready to quit tobacco within the next 30 days to the Colorado QuitLine.

A SPECIAL PROGRAM FOR PREGNANT WOMEN

The Colorado QuitLine has a special program to help pregnant women quit smoking during pregnancy and stay smoke-free after the baby is born. This FREE program provides:

- As many as nine FREE personal coaching calls available from the start of the pregnancy through the postpartum period
- The same, specially trained coach throughout her quit process
- Text messaging for support during her quit process
- Rewards that can be used to purchase items for herself and/or her baby

ADDITIONAL TOBACCO CESSATION RESOURCES

Free posters and patient educational materials for health care providers and community organizations are available at: www.cohealthresources.org.

Patients who use tobacco are **more likely to quit** long term when using the free Colorado QuitLine service, compared to quitting on their own.

HOW TO REFER SMOKERS TO THE QUITLINE

ASK every patient at each encounter about tobacco use and document status.

ADVISE every tobacco user to quit with a clear, strong personalized health message about the benefits of quitting.

REFER patients who are ready to quit tobacco within the next 30 days to the Colorado QuitLine.

Ask smokers to call the QuitLine directly at 1-800-QUIT-NOW (1-800-784-8669) or use the Fax-To-Quit form.

FAX-TO-QUIT PROGRAM

- Step 1** Provider completes the Provider Section of the Patient Fax Referral Form. Copies of the form are available at www.cohealthresources.org.
- Step 2** Provider signs form indicating approval for nicotine replacement therapy for smokers who are pregnant or have uncontrolled high blood pressure or heart disease.
- Step 3** Smoker completes Patient Section of the form and signs.
- Step 4** Provider faxes the completed QuitLine Fax-to-Quit Referral Form to 1-800-261-6259.
- Step 5** QuitLine staff member calls the smoker to enroll them in the program and schedule personalized behavioral coaching sessions. QuitLine staff member faxes information about the smoker's enrollment status to the health care provider.

ADDITIONAL STEPS FOR PATIENTS RECEIVING MEDICAID

- Step 6** Provider writes patient a prescription for a smoking cessation product. All FDA-approved prescription medications and over-the-counter smoking cessation products are covered by Medicaid (maximum of two 90-day supplies per year). This includes medications such as nicotine patches, gum, nasal spray and inhalers, Chantix or Zyban.
- Step 7** Provider faxes the Medicaid Prior Authorization Form (found on the back of the Patient Fax Referral Form) to the Prior Authorization Help Desk at 1-888-772-9696 or calls 1-800-365-4944 to receive approval.

Tobacco cessation medication is FREE for pregnant women, clients younger than 18 and nursing home patients on Medicaid. For all other Medicaid clients, there is a \$1 co-pay for generic medicines and a \$3 co-pay for brand name medicines.