Improving Access to Care: Smoking Cessation

Operational Solutions to Improve Health Literacy: At the Intersection of the Affordable Care Act and Health Literacy

Who is smoking?

Members with chronic tobacco use

<table>
<thead>
<tr>
<th>Arizona Demographics</th>
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<tbody>
<tr>
<td>Medicaid 32%</td>
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<tr>
<td>MercyCare (Medicaid members)</td>
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Our Strategy

To improve the health of our members through a system-level approach to education, outreach and referral. We do this by implementation of the Ask, Advise and Refer process and in partnership with the community, government agencies and other sponsors.

4-Phase Methodology

Phase 1: Create Call to Action

Impact Analysis

Driver/Challenge

- Certain groups including African Americans, American Indians, Asian-Pacific Islanders and migrant farm workers show disproportionately high morbidity and mortality rates associated with tobacco use. Factors such as age, ethnicity and income can contribute to health disparities within a given population.

C- In order to fully implement a successful initiative, the core elements of an organization need to work together to screen for tobacco use, offer a solution to quit, and link to coaching and care.

D- In a series of voter-approved propositions, AZ increased state sales tax on tobacco products, required a portion of tobacco taxes be spent on tobacco prevention. AZ-Maricopa County Health Assessment indicated that 3 of the 5 top health priorities are impacted by tobacco usage.

D-On May 2, 2014, the U.S. Departments of Health and Human Services, Labor and Treasury issued guidance, in the form of an FAQ, on insurance coverage of tobacco cessation as a preventive service. The guidance states that, to comply with ACA preventive services requirements, health plans should, for example, screen for tobacco use.

Phase 2: Develop system-level infrastructure

Start with Executive Sponsorship: Highest level in the organization-identified this as owner of health initiative*:
- Willing to speak up on strategy implementation
- Willing to put resources (human, financial and time) into the action plans
- Willing to apply rewards and consequence management

Impact

MercyCare Plan continues to work with the AZ Department of Health Services Bureau of Tobacco and Chronic Disease to leverage programs and partner to improve the delivery of care and reduce disparities among at-risk populations.

Phase 3: Link tobacco users to care

We can’t do it alone! Involve the community

- Identify members to refer for tobacco cessation:
  - Proactive referrals to coaching through pharmacy
  - Use of predictive pathways for identification of users identified as smokers
- Leverage services:
  - Share resources and key messages
  - Use community data for creating business case
  - Use community data for understanding community demographics
- Partner with community partners who serve the under-served members

Our Primary Partners:
- ASHLine
- Maricopa Department of Public Health
- Resources and Linkages:
  - AZ Dept. of Health Services
  - American Lung Association

Phase 4: Measure results

Data comparisons of referrals to coaching:
- Data comparisons of baseline demographic and increased diagnosis
- Increased pharmacy use
- Increased tobacco use diagnosis

Ask, Advise, Refer

Talking about Quitting Tobacco

Quitting tobacco is tough, but YOU can make a difference! Tobacco users are more likely to quit successfully when you spend just a few minutes discussing their tobacco use and offering them resources to help them quit.

Step 1: Ask all members about tobacco use at every visit.
Step 2: ADVISE— all tobacco users to quit.
Step 3: REFER—tobacco users interested in quitting to ASHLine.

 coached & Medication 
= doubled success!

SMOKING CIGARETTES COSTS MORE THAN YOU THINK

$6.95 + $10.84 + $18.47 = $36.26

Tobacco-related medical costs in Arizona $2.62 billion per year
Tobacco-related workplace productivity losses in Arizona $2.24 billion per year

$726 per resident of Arizona per year

SMOKING BANs

Smoke-Free Arizona Act
Landmark statute prohibiting smoking in enclosed public places and workplaces, including restaurants and bars.

81% OF ARIZONANS

HAVE ACCESS TO HEALTH INSURANCE THAT COVERS SOME FORM OF SMOKING CESSATION TREATMENT

4-Phase Methodology

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