



EFFECTIVELY REACHING THE MEDICAID POPULATION WITH TOBACCO CESSATION

Vermont's Collaborative Marketing Strategy between Medicaid and Tobacco Control

HEALTH CARE PROVIDERS LIKE YOU CAN HELP VERMONTERS QUIT TOBACCO.

Explore the enhanced provider resources now available at 802Quits.org. Access easy-to-share information that makes it even easier for you to direct your patients to get the help they need to quit, including:

- An **interactive map** that highlights the physical and mental impacts of tobacco.
- An **easy-to-use Brief Tobacco Intervention Tool** that will make the process go smoothly with your patients.
- Updated **guidelines for cessation medications**.
- Current **CPT Codes** for tobacco cessation and Medicaid reimbursement.
- The **latest information** from the Vermont Surgeon General regarding some startling statistics regarding smoking.
- **Short videos** for providers who are referring their patients to cessation services available at 802Quits.org.

Remember, your role can dramatically increase the number of patients who quit tobacco.

Visit 802Quits.org

802 QUILTS
YOU CAN QUIT. WE CAN HELP.

VERMONT QUIT PARTNERS
Helping every day be tobacco-free

802 QUILTS
YOU CAN QUIT. WE CAN HELP.

802Quits helps Vermonters like you successfully quit tobacco. Get free patches, gum and lozenges.

4 WAYS TO HELP YOU QUIT
802Quits provides you with advice, tips, tools, and text support to help you quit tobacco, including e-cigarettes. There are four ways you can get support if you decide to quit.

- QUIT HELP BY PHONE**
Call 1-800-QUIT-NOW for free, personalized support.
- IN-PERSON QUIT HELP**
Meet with your local Vermont Quit Partner to help you quit in a supportive group environment.
- ONLINE QUIT HELP**
Online support from a community of experts and former smokers.
- QUIT YOUR WAY**
Tips, tools, and advice to help you quit on your own.

802 QUILTS YOU CAN QUIT. WE CAN HELP.

REAL STORIES

SEE REAL STORIES FROM AROUND THE 802

Read stories from Vermonters like you

And get tips and tools that can help make it easier if you decide to quit smoking.

We can help you quit smoking. Get started today.

FREE GUM & PATCHES
Details on how to get free gum, patches and lozenges delivered to you at your home.

IN PERSON
Find a Vermont Quit Partner to help you quit in a supportive group environment.

QUIT HELP BY PHONE
Call (800) QUIT-NOW to connect with a Quit Coach who can help you quit.

ONLINE
Use our free online support tools to help you quit on your own.

SYSTEMS CHANGE



DATA SHARING



AUDIENCE APPROPRIATE PROMOTION



117% INCREASE
in coaching calls completed by Medicaid clients

112% INCREASE
in Medicaid registrants to 802Quits cessation programs

Despite reductions over the past decade, tobacco use among low-socioeconomic status (SES) Vermonters is widespread. For those living at or below 250% of the Federal Poverty Level, the smoking rate is 29% compared to 18% among the overall population. Partnering with VT Medicaid is the most effective method to reach a population that is disproportionately impacted by tobacco.

Statewide research with rural adult smokers of low-SES (HH income <\$30,000; high school or less) led to a collaborative marketing strategy with the Department of Vermont Health Access and the Vermont Department of Health, resulting in increased Quitline calls and Quit Online activity, Quit Partners group counseling, quit tool requests, and doubled completed Quitline counseling sessions for Medicaid beneficiaries.

SYSTEMS CHANGE

Regular meetings between the VT Tobacco Control Program (VTTCP) and Vermont Medicaid resulted in:

- Activating three CPT codes for tobacco counseling: smoking and tobacco use cessation counseling visits for individuals 3 - 10 minutes and greater than 10 minutes, and smoking and tobacco use cessation counseling visit for groups greater than 10 minutes
- Moving from single-acting NRT to dual to increase chances of a successful quit

DATA SHARING

Data shared on a regular basis includes use of CPT codes by provider type, NRT use, provider referrals to the Quitline, and following hospital admissions for four related health conditions.

AUDIENCE APPROPRIATE PROMOTION

Primary research resulted in revamping and rebranding the cessation program to 802Quits; branding the statewide network of quit counselors to VT Quit Partners; optimizing the website for mobile phone; focusing on personal stories through testimonials; and supporting all media by social media, digital promotions, and online web vignettes.

Medicaid provided the VT Medicaid beneficiary mailing list (18-65 yrs), and collaborative mailings from both Medicaid and the VTTCP were sent. Follow-up mailings were sent to providers to inform about new CPT codes. These communications were supplemented by Medicaid's annual newsletters and targeted low-income media buys using "Tips from Former Smokers." Finally, a new section on 802Quits.org dedicated to providers further emphasizes their crucial role in quitting success.

ONGOING EVALUATION

VT Medicaid and VTTCP will supplement their data sharing with a multi-phased evaluation 2015/2016. Elements of the partnership to be evaluated will include obstacles for providers in using the codes, hospitalization on four related health conditions, and economic benefit evaluation.

MEDICAID REGISTRANTS

% change in registrants from Jan 2013-Aug 2013 vs. Jan 2015-Aug 2015

COMPARING

2015 (Jan 1 - Sept 27, 2015)
2013 (Jan 1 - Sept 27, 2013)

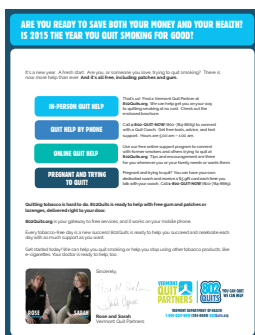
57% INCREASE in Medicaid registrants to the Quitline

238% INCREASE in Medicaid registrants to Quit Online

112% INCREASE in Medicaid registrants total

MOBILE VISITS INCREASED BY 251%

TABLET VISITS INCREASED BY 161%



117% INCREASE
(last year 87%) in coaching calls completed by Medicaid clients when comparing Jan 2013-Aug 2013 coaching calls completed (194) to Jan 2015-Aug 2015 coaching calls completed (421).

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