



# **UTAH MEDICAID CASE STUDY**

**Utah Tobacco Prevention and Control Program  
and Utah Medicaid Partnership**

# TOBACCO USE IN UTAH

- 9.1% of Utah adults currently smoke. Utah's smoking rate has decreased by more than 30% since 1999.
- Smoking prevalence for Medicaid clients is 23.9%. The combined smoking rate for 1997 – 2000 for Medicaid recipients was 31.5%.
- Annual health care costs in Utah directly caused by smoking \$345 million - Portion covered by the state Medicaid program \$104 million.

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Behavioral Risk Factor Surveillance System. Utah Department of Health, 2008 (age adjusted)

Behavioral Risk Factor Surveillance System/Utah's Healthcare Access Survey Utah Department of Health, 2008 (age adjusted)

Campaign for Tobacco Free Kids: The Toll of Tobacco in Utah:  
<http://www.tobaccofreekids.org/reports/settlements/toll.php?StateID=UT>



# PARTNERSHIP DEVELOPMENT

- Utah Tobacco Prevention and Control Program (TPCP) and Medicaid Program are both housed in the Utah Department of Health (UDOH).
- Partnership began in 2000 through a directive from the executive director of UDOH.
- Initial program focused on pregnant women. Program expanded in 2003 adding medications and counseling for all Medicaid clients.



# MEDICAID BENEFIT PREGNANT WOMEN

- Division of Workforce Services workers identify pregnant women who smoke as part of the Medicaid eligibility encounters.
- Health Program Representatives (HPRs) contact women identified as pregnant smokers to provide referrals to cessation services. HPRs follow-up with them every six weeks until the birth of the baby.



# MEDICAID BENEFIT PREGNANT WOMEN (CONT.)

- Pregnant women who qualify for Medicaid are eligible for:
  - All types of NRT, Zyban®, and Chantix® when prescribed by a physician.
  - Individual or group cessation counseling through contracted agencies (all 12 local health departments are established as Medicaid providers).
  - Cessation counseling through the Utah Tobacco Quit Line.



# MEDICAID BENEFIT

## ALL MEDICAID CLIENTS

- Cessation Medications:
  - Zyban® (bupropion) – up to 12 weeks per year
  - Chantix®– up to 24 weeks per year
- Counseling through the Utah Tobacco Quit Line:
  - Up to 5 sessions lasting 40 minutes each
  - Up to 8 weeks of NRT (gum or patch) when enrolled in intensive counseling program

**The TRUTH**  
to quit, call: **1.888.567.TRUTH**



# FEDERAL MATCHING

Utah Medicaid has been able to leverage additional matching funds through their contracts with TPCP.

- Funds for professional staff, individual classes, materials, and pharmaceuticals are eligible for the current federal services match.
- Utah Tobacco Quit Line cessation services and a portion of the TPCP marketing campaigns also draw down a federal match.



# BENEFIT PROMOTION

- Targeting mailings using BRFSS small area data report.
- Quit Line/QuitNet flyer mailed with April 2009 eligibility cards.
- Letter and Quit Line referral materials mailed to Medicaid clients who receive cessation medications.
- Developed “Tobacco Cessation Benefits for Medicaid Clients” matrix and distributed to healthcare providers.



# BENEFIT PROMOTION

## Do you smoke? Do you want to quit?

It's tough to quit tobacco.  
The **Utah Tobacco Quit Line** can help.  
It's a **free** service.



Call **1.888.567.8788** to talk to a trained Quit Coach. The Quit Line is open every day from 6:00 a.m. to 1:00 a.m. They *really can* help you to quit tobacco.

**to quit tobacco, call 1.888.567.8788  
or visit [UtahQuitNet.com](http://UtahQuitNet.com)  
The TRUTH™**

## ¿Fuma Usted? ¿Quiere dejar?



Es difícil **dejar el tabaco**.  
La Línea en **Utah para dejar el tabaco** le puede ayudar.  
Es un recurso **gratuito**.

Llame en Español al **1.877.629.1585** para hablar con un consejero entrenado. La Línea abre todos los días de 6:00 de la mañana hasta la 1:00 de la mañana. Realmente, le puede ayudar a dejar el tabaco.

**deje el tabaco, llame al 1.888.629.1585  
The TRUTH™**



# EVALUATION AND QUALITY IMPROVEMENT

- Monthly meetings with TPCP and Medicaid staff
- Data reviews
  - Medicaid Quit Line invoices
  - Tobacco cessation medications report
  - Pregnant women survey reports
  - Pregnant women contact summary
  - BRFSS/UHAS data



# LESSONS LEARNED

- Time, management support, and patience are necessary components of this collaboration.
- Good communication and shared data between Medicaid and TPCP is key.
- Underutilization of services is a continuing challenge.



# CONTRIBUTORS

Russ Labrum, Utah Medicaid Program

[russlabrum@utah.gov](mailto:russlabrum@utah.gov)

Marci Nelson, Utah Tobacco Prevention and  
Control Program

[marcinselton@utah.gov](mailto:marcinselton@utah.gov)

