



HEALTH CARE
AUTHORITY



TOBACCO CESSATION: MEDICAID INTERVENTIONS

AUGUST 22, 2024

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INVESTING FOR TOMORROW, DELIVERING TODAY.

BEFORE WE START...

On behalf of all colleagues at the Health Care Authority, we humbly acknowledge we are on the unceded ancestral lands of the original peoples of the Pueblo, Apache, and Diné past, present, and future.

With gratitude we pay our respects to the land, the people and the communities that contribute to what today is known as the State of New Mexico.



A cloudy morning looking over Santa Cruz Lake
photo by Jessica Gomez



HEALTH CARE
AUTHORITY

Investing for tomorrow, delivering today.



HEALTH CARE
AUTHORITY

MISSION

We ensure New Mexicans attain their highest level of health by providing whole-person, cost-effective, accessible, and high-quality health care and safety-net services.

VISION

Every New Mexican has access to affordable health care coverage through a coordinated and seamless health care system.

GOALS



IMPROVE Leverage purchasing power and partnerships to create innovative policies and models of comprehensive health care coverage that improve the health and well-being of New Mexicans and the workforce.



SUPPORT Build the best team in state government by supporting employees' continuous growth and wellness.



ADDRESS Achieve health equity by addressing poverty, discrimination, and lack of resources, building a New Mexico where everyone thrives.



PROVIDE Implement innovative technology and data-driven decision-making to provide unparalleled, convenient access to services and information.

AGENDA

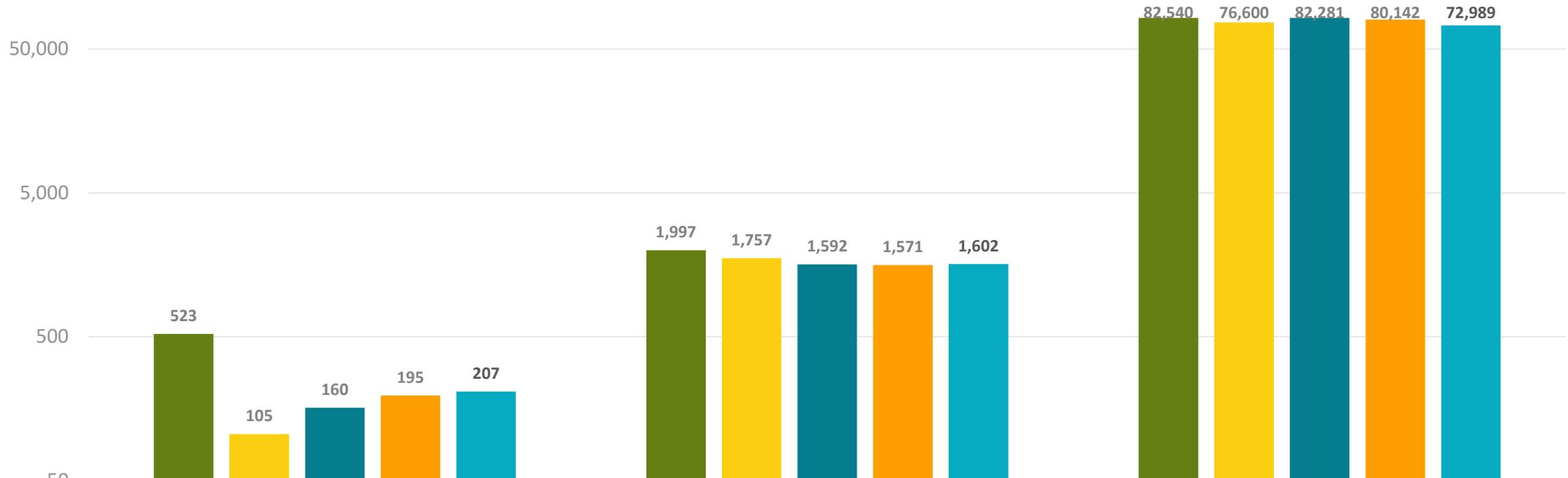
- Medicaid Tobacco Use
- Appropriation
- Best Practices for Tobacco Cessation in Medicaid
- Turquoise Care Interventions



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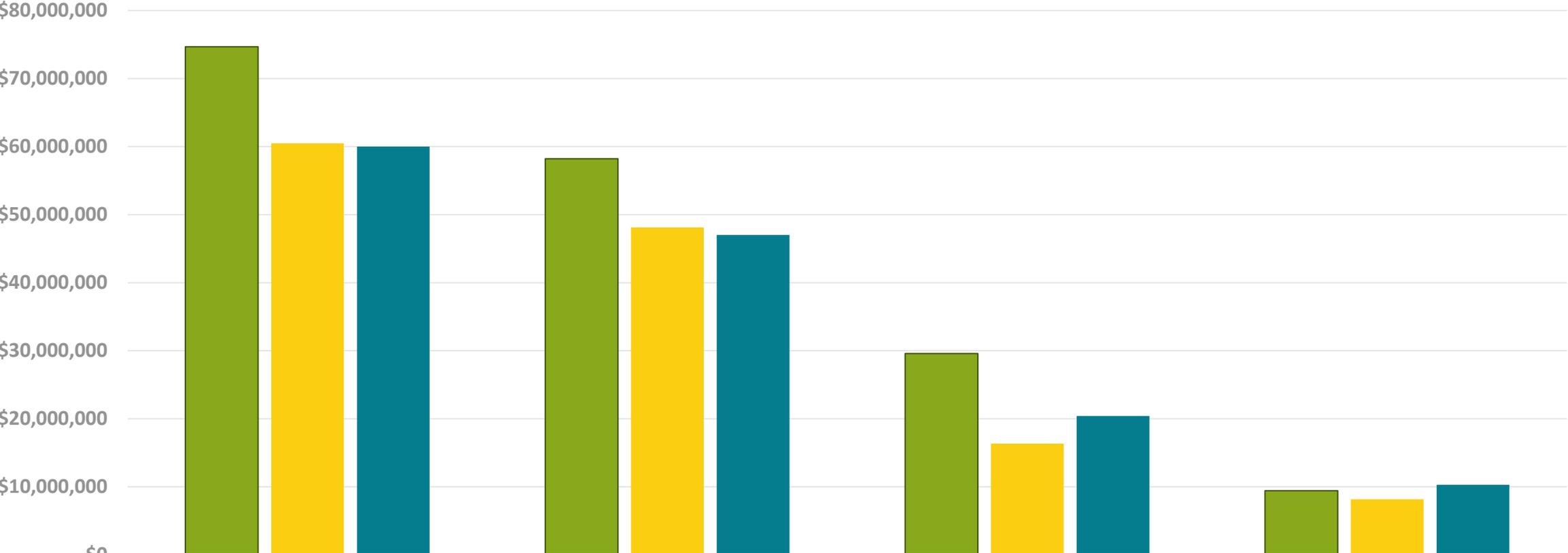
ESTIMATED NUMBER OF MEDICAID MEMBERS DIAGNOSED AS TOBACCO OR NICOTINE DEPENDENT



	Under 13 Years of Age	13 to 18 Years of Age	18 Years of Age and Over
2019	523	1,997	82,540
2020	105	1,757	76,600
2021	160	1,592	82,281
2022	195	1,571	80,142
2023	207	1,602	72,989



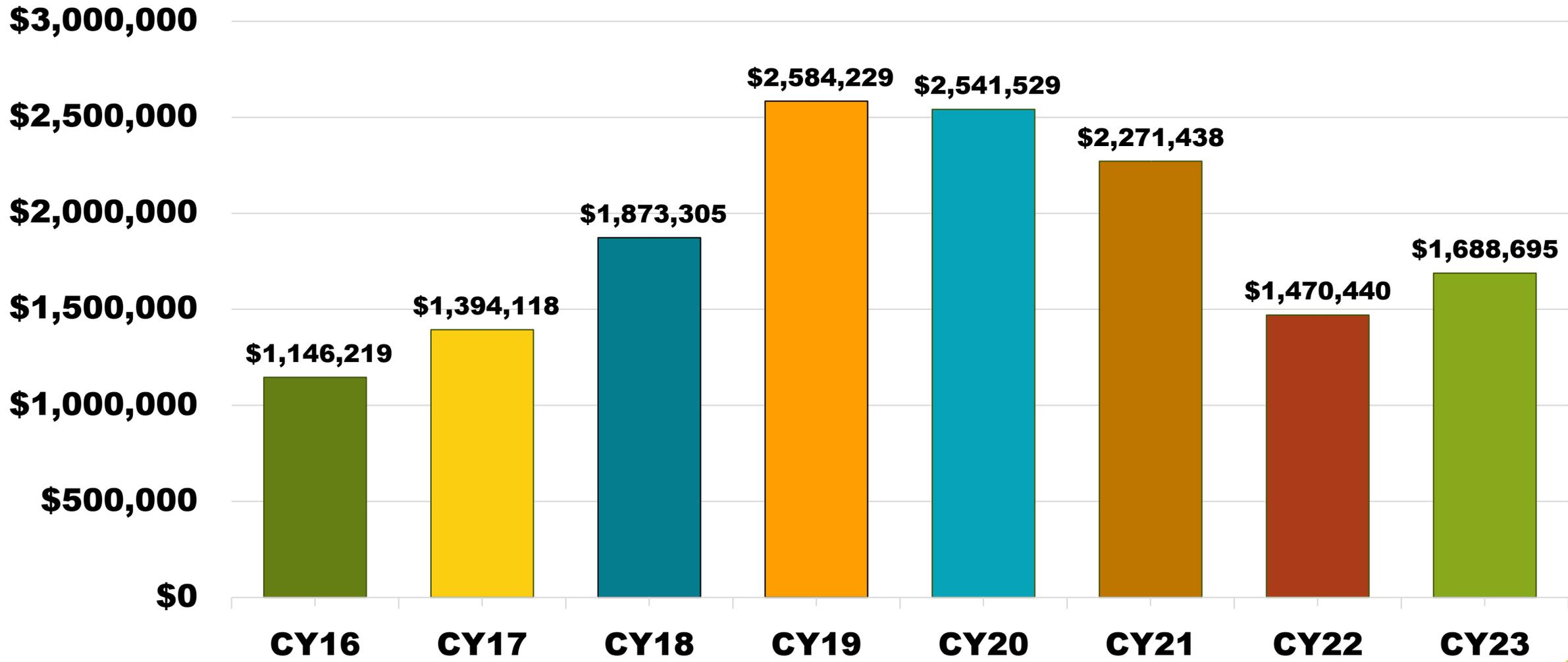
ESTIMATED SPEND BY MANGED CARE ON SMOKING RELATED ILLNESS OR DISEASE IN 2023



	Chronic Obstructive Pulmonary Disease	Coronary Artery Disease	Cerebral Vascular Disease/Stroke	Lung Cancer
CY21	\$74,684,800.11	\$58,215,749.89	\$29,586,868.06	\$9,432,219.55
CY22	\$60,493,673.83	\$48,136,345.41	\$16,348,795.80	\$8,188,950.40
CY23	\$60,025,662.73	\$47,013,854.24	\$20,397,929.50	\$10,287,469.54



MCO TOTAL DOLLAR AMOUNT SPENT FOR CESSATION PRODUCTS AND SERVICES





APPROPRIATION

FY25 MEDICAID APPROPRIATION

Program Area	FY25 Appropriation
Breast and Cervical Cancer Treatment Program	\$1,255,400
Medicaid Programs including cessation and treatment of smoking related illness or disease	\$13,142,800
TOTAL appropriation for Medicaid from the Tobacco Settlement Program Fund	\$14,398,200





MEDICAID INTERVENTIONS

MEDICAID PROGRAMS BEST PRACTICES



- Accessible, no-cost individual counseling, group counseling and quit line.
- No-cost coverage of all available smoking cessation medications (nicotine patch, nicotine gum, nicotine lozenge, nicotine nasal spray, nicotine inhaler, bupropion, varenicline)
- No barriers to cessation treatment (no copay, no prior authorization, no limits on treatment duration, no yearly or lifetime limits, no step therapy requirements)

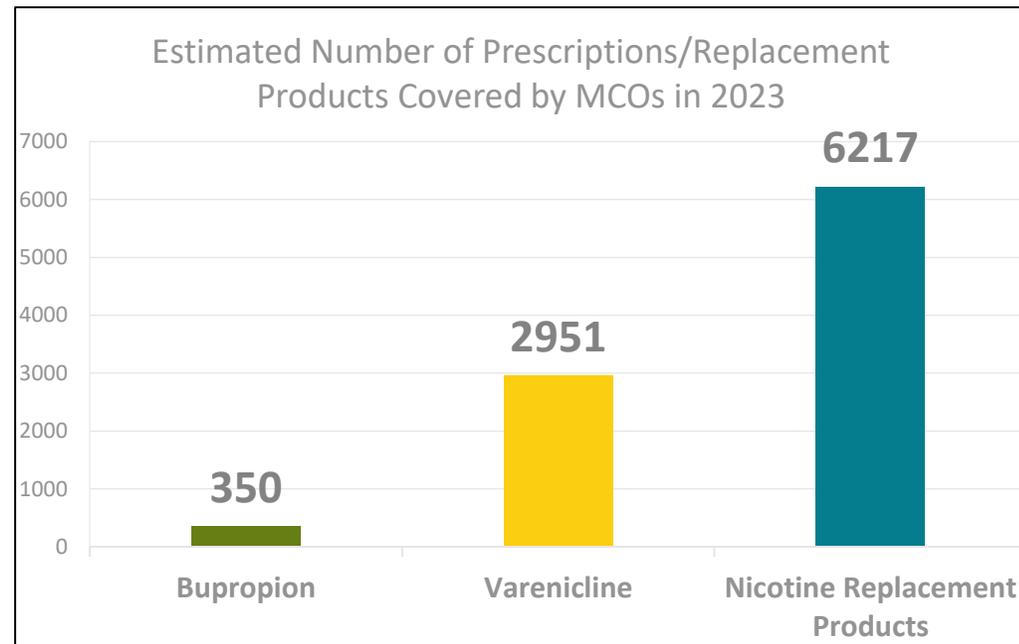


- Leverage 50% administrative match for Quitlines.
- Cover tobacco cessation in the 12-month postpartum extension.
- Cover over-the-counter products such as nicotine replacement.
- Partner with pharmacists to deliver tobacco cessation treatments.
- Utilize MCO contracts to drive quality improvement.



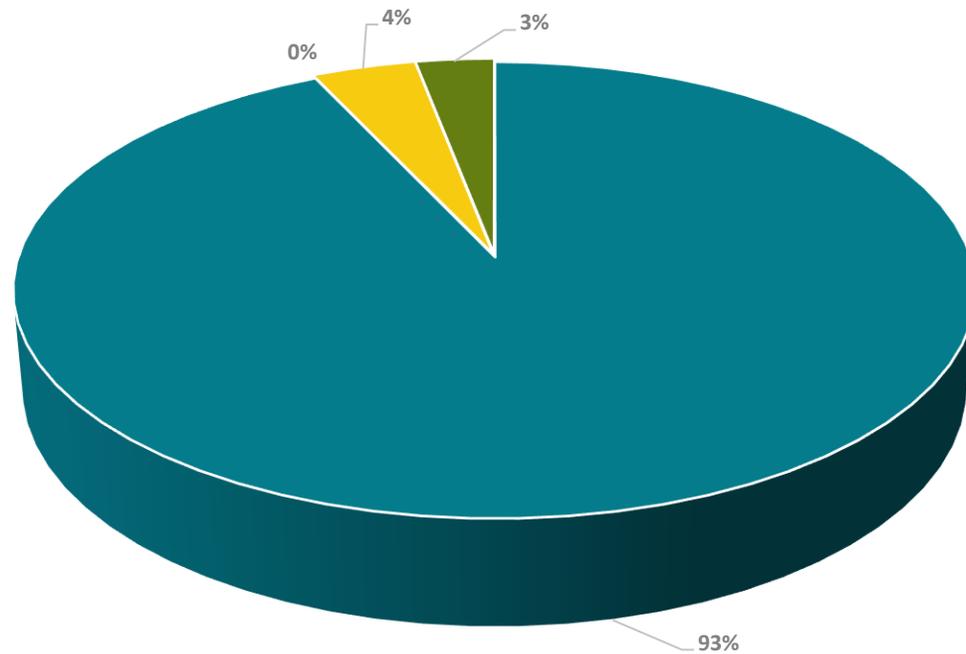
EXISTING TURQUOISE CARE BEST PRACTICES

- ✓ Regular monitoring of MCO program with quarterly reports
- ✓ Barrier free access to tobacco cessation
- ✓ Individual and group counseling with no cost sharing
- ✓ Coverage of all pharmacologic treatment options with no cost sharing

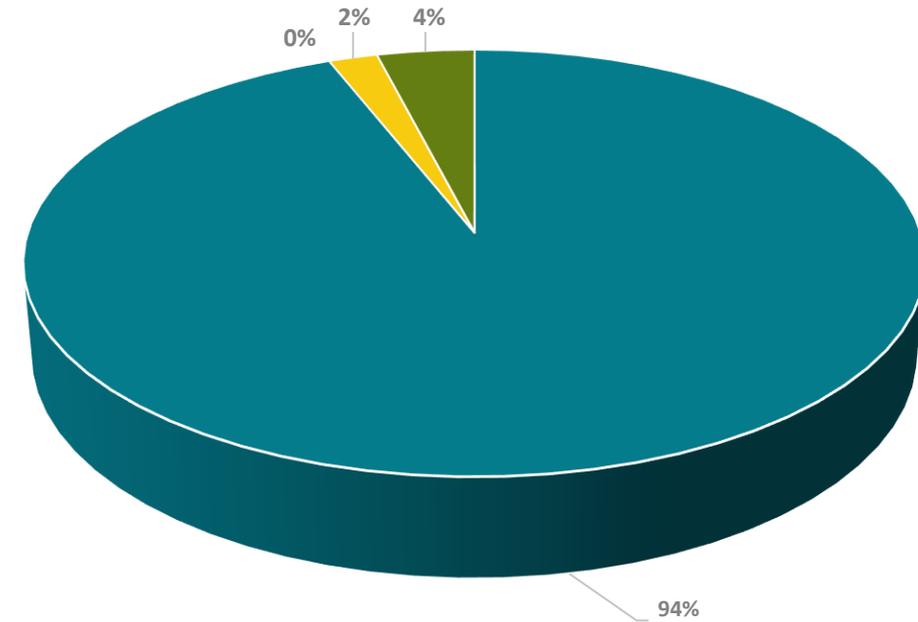


TOBACCO CESSATION SERVICES PROVIDED BY MCOS

2022



2023



■ Individual Counseling = 4808
■ Phone Counseling = 202
■ Group Counseling = 1
■ Quitline = 167

■ Individual Counseling = 5127
■ Phone Counseling = 128
■ Group Counseling = 0
■ Quitline = 186



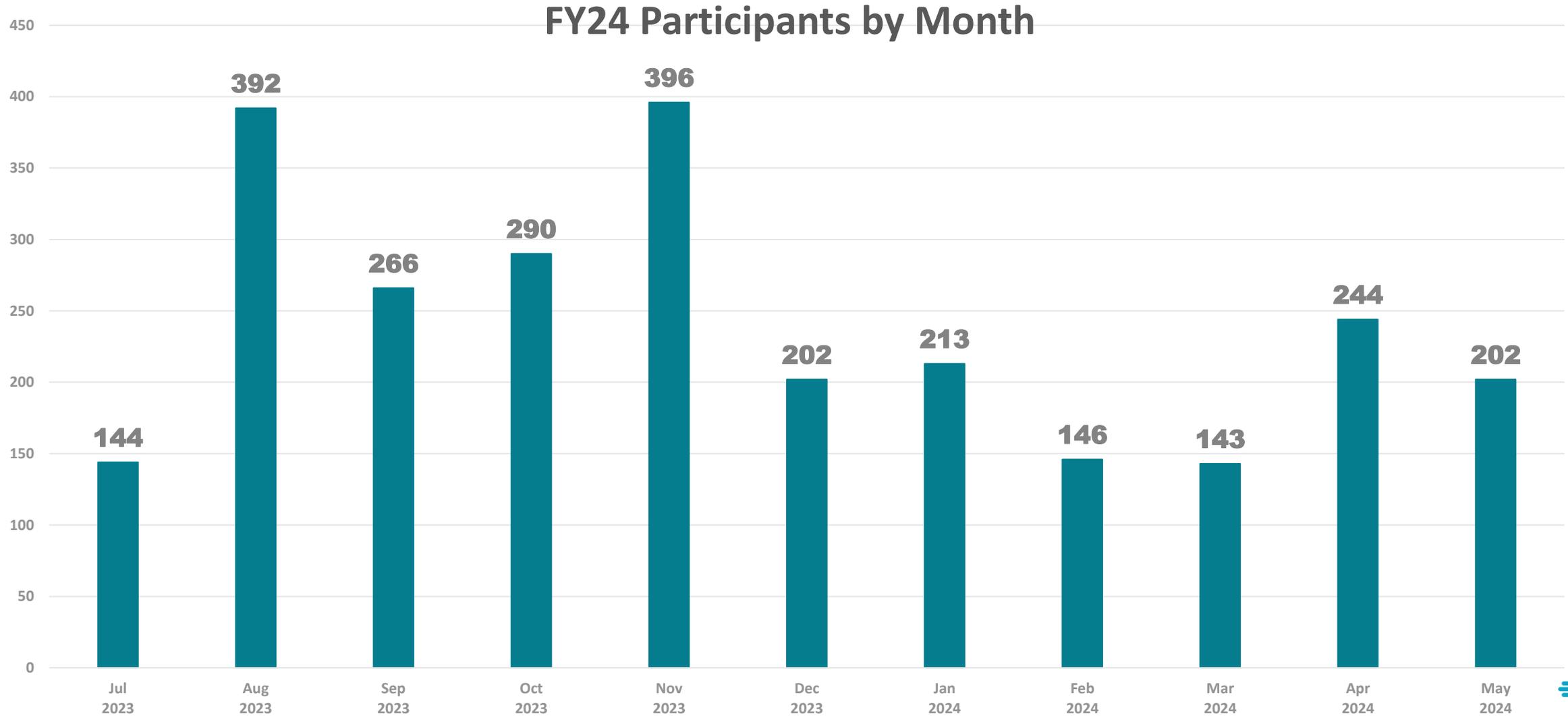
MEMBER REWARDS TOBACCO & VAPE-FREE CHALLENGE

AN EDUCATIONAL CHALLENGE TO STAY TOBACCO AND VAPE-FREE

- MCO marketing and rewards for completing the Tobacco and Vape-Free Challenge:
 - \$20 Reward for the account owner
 - 250 Points (\$25 value) for Children and Adolescents that complete the Tobacco & Vape-Free Challenge
 - Multimedia campaign through MCO Member Rewards communications
- Video Learning Activities
 - Designed to engage and educate parents and adolescents about the health risks of vaping and tobacco use
 - Users watch a series of 5 short videos and then receive their reward.

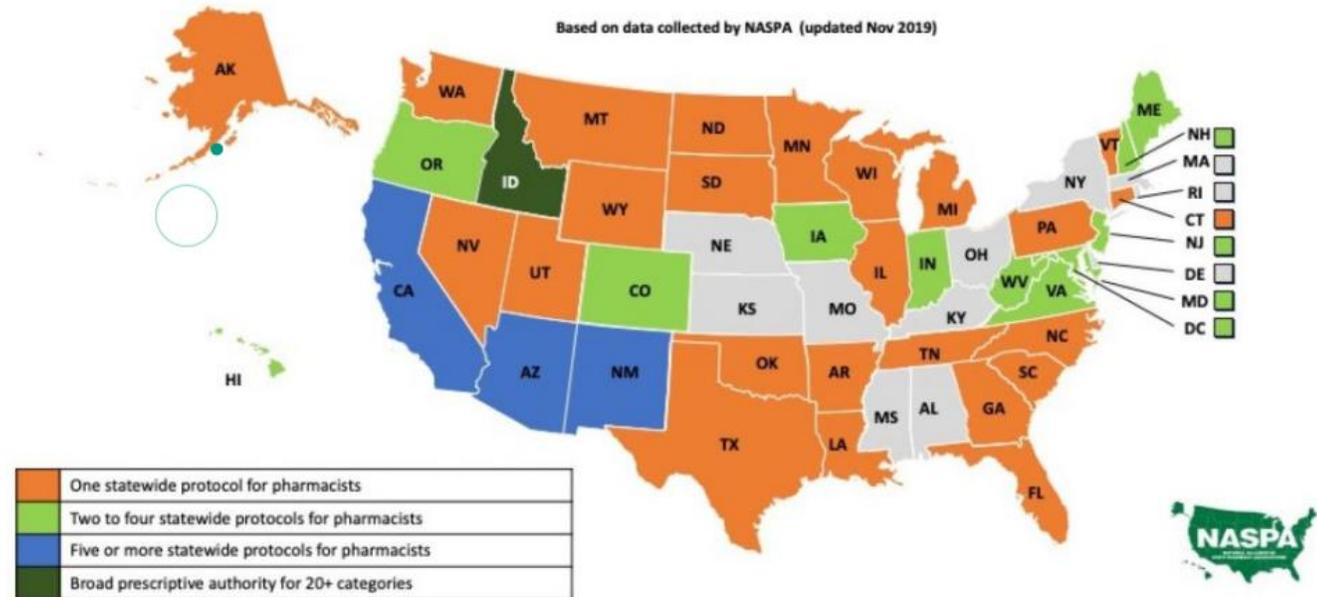


MEMBER REWARDS TOBACCO AND VAPE-FREE CHALLENGE



PHARMACIST PRESCRIBING

- Under NMAC 16.19.26.10, pharmacist with additional training (2 CE/2 years) can prescribe prescription and non-prescription therapies for tobacco cessation
- Since 2004, over 1500 in NM pharmacist have completed the training in tobacco cessation
- Counseling code exists to reimburse retail pharmacists who spend time counseling patients about tobacco cessation.
- Turquoise Care MCO's are incentivized to increase community pharmacist counseling.



TURQUOISE CARE: NEXT STEPS

- Unified Quit Line
 - Allowing DOH to leverage 50% Medicaid match for the members who call them for assistance with tobacco cessation.

- Turquoise Care Contract Tracking Measure

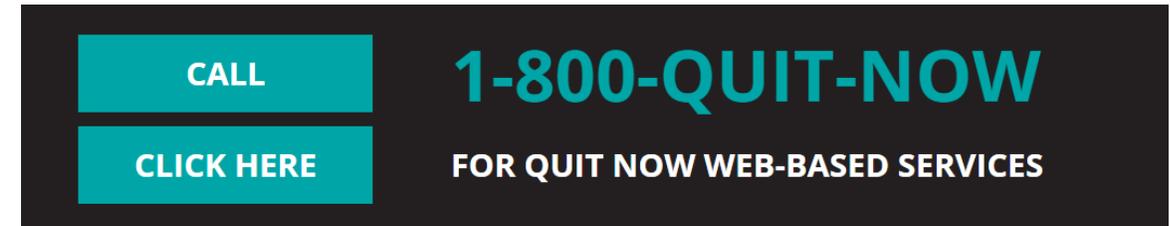


Table 12.b TMs

Measure	
1	<p>Smoking Cessation:</p> <ol style="list-style-type: none"> 1. Total number of unduplicated members receiving smoking and tobacco cessation products/services (nicotine replacement, counseling services, quit line, and medications) 2. Total number of units for smoking and tobacco cessation products and services 3. Total dollar amount for smoking and tobacco cessation products and services 4. Total of unduplicated members receiving smoking and tobacco cessation products/services, nicotine replacement, counseling services, quit line, and medications who have successfully quit smoking



MCO INTERVENTIONS: PRIMARY PREVENTION VAPING

Early Screening

- Education to providers to include vaping in EPSDT visits.
- Collect data on members who vape and on provider behavior surrounding counseling.

Provider Education

- Collaborate with professional organizations to provide continuing education on vaping

Collaborate with Existing Initiatives

- Vape Free program in DOH
- Collaborating on DOH QuitLine
- Collaborate with SBHCs

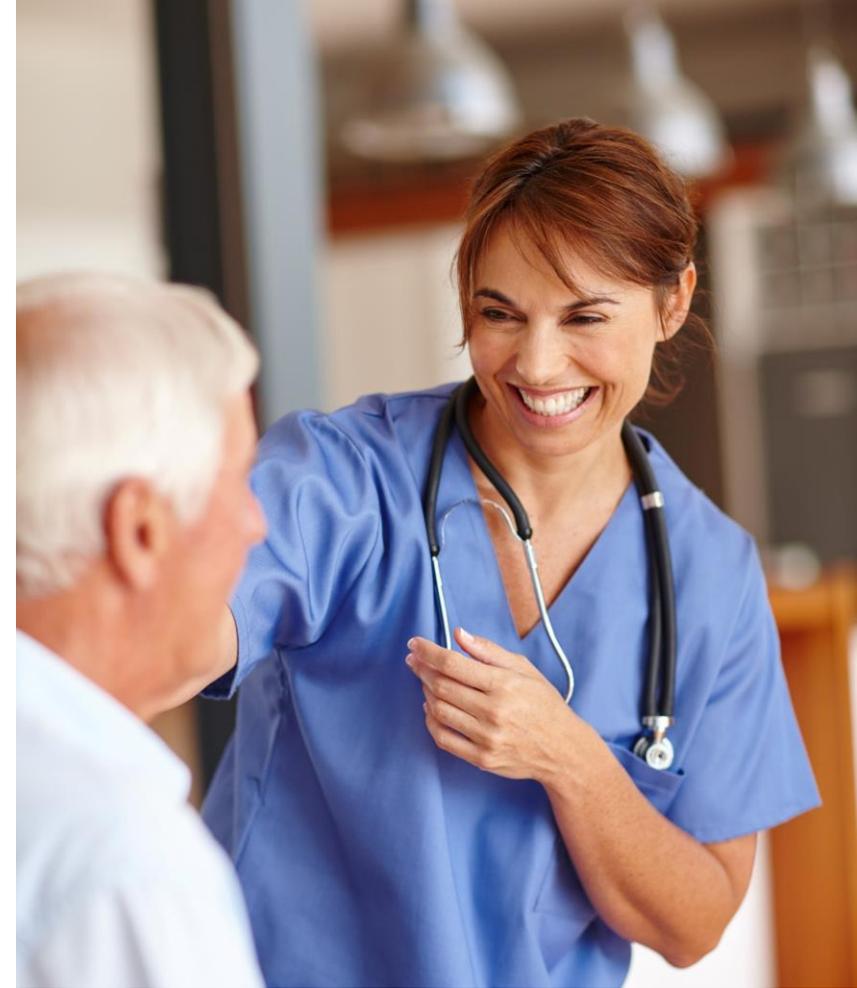
Educational Campaigns

- Videos
- Website materials
- No-cost apps available via MCOs





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THANK YOU & QUESTIONS

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