



HUMAN
SERVICES
DEPARTMENT



CENTENNIAL CARE 2.0 TOBACCO PREVENTION AND CESSATION SERVICES
LORETTA CORDOVA, BUREAU CHIEF, QUALITY
SEPTEMBER 15, 2020
MEDICAL ASSISTANCE DIVISION

INVESTING FOR TOMORROW, DELIVERING TODAY.

MEDICAID APPROPRIATION

Investing for tomorrow, delivering today.

FY20 MEDICAID APPROPRIATION

- Includes a total appropriation of \$7,574,021 (\$7,819,300 before DFA revised funds) for Medicaid from the Tobacco Settlement Program Fund after
 - \$1,216,020 (\$1,255,400 before DFA revised funds) is allocated for the Breast and Cervical Cancer Treatment Program
 - Projected to spend 100%
 - \$6,358,001 (\$6,563,900 before DFA revised funds) is allocated for Medicaid Programs.
 - Projected to spend 100%

FY21 MEDICAID APPROPRIATION

- Includes a total appropriation of \$7,319,300 for Medicaid from the Tobacco Settlement Program Fund
- \$1,255,400 is allocated for the Breast and Cervical Cancer Treatment Program
 - Projected to spend 100%
- \$6,063,900 is allocated for Medicaid Programs
 - Projected to spend 100%

AVAILABLE MEDICAID SERVICE AND TREATMENTS

▪ **Services**

- NM Quit Line

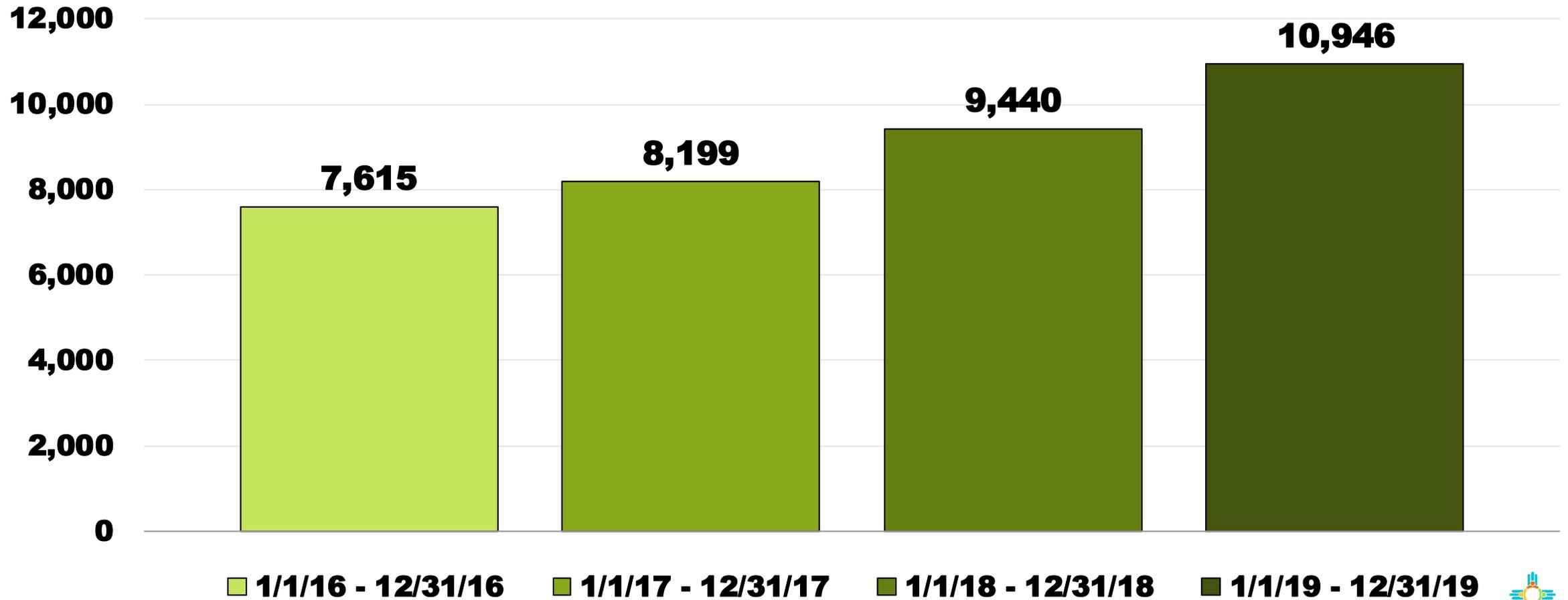
▪ **Treatment Products**

- Nicotine Gum, Patch, Inhaler, Lozenge and Nasal Spray
- Zyban
- Chantix
- Wellbutrin
- Bupropion SR
- Chantix

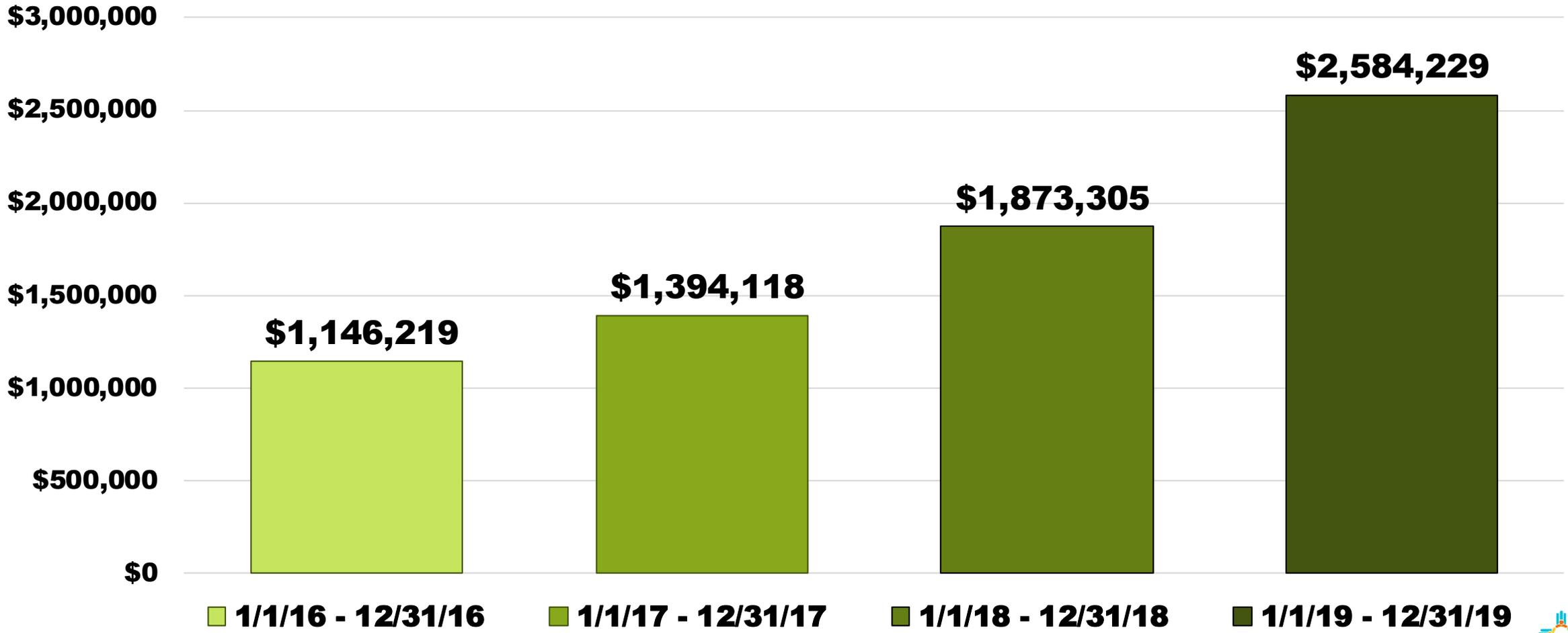
▪ **Counseling Services**

- Individual and Group Counseling

NUMBER OF MEMBERS RECEIVING SMOKING/TOBACCO CESSATION PRODUCTS/SERVICES



TOTAL DOLLAR AMOUNT FOR SMOKING/TOBACCO CESSATION PRODUCTS/SERVICES



MANAGED CARE ORGANIZATION (MCO) SMOKING CESSATION INITIATIVES

- Comprehensive Needs Assessments and Prenatal Assessments address the importance of smoking cessation, as well as the risk associated with secondhand smoke
- Care Coordination programs include health promotion targeting tobacco use in members
- Tobacco cessation services offered through the “Quit For Life” smoking cessation campaign
- Virtual education workshops
- Educational materials provided to members such as quitting aids and quit guides to help the member decide what type, dose and duration of medications are correct
- Text messaging support to help members quit, such as coaching, motivational and educational reminders

MCO SMOKING CESSATION INITIATIVES

- Work with members to develop smoking cessation plans of care
- Individual and Group Therapy sessions: smoking and tobacco cessation intensive counseling
- Pharmacotherapy Benefits to help members reduce nicotine withdrawal symptoms, negative mood states and block pleasure experienced from tobacco use
- Promotion of cessation benefits in provider and member newsletter articles
- Online resources providing information on the health impact of tobacco use and tips for quitting and helping others to quit

MCO SMOKING CESSATION INITIATIVES

- Quit Now Tobacco Cessation Program offers unlimited sessions with a trained Quit Coach, 24/7 support, and self-help materials
- Ensure that members who want to quit are enrolled in smoking cessation support programs
- Smoke free Smartphone applications to assist members in monitoring their progress while having the ability to earn incentives for reaching milestones and achievements and tools to help manage cravings

EXPANDED INITIATIVES

- HSD require the MCOs to monitor the use of smoking cessation products and counseling utilization on a quarterly basis
- MCO contracts include requirements to educate Members on the risks associated with the use of alcohol, tobacco and other substances and available products and counseling (e.g. smoking cessation products)
- HSD, DOH, MCOs are working collaboratively to identify barriers, resolve issues and improve the delivery of tobacco cessation services to Medicaid members
- HSD and DOH were selected to participate with Centers for Health Care Strategies – an initiative for a tobacco-focused team

BREAST AND CERVICAL CANCER PROGRAM

- Individuals enroll with Department of Health (DOH) Breast and Cervical Cancer (BCC) early detection program
- DOH determines qualification for Category of Eligibility (COE) 052 and the Income Support Division (ISD) processes the application if diagnosis made and treatment is required
- As of July 2020, there were approximately 117 individuals receiving treatment

QUESTIONS

*Investing for tomorrow, **delivering today.***