

Coding and Billing for Smoking Cessation Counseling

- MassHealth transmittal letters detailing the benefit, coding, payment, and related regulations have been sent to all providers and are available at www.mass.gov/masshealthpubs (go to Provider Library and then Transmittal Letters). These transmittal letters (AOH-8, CHC-74, DEN-76, OPD-59, PHY-111, and POD 52) were posted in June 2006.
- An update (PHY-112) was posted in August 2006 to clarify that tobacco cessation visits may be billed on the same day as other medical visits or appointments.

What are the payment rates for counseling?

- Payment rates have been established for the 45-minute intake/assessment, individual counseling, and group counseling as shown in Table 2 enclosed. There are provider rates and non-physician rates. Acute outpatient hospital departments will bill under their PAPE rate (See Table 1 enclosed).

What diagnostic code should be used for tobacco cessation counseling?

- All claims should include the ICD-9 code for **Tobacco Use Dependence 305.1**; other relevant diagnostic codes may also be used.

What billing codes are used for tobacco cessation counseling?

- Claims for tobacco cessation counseling must be submitted using Healthcare Common Procedure Coding System (HCPCS) Service Code G0376. Distinct modifiers are required for claims processing. See Table 3 (Tobacco Cessation Coding and Rates Chart) enclosed, for codes which vary by type of counseling and provider type.

Help for Providers: Training and Other Resources

What If I have questions about the benefit?

- For more information about the overall tobacco cessation benefit, call MassHealth Customer Service at 1-800-841-2900 or e-mail providersupport@mahealth.net.

How can I obtain training or technical assistance to implement this benefit in my clinic or practice?

- Training and technical assistance for implementing this benefit is available through the University of Massachusetts Medical School. For information on upcoming training (for example, conference calls, in person, or on-line trainings) e-mail Elena List, UMass Medical School, Center for Tobacco Prevention and Control, elena.list@umassmed.edu.
- The following online resources are also available for providers†:
 - ▶ www.surgeongeneral.gov/tobacco (Provider and Consumer Materials)
 - ▶ www.medscape.com/viewprogram/3468 (Smoking Cessation in Primary Care)
 - ▶ www.medscape.com/viewprogram/3607 (Treating Tobacco Use and Dependence CME)
 - ▶ www.quitworks.org (Fax referral form and patient materials)
 - ▶ University of Massachusetts Medical School (Tobacco Treatment Training) (www.umassmed.edu/behavmed/tobacco/)
 - ▶ The Agency for Healthcare Research & Quality (Quick Reference Guide for Clinicians) (www.ahrq.gov/clinic/tobacco/tobaqrg.htm#Identification)
 - ▶ www.ctri.wisc.edu/HC.Providers/healthcare.htm (Training materials and fact sheets)
 - ▶ TobaccoCME.com (Free online CME courses)

How do providers obtain tobacco cessation educational materials for their patients?

- Resources for patients are available through Massachusetts Try-To-STOP TOBACCO Resource Center†.
 - ▶ Materials for providers about the MassHealth benefit, including this FAQ, a dosing guide for pharmacotherapy, and a patient handout are available on www.quitworks.org or may be ordered from the Try-To-STOP TOBACCO Resource Center by calling 1-800 Try-To-STOP (1-800-879-8678).
 - ▶ Also for QuitWorks patient brochures, go to www.quitworks.org or call 1-800-Try-To-STOP (1-800-879-8678).
 - ▶ Free consumer brochures and posters on quitting are available from the Massachusetts Health Promotion Clearinghouse, www.maclclearinghouse.com.

† The links to external sources referenced in this document are not intended to reflect the importance of those sources or to endorse any views expressed or products offered by those sources.

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MassHealth Tobacco Cessation Program Benefit

Fact Sheet for Providers

Overview of the New Benefit

- Effective July 1st, 2006, MassHealth members (Medicaid recipients in Massachusetts) have access to tobacco cessation medications and counseling support. Using a combination of behavioral counseling and pharmacotherapy has been shown to give smokers the greatest chance of success in quitting smoking.
- Since tobacco use is an addiction and stopping may require multiple attempts, the new benefit has been designed by MassHealth to allow members and providers as much flexibility as possible in accessing evidence-based counseling for tobacco cessation and all FDA-approved medications. The pharmacotherapy benefit covers standard-of-practice medications.

Medications and Counseling Covered

- **All FDA-approved medications, two 90-day treatment regimens per year.** The pharmacotherapy benefit allows a 90-day supply of medication for Nicotine Replacement Therapy (NRT) per cessation attempt (patch, gum, lozenge), with a maximum of two 90-day treatment regimens per year. Higher amounts of medications are available with prior authorization from MassHealth.
- The pharmacotherapy benefit also covers other medically necessary drugs for tobacco cessation such as bupropion (the generic form of Zyban) and the recently FDA-approved medication Chantix (generic drug name varenicline). These medications are covered for a maximum of two 90-day treatment regimens per year (roughly two 12-week courses of treatment, for a total of 24 weeks of coverage). Higher amounts of medications are available with prior authorization from MassHealth.
- **Up to 16 face-to-face counseling sessions per 12-month cycle.** Members may receive up to 16 face-to-face counseling sessions per year. These 16 sessions can include any combination of two 45-minute intake/assessment sessions per year and 14 sessions of either individual or group counseling. More counseling may be available with prior authorization from MassHealth.

Other Counseling Options

- Since face-to-face counseling may not be available immediately or in all locations, and to accommodate patient preferences, MassHealth providers may also assist members in quitting by:
 - ▶ enrolling patients in the free telephone-based **QuitWorks** program, offered by the Massachusetts Department of Public Health and all major health plans. Download an enrollment form from www.quitworks.org.
 - ▶ referring patients to the **Massachusetts Quitline** at 1-800-Try-To-STOP (800-879-8678) and in Spanish at 1-800-8-DEJALO (800-833-5256).

For More Information

- Detailed information about the benefit and counseling payment rates are contained in the frequently asked questions (see next page) and in various MassHealth provider transmittal letters issued in June and August 2006. These transmittal letters are available on the MassHealth website at www.mass.gov/masshealthpubs. Click on Provider Library and then on Transmittal Letters.
- For more information about the pharmacotherapy benefit for tobacco cessation, see the MassHealth Drug List at www.mass.gov/druglist.
- For more information about the overall tobacco cessation benefit, call MassHealth Customer Service at 1-800-841-2900 or e-mail providersupport@mahealth.net.



Make smoking history.

Frequently Asked Questions About the MassHealth Tobacco Cessation Benefit

Who is eligible for the benefit?

- MassHealth members enrolled in the following coverage types are eligible for the tobacco cessation benefit under MassHealth: MassHealth Standard, Prenatal, CommonHealth, and Family Assistance for persons with HIV and for members who get direct coverage (not premium assistance) for MassHealth Basic, MassHealth Essential, and Family Assistance for children.
- Members covered by MassHealth Limited are only covered for emergency services and therefore are not eligible for tobacco cessation services. See 130 CMR 450.105 for more information about MassHealth coverage types.

Do all MassHealth plans offer the same benefit?

- Yes. All MassHealth plans, including the Primary Care Clinician (PCC) Plan, and the four managed care organizations (MCOs) that currently serve MassHealth members – Fallon, Neighborhood Health Plan, Boston Medical Center HealthNet Plan, and Network Health – offer the same counseling and medication benefit. Some MCOs may also offer additional services.

Covered Medications

Is prior authorization required to prescribe tobacco cessation medications?

- Prior authorization is not required to prescribe the nicotine patch, gum, lozenge, Chantix, or bupropion/Wellbutrin. With prior authorization, the lesser-used nicotine inhaler and nasal spray may also be covered. Prior authorization is also required for additional NRT or medication beyond the two 90-day treatment regimen limitations covered without prior authorization.
- For more information on the pharmacotherapy benefit, see the MassHealth Drug List at www.mass.gov/druglist. It can also be accessed from the MassHealth Pharmacy home page at www.mass.gov/masshealth/pharmacy.

Will MassHealth cover a combination of tobacco cessation medications?

- Yes. MassHealth will cover a combination of medications (for example, patch and gum; bupropion and patch) as part of the tobacco cessation benefit.

How do members access medications for tobacco cessation?

- The member's MassHealth provider (may be a physician, nurse practitioner, or physician assistant) may write a prescription for the tobacco cessation medication. Even though some of these medications (the patch, gum, or lozenges) are available over-the-counter, MassHealth members must present the prescription to their pharmacy in order for the cost of the medications to be covered by MassHealth. MassHealth co-payment requirements apply to tobacco cessation medications. Co-payments vary from one to three dollars depending on the medication.

Where can I find a quick reference/dosing guide for tobacco cessation medications?

- A current pocket dosing guide (including the newest medication, Chantix) can be downloaded at www.quitworks.org (click on "Tools") or call 1-800-Try-To-STOP to order pocket cards. Bulk orders are accepted.

Tobacco Cessation Counseling

Where can providers refer MassHealth members for tobacco cessation counseling services?

- Members may be referred to a MassHealth-qualified tobacco cessation counselor within the same facility, or to another facility with a qualified MassHealth provider where the member's desired counseling option (group or individual counseling) is available.
- Any Massachusetts healthcare provider may enroll his/her patients who use tobacco in the state-funded QuitWorks cessation program. QuitWorks is a telephone-based tobacco cessation counseling program available free of charge to providers and patients. It is currently in use in many hospitals and health centers in Massachusetts. More than 2000 providers have enrolled 11,000 patients to date. Enrollment forms can be downloaded from www.quitworks.org, or call 1-800-Try-To-STOP for assistance to get started.

Are brief provider interventions covered?

- The MassHealth tobacco cessation benefit includes individual counseling provided for at least 30 minutes (See Table 1 enclosed). Individual counseling provided for less than 30 minutes is not covered by the benefit. MassHealth strongly encourages providers to briefly discuss the benefit with members when reviewing the counseling and pharmacotherapy options that members have. This could include asking about the patient's smoking status, encouraging them to quit, and offering a combination of pharmacotherapy and counseling services.

What is the intake and assessment component of the counseling benefit and why is it 45 minutes?

- A structured intake and assessment session specific to tobacco treatment is a key to effective treatment planning and can take 45 minutes. Such an assessment typically includes a smoking, medical, and psychosocial history, and incorporates review of coping skills, barriers to quitting and collaboration on treatment planning. A tobacco cessation intake and assessment protocol is available from UMass Medical School. UMass Medical School will also develop online and in-person training options to assist providers with this component. For information e-mail Elena List, at UMass Medical School, Center for Tobacco Prevention & Control, elena.list@umassmed.edu.

Can tobacco cessation counseling be offered and billed on the same day that a patient presents for other procedures, office visit, or appointments?

- Yes. MassHealth-qualified providers can provide and bill tobacco cessation counseling on the same day that an office visit or procedure is billed for the same patient.

Are telephone counseling or alternative medicine treatments covered?

- Telephone counseling and alternative medicine treatments (for example, hypnotherapy and acupuncture) are not covered under this benefit.

Providers Qualified To Offer Cessation Counseling

Who can bill MassHealth for providing tobacco cessation counseling?

- Community health centers (CHC), physicians (PHY), and acute outpatient hospital departments (OPD) can bill MassHealth for providing tobacco cessation counseling services to covered members. Included within the category of physician are any MassHealth-enrolled MDs, such as primary care physicians, psychiatrists, and specialty physicians.
- Specific clinical providers eligible to provide the counseling service are physicians, nurse practitioners, nurse midwives, registered nurses, physicians' assistants, and qualified tobacco cessation counselors. All non-physician providers must be under the supervision of a physician, except independent nurse practitioners and independent nurse midwives providing the tobacco cessation counseling services directly.

What is a "qualified" tobacco cessation counselor?

- A "qualified" tobacco cessation counselor is someone who has completed at least eight hours of training in tobacco cessation services from an accredited institute of higher education.

Can substance abuse and mental health facilities participate in this new benefit?

- Eligible MassHealth members may access tobacco cessation medications by having their primary care provider or other qualified MassHealth physician write a prescription. Substance abuse facilities and mental health clinics may not obtain payment from MassHealth for tobacco cessation counseling services at this time. Members may receive counseling from their primary care clinician or a qualified member of the clinical team in their community health center, physician's office, or outpatient hospital department.
- For more information from MassHealth about the overall tobacco cessation benefit, call MassHealth Customer Service at 1-800-841-2900 or e-mail providersupport@mahealth.net.

Where can staff receive training to become qualified counselors?

- A 12-hour CEU program, Basic Skills for Working with Smokers, is available on-line through the University of Massachusetts Medical School Center for Tobacco Prevention & Control. The cost is \$125. The Center also offers intensive five-day certification training for tobacco treatment specialists. Please see the Center's website for more information www.umassmed.edu/behavmed/tobacco/.