

Smoking Cessation: When Quitting Really Counts



Kentucky is consistently ranked as one of the states with the highest rates for adult and adolescent smoking.

The following statistics reinforce the grim consequences of this behavior.

- People with mental illnesses and addictions are more likely to smoke and can die decades earlier than the general population:
 - About 50 percent of people with behavioral health disorders smoke, compared to 23 percent of the general population.
 - People with mental illnesses and addictions smoke half of all cigarettes produced.
 - Smoking-related illnesses cause half of all deaths among people with behavioral health disorders.
- The problem and popularity of tobacco-based products in Kentucky is epidemic:
 - In 2011, 7.8 percent of all Kentucky middle school students and 16.8 percent of all Kentucky high school students reported using a smokeless tobacco product
 - 24 percent of all Kentucky live birth pregnancies in 2009 had mothers who reported they smoked during their pregnancy.

Smoking is a major contributor to early morbidity and mortality, but fortunately there are many resources available to help.

WellCare of Kentucky offers free disease management programs to assist with smoking cessation. A referral can be made by calling 1-877-393-3090 or you can have members call us directly.

Quit Now Kentucky provides free telephone counseling delivered by trained tobacco cessation coaches offering encouragement for quit attempts, materials to assist tobacco users who are ready to quit, and referrals to local cessation services. To enroll, Kentucky residents may call **1-800-QUIT-NOW (1-800-784-8669)**. The Quit Line offers services in both English and Spanish from 8 a.m. to 1 a.m. Eastern, Monday through Sunday. As a provider, you can complete a quick referral to the Quit Line on the Web at quitnowkentucky.org/providers_partners/default.aspx.

WellCare covers the following cessation aids for members:

Chantix:

Coverage without prior authorization (PA), total of 90 days per 365 days' time frame; if member needs more than 90-day supply, please submit a PA request.

NRT (nicotine replacement therapy):

Coverage without a PA, total of 70 patches per 365 days; if member needs more than 70 patches within the specified timeframe, please submit a PA request.

Note: If the member requires another form of cessation therapy for medical necessity purposes, please submit a PA request.



As a provider community, we can help members to stop smoking. Please:

- **ASK** every patient at every encounter about tobacco use and document status.
- **ADVISE** every tobacco user to quit with a clear, strong personalized message about the benefits of quitting.
- **REFER** patients who are ready to quit tobacco for help.
- **PRESCRIBE** or **RECOMMEND** a help aid, such as a patch, lozenge, gum, or drug, if you feel it will help the patient achieve the goal of quitting.
- **SUPPORT** your patients who are quitting. WellCare will cover the cost for assessment visits to help keep the patient on track.

Formulary benefits are subject to changes per any new federal or state legislation, or per discretion of the health plan at any time. Your patients should contact WellCare Customer Service to verify coverage benefits.