Partnering to Maximize Tobacco Cessation in Arizona
Partnering with ASHLine Makes Sense

- Helps meet ACA criteria
- ASHLine services are high quality and effective
- ASHLine clients are satisfied with services
- ASHLine meets a critical need of service providers
- ASHLine services are cost effective
- Partnering with ASHLine is easy
Tobacco: “A” Recommendation

The USPS Task Force recommends clinicians ask all adults about tobacco use and provide tobacco cessation interventions for those who use tobacco products.
We Know What Works

Research indicates the most effective tobacco treatment is a combination of:

✓ Evidence-based counseling
✓ FDA-approved medications
Cessation Benefits

Cessation benefits should include a combination of both USPS Task Force recommended treatments:

**FDA-Approved Medication**
- ✔ Nicotine Patch
- ✔ Nicotine Gum
- ✔ Nicotine Lozenge
- ✔ Nicotine Inhaler
- ✔ Nicotine Nasal Spray
- ✔ Bupropion
- ✔ Varenicline

**Evidence-Based Counseling**
- ✔ Individual
- ✔ Group
- ✔ Quitline (technology-based)

Helps meet ACA criteria
 ✓ An evidence-based telephone tobacco treatment service (coaching + nicotine replacement therapy)

 ✓ Consists of multiple treatment sessions

 ✓ Highly trained, professional Behavior Change Coaches

 ✓ NRT mailed directly to tobacco user’s home

 ✓ Integrated interactive web-based tobacco treatment program

 ✓ Online registration (coming soon)
ASHLine Services Work for Clients with Insurance

30-day point prevalence at 7 months from initial call\(^1\)

<table>
<thead>
<tr>
<th></th>
<th>Responder Quit Rate(^2)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Clients with Private Insurance</td>
<td>32.4%</td>
</tr>
<tr>
<td>Clients with AHCCCS (Medicaid)</td>
<td>27.6%</td>
</tr>
<tr>
<td>Clients without Insurance</td>
<td>30.6%</td>
</tr>
</tbody>
</table>

1. Number of respondents who report being tobacco free for the last 30 days or more at the time of the 7-month survey.
2. This measure includes only those respondents reached reporting successful tobacco cessation and thus provides a higher quit rate.
7 Month Quit Rate Comparison

- **10%** Physician Advice Alone*
- **24%** ASHLine Coaching
- **41%** ASHLine Coaching + Medication
- **45%**

*Fiore, *Treating Tobacco Use and Dependence, Clinical Practice Guideline: 2008 Update*. Long-term (i.e., ≥6 months) abstinence rate presented

**Quit Rates from clients with insurance (excluding AHCCCS) who completed four or more counseling calls plus used medication
Over 85% of ASHLine clients are satisfied with services!

“I have been in many quit smoking programs and this program is the only program that has actually helped me.”

“It’s a wonderful program. I felt like it helped me. I’ve been smoking for 40 years and I didn’t think I would be able to quit but I did!”

“My daughter and I started the program and saw results really quickly and we’re both quit for good. When you help two people in the same family quit completely that shows how great the program is in itself.”
Growth in Utilization of ASHLine Services

Annual Client Enrollments

- FY2007: <1% of adult tobacco users in AZ
- FY2012: 2.4% of adult tobacco users in AZ

317.1% Increase
FY2012 Insurance Coverage for ASHLine Clients

- Uninsured: 32%
- AHCCCS: 23%
- Medicare: 14%
- Private Insurance: 24%
- Other: 7%

Note: “Other” refers to less commonly reported insurance plans that do not comprise the pre-populated set of options on the caller information form.
FY2012 Private Insurance Plans for ASHLine Clients

- Blue Cross: 28%
- CIGNA: 13%
- United Healthcare: 18%
- TriCare: 3%
- Secure Horizons: 2%
- Aetna: 11%
- HealthNet: 7%
- Other: 18%

Note: “Other” refers to less commonly reported insurance plans that do not comprise the pre-populated set of options on the caller information form.
ASHLine Services for Healthcare Providers

- Fax + Electronic Referral Program
- HIPAA Compliant
- Tobacco Assessment and Intervention Workflow Development
- Ask, Advise, Refer (AAR) In-Service on Brief Interventions
- Referral Feedback Reports
- Tobacco-Related Policy Development
- Academic Detailing, Resources + Information
FY2012 ASHLine Referral Sources

ASHLine meets a critical need of service providers

Graph showing referral sources by category:
- Hospital (3,000+ referrals)
- Medical Practice (2,500 referrals)
- Behavioral Health (1,500+ referrals)
- Community Health Center (1,000+ referrals)
- WIC (800 referrals)
- Community Group (600 referrals)
- Worksite (400 referrals)
- Health Insurance (300 referrals)
- Dental Practice (150 referrals)
- Indian Health Service (100 referrals)
- Pharmacy (50 referrals)
- DODNA (10 referrals)
- School/University (5 referrals)
How Clients Heard about ASHLine (FY2012)

ASHLine meets a critical need of service providers

- Media
- Healthcare
- Community Organization
- Former Client
- Family or Friend
- Work
Growth in Annual Healthcare Provider Referrals to ASHLine

309.2% Increase

ASHLine meets a critical need of service providers
## FY2012 7-Month Quit Rates¹
(Total Enrollment: 11,394 Clients)

<table>
<thead>
<tr>
<th>State Allocation</th>
<th>Respondent Quit Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>$2.3 million</td>
<td>32.4%</td>
</tr>
<tr>
<td>Cost per Quit</td>
<td>$623</td>
</tr>
</tbody>
</table>

1. 30-day point prevalence (or # of respondents who report being tobacco free for the last 30 days or more at the time of the 7-month survey).

ASHLine services are cost effective
Annual Health Care Costs per Tobacco User and ASHLine Services

ASHLine services are cost effective

State Health Plan Costs vs. Benefits

Annual per Capita Medical Costs of Tobacco Use: $3,856.00
Number of individuals presumed to quit due to ASHLine: x 3,692
Estimated cost avoidance “benefit”: $14,236,352.00

ASHLine services are cost effective.
Cost-Benefit Analysis

For every dollar Arizona spent on ASHLine services, Arizona saved $6.19!
ASHLine Services Include

• **Client treatment**
  – Evidence-based Coaching
  – Nicotine Replacement Therapy

• **Healthcare Provider Engagement**
  – Fax + Electronic Referral Program
  – Academic Detailing + Training

• **Comprehensive Evaluation**
  – Follow-up surveys
  – Quality Improvement

ASHLine services are cost effective
ASHLine Service Benefits

• Participation and utilization reporting
• Telephonic surveying to measure effectiveness
• Monthly analysis of reports
• Individual meetings upon request
• Statewide quitline media campaigns provide free advertisement to your membership
It’s Easy to Participate

Multiple Options for Structuring Benefit Payments:

• Per Service Fee

• Per Enrollment Fee
  (Average of 4 services per quit attempt + medication)

• Per Member Per Month

*Plan costs would vary based on lives covered.
It’s Easy to Participate

• Promote program options to your members

• ASHLine *does the rest*!
For More Information, Contact:

Courtney Ward, MPA
Office Chief
Tobacco Prevention & Cessation Programs
Bureau of Tobacco & Chronic Disease, ADHS
602-542-2075
wardc@azdhs.gov