Smoking Cessation Benefits and Counseling

We are pleased to provide you with this reminder regarding Smoking Cessation benefits for our Members.

As you know, smoking and the use of tobacco products is one of the greatest public health challenges we face. According to the New York State Department of Health (SDOH):

- *Tobacco use is the number one cause of preventable disease and death in NYS*
- *According to the New York State Smokers Quitsite, every 10 seconds, somewhere in the world, someone dies of tobacco-related causes. Tobacco kills more Americans each year than alcohol, cocaine, crack, heroin, homicide, suicide, car accidents, fire and AIDS combined.*
- *There has been no decline in smoking rates among those with low income, low educational attainment or serious mental illness*
- *The financial toll has been $3.3 billion in annual Medicaid expenditures attributed to smoking*

SDOH has challenged Fidelis Care and other health plans in the State with increasing the identification of smokers and increasing the quit rates over the next two years.

Helping your patients to quit is one of the most valuable and rewarding services that you can offer them. *Patients are 2 to 3 times more likely to make a quit attempt based on a provider’s advice.*

Covered benefits for Medicaid, Child Health Plus (CHP), Medicare and Dual Advantage, Fully Integrated Duals Advantage, and NY State of Health metal-level Fidelis Care members include: smoking cessation counseling, prescription and non-prescription smoking cessation products including nasal sprays, inhalers, Zyban (bupropion), Chantix (varenicline), over-the-counter nicotine patches, and gum.

Reimbursement for smoking cessation counseling (SCC) must meet the following criteria:

- Medical claims for SCC must include one of the following procedure codes 99406, 99407, G0436, or G0437. Or, for HBX, procedure codes 99401 to 99404 with diagnostic codes 649.00 to 649.04, or 305.1.
- SCC must be provided face-to-face by either a physician or by a non-physician staff person that is supervised by the physician.
- SCC must be billed by either an office-based medical practitioner or by an Article 28 clinic that employs a practitioner.
- Medical practitioners can only provide individual SCC services, which must be greater than three minutes in duration.
- In a medical office or an Article 28 clinic, SCC should only take place during a medical visit as an adjunct when providing a medical service and NOT billed as a stand-alone service.
- A health care practitioner is allowed to provide the following number of SCC visits within any 12 continuous months:
  - Medicaid, FIDA: limit of 8 visits per year,
  - CHP and Medicare: no limit on number of visits per year,
  - HBX: limit of 8 visits for G0436 and G0437, and limit of 3 visits for 99406 and 99407. Or, a limit of 8 sessions for 99401 to 99404 with diagnostic codes 649.00 to 649.04, or 305.1.
- Smoking Cessation Counseling should compliments prescription and non-prescription smoking cessation products including nasal sprays, inhalers, Zyban (bupropion), Chantix (varenicline), over-the-counter nicotine patches, and gum.
To receive reimbursement for SCC services the following information must be documented in the patient's medical record:

1. At least 4 of the 5 A's: smoking status and if yes, willingness to quit;
2. If willing to quit, offer medication as needed, target date for quitting, and follow-up date (with documentation in the record that the follow-up occurred);
3. If unwilling to quit, the patient's expressed roadblocks;
4. Referrals to the New York State Smokers Quitline and/or community services to address roadblocks and for additional cessation resources and counseling, if needed.

We encourage you use counseling techniques that have been proven to work to help our members quit smoking. The Clinical Practice Guideline, "Treating Tobacco Use and Dependence: 2008 Update" demonstrated that efficacious treatments for tobacco users exist and should become a part of standard care giving.

This guideline recommends that a practitioner should follow the "5 A's" of treating tobacco dependence, which include:

<table>
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<th>Ask</th>
<th>Ask the patient about tobacco use at every visit, and document the response.</th>
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<td>Advise</td>
<td>Advise the patient to quit in a clear and personalized manner.</td>
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<td>Assess</td>
<td>Assess the patient's willingness to make a quit attempt at this time.</td>
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<tr>
<td>Assist</td>
<td>Assist the patient to set a quit date and make a quit plan; offer medication as needed.</td>
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<tr>
<td>Arrange</td>
<td>Arrange to follow-up with the patient within the first week, either in person or by phone, and take appropriate action to assist them.</td>
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For patients not ready to make a quit attempt, clinicians should use a brief intervention designed to promote the motivation to quit. Content areas that should be addressed can be captured by the "5 R's":

- Relevance: Encourage the patient to state why quitting is relevant to them, being as specific as possible.
- Risks: Ask the patient to identify potential negative consequences of their tobacco use, including acute, environmental, and long-term risks.
- Rewards: Ask the patient to identify potential benefits, such as improved health, saving money, setting a good example for children, and better physical performance.
- Roadblocks: Ask the patient to identify barriers (e.g., fear of withdrawal, weight gain, etc.), and provide treatment and resources to address them.
- Repetition: The motivational intervention should be repeated every time the patient is seen.

Fidelis Care will be monitoring the use of Smoking Cessation covered benefits, and will be working over the course of the next two years with you and our members to meet the SDOH mandate of increasing the identification of smokers and increasing the quit rates.

Additional information about covered benefits, member eligibility and claims submission can be accessed through the Provider Web Portal at fideliscare.org.

If you have questions, you may contact us directly at 1-888-FIDELIS (888-343-3547) between 8:30 AM and 5 PM Monday through Friday.

Thank you for your continued support in working with us to provide quality health care to members of your community.