



THIS TIME IT'S COVERED

FACTS FOR HEALTHCARE PROFESSIONALS

- Senate Bill 734 effective January 1, 2010¹
- Mandates that insurers cover tobacco cessation²
- Talk with your patients today

Covers treatment options in the US Public Health Service Guidelines

Legislation mandates core coverage for physician-recommended treatment options, as described in the US Public Health Service Guidelines (PHS Guidelines),² including:

- Prescription medications approved by the FDA³
- OTC treatments such as the nicotine patch, lozenges, and nicotine gum³
- Behavior modification support such as counseling, support groups, and self-monitoring³

A minimum of \$500 in coverage

The bill mandates at least \$500 of coverage for tobacco cessation (some health insurance plans may offer more).² Additional benefits such as counseling could be added to enhance the efficacy of treatment.³

Lifesaving and cost-saving

The Centers for Disease Control and Prevention (CDC) estimates that this lifesaving benefit might cost insurers between 10 and 40 cents per member per month.⁴ However, the CDC also estimates that this benefit will result in significant savings over time by reducing healthcare costs related to tobacco use.⁴

No changes for Oregon Health Plan patients

Since 1998, Oregon Medicaid has provided coverage for tobacco-use cessation.⁵ The new legislation has no impact on this coverage.^{5,6}

More smokers take advantage of treatment when it's covered

According to the PHS Guidelines, coverage for treatments has been shown to increase the proportion of smokers who actually use them and quit.³

Most smokers want to quit

An estimated 80% of smokers in Oregon want to quit.⁶ In the past year, 51% of adult smokers in Oregon have attempted to quit; 45% of adult smokers in Oregon say they plan to quit in the next 30 days.⁶

Counseling and prescription therapy really help

According to the PHS Guidelines, medication combined with support is more effective in quitting smoking than either alone.³

You can make all the difference

Of smokers who try to quit unaided, only 3% to 5% remain abstinent for 6 to 12 months.^{7,8} **Talk with your patients.**

Other resources

Encourage your patients to visit: www.MyTimeToQuit.com

Read the new law: <http://www.leg.state.or.us/09reg/measpdf/sb0700.dir/sb0734.intro.pdf>

Learn more about tobacco-use cessation efforts in Oregon and around the country: <http://tcln.org/>

Read the US Public Health Service Guidelines: <http://tinyurl.com/62homh>

Communicate with colleagues and patients through the Stop Smoking Oregon link on Facebook: <http://tinyurl.com/mlatxy>

Take advantage of other resources available from the Oregon Department of Human Services: <http://www.oregon.gov/DHS/getinvolved.shtml>

References: 1. Department of Consumer & Business Services. 2009 Legislative Summary. http://insurance.oregon.gov/legislature/2009_legislature/2009-ins_legislation-main.html. Accessed November 12, 2009. 2. Enrolled Senate Bill 734. SB 734-Intro, 75th Leg, Regular Sess (0r 2009). 3. Fiore MC, Jaén CR, Baker TB, et al. *Treating Tobacco Use and Dependence: 2008 Update*. Clinical Practice Guideline. Rockville, MD: US Dept of Health and Human Services, Public Health Service; 2008. 4. Centers for Disease Control and Prevention. What is the role of health insurance coverage in tobacco use cessation? http://www.cdc.gov/Tobacco/quit_smoking/cessation/coverage/page2/index.htm. Accessed December 10, 2009. 5. Centers for Disease Control and Prevention. State medicaid coverage for tobacco-dependence treatments—United States, 2005. *MMWR Morb Mortal Wkly Rep.* 2006;55(44):1194-1197. 6. Tobacco Prevention and Education Program. *Oregon Tobacco Facts & Laws*. Portland, OR: Oregon Dept of Human Services, Oregon Public Health Division; 2009. 7. Hughes JR, Keeley J, Naud S. Shape of the relapse curve and long-term abstinence among untreated smokers. *Addiction.* 2004;99(1):29-38. 8. Ward KD, Klesges RC, Zbikowski SM. Gender differences in the outcome of an unaided smoking cessation attempt. *Addict Behav.* 1997;22(4):521-533.