

Division of Medicaid State of Mississippi Provider Policy Manual	New: X Revised: X Current:	Date: 02/01/01 Date: 11/01/06
Section: General Medical Policy	Section: 53.13	
Subject: Tobacco Cessation	Pages: 2	Cross Reference:

Tobacco Cessation Medications

The following types of tobacco cessation medications will be covered as authorized by the Executive Director and listed in the Pharmacy Formulary:

- ~~Nicotine gum~~
- ~~Nicotine patches~~
- Over the counter nicotine products
- ~~Nicotine nasal spray~~
- ~~Nicotine oral inhaler~~
- ~~Zyban®~~
- Legend or prescription nicotine replacement products

A physician's prescription will be required for all prescription and non-prescription tobacco cessation medications. Each prescription will count toward the five (5) prescription per month limit.

The Division of Medicaid ~~is authorizing~~ authorizes benefits for tobacco cessation medications for the purpose of supporting beneficiaries who are trying to quit tobacco use with the temporary assistance of nicotine replacement therapy, ~~and/or Zyban®~~. It is expected that utilization of these products will be in accordance with medical standards of practice, FDA guidelines, and manufacturers' recommendations which generally limit product use to approximately 12 weeks. ~~The Pharmacy Division~~ DOM will monitor the beneficiary's utilization of tobacco cessation products for overutilization or misuse, and in instances where there are patterns suggesting overutilization or misuse, the prescribing physician(s) will be contacted for justification of medical necessity.

Tobacco Cessation Counseling

To maximize the effectiveness of tobacco cessation medications, ~~the Division of Medicaid will encourage beneficiaries to receive tobacco cessation counseling as follows:~~ Mississippi Tobacco Quitline offers free telephone counseling through a statewide toll-free telephone number (1-877-4US2ACT).

- ~~Physician counseling — The requirement of a physician's prescription for both prescription and non-prescription tobacco cessation medications is intended to provide an opportunity for the beneficiary to receive tobacco cessation counseling from a physician, which research has shown increases tobacco quit rates more effectively than medication alone.~~
- ~~Telephone counseling — The Division of Medicaid will encourage beneficiaries to seek free tobacco cessation counseling through The Mississippi Tobacco Quitline, a statewide toll-free telephone number (1-877-4US2ACT). An information brochure about the Quitline will be mailed by DOM to all beneficiaries who receive tobacco cessation medications that are billed to DOM.~~

~~The Division of Medicaid will also distribute information about the Mississippi Tobacco Quitline to Medicaid beneficiaries and providers through numerous venues, including, but not limited to:~~

- ~~Women in the Perinatal High Risk Management (PHRM) program;~~
- ~~Non-emergency transportation providers;~~
- ~~Medicaid beneficiary workshops;~~

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- Client field representatives;
 - Head Start orientation sessions;

 - Mail-outs with new beneficiary booklets;
 - Hand-outs at health fairs;
 - Provider bulletin articles;
 - Remittance advice banner messages to providers;
 - Community Mental Health Centers.

Pregnant Women and Women of Childbearing Age who are Eligible for Medicaid

Use of tobacco cessation medications in pregnant or lactating women will be the decision of the beneficiary and her physician.

Pregnant women and women of childbearing age will be targeted for case management related to tobacco cessation through the Early and Periodic Screening and Diagnostic Treatment (EPSDT) and the Perinatal High Risk Management (PHRM) programs. PHRM and EPSDT case management for pregnant or childbearing age beneficiaries who smoke will follow the American College of Obstetricians and Gynecologists guidelines as follows:

- Ask about and document smoking status of all patients;
- Assess the patient's attitude toward smoking and quitting;
- Advise cessation clearly and unequivocally;
- Assist with a cessation plan that includes self-help materials and pharmacologic support if appropriate;
- Arrange follow-up to support choice of cessation, or resume intervention if the patient is still using tobacco.

Pregnant women who use tobacco and choose to participate in the PHRM program will receive intensive case management, including, but not limited to:

- Routine questioning about use of tobacco at each interaction;
- Documentation of tobacco use status in the beneficiary's record;
- Development of a care plan to assist the woman in tobacco cessation;
- Referral to the Mississippi Tobacco Quitline or physician for tobacco cessation counseling;
- Provision of appropriate materials for tobacco cessation in pregnant women;
- Regular follow-up to determine if further interventions need to be recommended.

Pregnant women who use tobacco and choose not to participate in PHRM will be counseled by the PHRM provider about tobacco cessation as follows:

- Routine questioning about use of tobacco at each interaction;
- Referral to the Mississippi Tobacco Quitline or physician for tobacco cessation counseling;
- Provision of appropriate materials for tobacco cessation in pregnant women.

Evaluation

The Division of Medicaid will collect and analyze data to determine if beneficiaries are aware of the tobacco cessation benefit and have access to tobacco cessation medications and counseling services and to evaluate utilization patterns and provider interventions. The Division of Medicaid will work with other organizations and agencies to develop additional means of improving beneficiary access to tobacco cessation services as necessary.