

# Oklahoma Tobacco Control and *SoonerCare*



**SALLY CARTER, MSW, LCSW  
DIRECTOR OF STATEWIDE INITIATIVES  
TOBACCO USE PREVENTION SERVICE  
OKLAHOMA STATE DEPARTMENT OF  
HEALTH**

# Tobacco Use in Oklahoma



- About **3.5 million** people live in Oklahoma.
- **24.7%** of Oklahoma adults currently smokes cigarettes.
- Smoking is responsible for about **5,800** deaths in Oklahoma per year.

Behavioral Risk Factor Surveillance System. Oklahoma State Department of Health, 2006

Centers for Disease Control (CDC). Annual smoking attributable mortality, years of potential life lost, and productivity losses – United States, 1997 – 2001. MMWR. 2005; 54 (25):625-8.

# Partnership Development



- **Oklahoma State Department of Health, Oklahoma Health Care Authority and Oklahoma Tobacco Settlement Endowment Trust** are key partners
- **Regular meetings** established to identify common priorities and to promote communication
- **Pilot tobacco quitline project** in Tulsa began exploration of tobacco cessation benefit with Medicaid program

# Partnership Development



- Strategic planning session convened by OSDH and facilitated by **Abby Rosenthal** with the CDC
- Medicaid Medical Director was identified as a **champion** and quickly agreed to develop a benefit offering for pregnant women first
- The benefit eventually expanded to include **all** SoonerCare Members

# SoonerCare Enrollment



## *Approximately 1 in 5 Oklahomans Enrolled in SoonerCare*

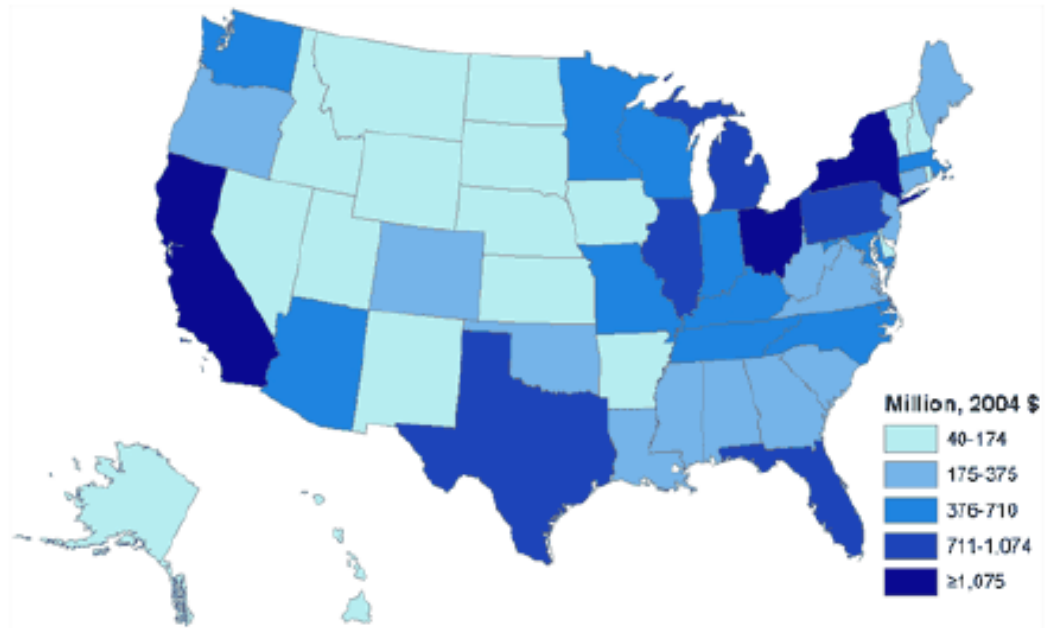
*There were 797,556 unduplicated members enrolled in the SoonerCare program during SFY2008. On average, 606,681 members were enrolled each month of the state fiscal year. Females comprised 58 percent of the unduplicated enrollees.*

**About 38% of SoonerCare enrollees are adults.**

# Medicaid Expenditures Attributable to Smoking

Estimated smoking prevalence in SoonerCare adults is **58%**.

Estimated annual Medicaid Expenditure Attributable to Smoking in Oklahoma is **\$233 million dollars**.



**Figure.** State-by-state distribution of Medicaid smoking-attributable medical expenditures.

# SoonerCare Benefit Design



- **SoonerCare** established the following rates: (modeled after Medicare)
  - Smoking/Tobacco Counseling: 3-10 minutes      **\$12.89**
  - Smoking/Tobacco Counseling: > 10 minutes      **\$25.39**
- **Two cessation attempts funded per year.**
- Each attempt may include up to **four counseling sessions** with a maximum of eight sessions per 12 month period.

# Oklahoma Medicaid Cessation Benefit Design



- **All FDA approved medications** are covered including over the counter nicotine replacement products.
- ALL cessation products are covered **without prior authorization** for the first 90 days.
- A “**second round of medication**” requires **prior authorization**, and the patient must be enrolled in a cessation behavior modification program. Member is approved for an additional 90 days.

# Oklahoma Medicaid Cessation Benefit Design



- Cessation products **do not** count against either the 6 prescription per month limit or the 3 branded drugs per month limit.

# Role of Tobacco Control Partners



- **Health Department and Tobacco Settlement Endowment Trust** teamed to develop the initial rationale and benefit language
- Provided **technical assistance and consultation** to key Health Care Authority decision makers
- Ultimately developed a **written proposal** outlining the details of the benefit with a pseudo actuarial analysis.

# Oklahoma Tobacco Helpline



|                                                                                   |                           |                 |
|-----------------------------------------------------------------------------------|---------------------------|-----------------|
|  | Oklahoma Tobacco Helpline |                 |
|                                                                                   | <b>1 800</b>              | <b>QUIT NOW</b> |
|                                                                                   | Free help                 | <b>784-8669</b> |


# SoonerCare Consumer Flyer




**SoonerCare can help you quit in these ways:**

- ✓ **Nicotine patches, gum & other treatments**
- ✓ **Chantix or Zyban**  
A pill that combats cravings
- ✓ **Coaching**  
Support from someone who knows what you're going through

Ask your health care provider about medications and call the Oklahoma Tobacco Helpline for coaching.

 **Oklahoma Tobacco Helpline**  
**1 800 QUIT NOW**  
1-800-784-8669

Español:  
1-800-793-1552  
TTY: 1-877-777-6534

  
**oklahoma health care authority**

This publication, printed by O. U. Printing Services is issued by The Oklahoma Health Care Authority as authorized by Title VI and Title VIII of the 1964 Civil Rights Act and the Rehabilitation Act of 1973. 200,000 copies have been prepared and distributed at a cost of \$5,406.00. Copies have been deposited with the Publications Clearinghouse of the Oklahoma Department of Libraries. (74 O.S. 2001 § 2105 (C); 601 Okla-Ad-2006-2007. Order additional copies on the OHCA Web site [www.ohca.org](http://www.ohca.org).

Mailed to **150,000** beneficiaries in 2006 and 2007.

The flyer generated **2000 additional calls** to the helpline in 2006 and 1000 additional calls in 2007

Oklahoma would like to acknowledge the State of Oregon for the flyer design.

# Benefit Implementation



- In 2008, the Trust worked with the Health Care Authority to **develop a letter** announcing the provider reimbursement benefit.
- **Local tobacco control grantees** promoted the benefit to local health care providers.

# 2004 SoonerCare Utilization



## Nicotine Replacement Therapy and Antidepressant Products

| Product           | # of Claims  | Members     | Total Cost          |
|-------------------|--------------|-------------|---------------------|
| Wellbutrin (each) | 209          | 165         | \$24,129.78         |
| Spray (ml)        | 28           | 15          | \$4,900.24          |
| Inhalers (carton) | 271          | 162         | \$23,073.65         |
| Patches (each)    | 749          | 540         | \$64,307.65         |
| Gum (each)        | 15           | 12          | \$924.87            |
| Lozenges (each)   | 25           | 9           | \$2,383.96          |
| <b>Total</b>      | <b>1,297</b> | <b>732*</b> | <b>\$118,619.15</b> |

\* Oklahoma Health Care Authority SFY 04 unduplicated members.

# 2008 SoonerCare Utilization



## Nicotine Replacement Therapy, Nicotine Agonist and Antidepressant Products

| Product      | # of Claims   | Members       | Total Cost             |
|--------------|---------------|---------------|------------------------|
| Wellbutrin   | 180           | 118           | \$ 9,139.47            |
| Spray        | 14            | 7             | \$ 1,423.21            |
| Inhalers     | 157           | 109           | \$ 25,747.13           |
| Patches      | 2,677         | 1,918         | \$ 227,969.47          |
| Gum          | 253           | 119           | \$ 22,182.04           |
| Lozenges     | 99            | 40            | \$ 5,499.58            |
| Varenicline  | 11,584        | 9,035         | \$ 1,131,664.13        |
| <b>Total</b> | <b>14,964</b> | <b>7,951*</b> | <b>\$ 1,523,625.03</b> |

\* Oklahoma Health Care Authority FY 08 unduplicated members.

# Current Activities



- The team would like to see **increased utilization** of Medicaid cessation benefits. Approximately 4-5% of Medicaid adult smokers utilize the benefit.
- Developed **grand round events** at community based hospitals. Offered CME, training on the USPS Clinical Practice Guideline, provided an update on pharmacotherapy and taught health care providers and their office managers about how to bill for the Medicaid benefit.

# Lessons Learned



- Medicaid programs need the **support and expertise** of tobacco control experts to help guide benefit development and quality improvement.
- Experts from **outside the state** can lend credibility to your efforts.
- **Strong partnerships** are necessary to sustain interest and resources to focus on tobacco control.
- Establishing the benefit is only half the battle, equal attention must be used to **promote the benefit** to both providers and Medicaid members.

# Acknowledgements



- **Lynn Mitchell, MD**  
State Medicaid Director  
Oklahoma Health Care Authority
- **Tracey Strader, Executive Director**  
Oklahoma Tobacco Settlement Endowment Trust
- **Doug Matheny, Chief**  
Tobacco Use Prevention Service  
Oklahoma State Department of Health

# Thank You!



**Sally Carter, MSW, LCSW**

Director of Statewide Initiatives

Tobacco Use Prevention Service

Oklahoma State Department of Health

1000 NE 10<sup>th</sup> Street

Oklahoma City, OK 73117-1299

Office: 405.271.3619

Cell: 405.255.9306

[SallyC@health.ok.gov](mailto:SallyC@health.ok.gov)