

MAC Binder Section 8 – MCO Initiatives

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Located online at <http://chfs.ky.gov/dms/mac.htm>

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MCO Initiatives for the Medicaid Advisory Council (MAC)

Title of Initiative: Tobacco Cessation Initiative

MCO Name: Aetna Better Health of Kentucky

Date Submitted to DMS April 28, 2016

**Please ensure your Narrative includes, but is not limited to the following:
Description of Initiative including: Population Being Targeted, Date of Implementation (past, current, future), Status, Region(s), and Funding Source. Use as much space as necessary (this will supplant your presentation).**

A major initiative Aetna Better Health of Kentucky has been involved in during the past year is Tobacco Cessation Initiative. This initiative has been one of the focus areas of the new Prevention & Wellness program that was launched in the spring of 2015, staffed by a Prevention and Wellness Coordinator and Quality Manager in the Quality Management department. The funding source for this initiative is AETNA BETTER HEALTH OF KENTUCKY.

In June 2015, under the leadership of CMS and DMS the Kentucky Tobacco Cessation Affinity Group started its activities, focusing on tobacco cessation efforts in Kentucky. All five Kentucky MCOs are members of this work group, including AETNA BETTER HEALTH OF KENTUCKY, meeting on a monthly basis to work on strategies to combat the problem of tobacco use in our state. Other members include, IPRO, Kentucky Department of Behavioral Health and Kentucky Department of Health. We also are involved with a national Tobacco Cessation Group, under the guidance of CMS, meeting on a monthly basis, learning from each other's tobacco cessation efforts, sharing resources and best practices. The other state participants are: California, Michigan, West Virginia, and Wisconsin.

During the monthly national calls, experts and leaders in the Tobacco Cessation efforts provide presentations to the Kentucky team. Massachusetts was one of the initial states providing a presentation on what drove success in their state, what changes were made to the cessation benefit package, how benefits were promoted, and what data sources were used to measure outcomes. California and Wisconsin provided an overview of incentives used that help people quit smoking and how their incentives were funded. Another key area of presentation and discussion has been on integration of cessation services with behavioral health services. The sharing of best practices, data, resources, tobacco cessation research papers, and lessons learned has been of great benefit to the Kentucky team, as we have come up with our own strategies for tobacco cessation. One example of an activity that Kentucky MCOs undertook was distributing a Fax Blast to providers, educating them on the cessation benefits and services, including counseling services. The goal was that the providers continue educating their smoking patients on tobacco cessation and get reimbursed for their counseling services.

In November 2015, AETNA BETTER HEALTH OF KENTUCKY Quality Manager participated in the Kentucky State Leadership Academy for Wellness and Tobacco Cessation that was held by Department for Behavioral Health, Developmental, and Intellectual Disabilities, Department for Public Health and Department for Medicaid Services, in partnership with the Substance Abuse and Mental Health Services

Administration (SAMHSA), the Smoking Cessation Leadership Center at the University of California, San Francisco, and the CDC National Behavioral Network for Tobacco & Cancer Control (NBHN). Thirty eight leaders and advocates in public health, behavioral health, and tobacco control came together for the first-ever initiative focused on reducing smoking prevalence among people with behavioral health disorders in Kentucky. The purpose of this summit was to design an action plan for Kentucky to reduce tobacco use among individuals with mental illness and substance abuse disorders, and to create an environment of collaboration and integration among the fields of public health (including tobacco control and prevention), mental health, and substance abuse services. We continue our involvement with this group and are working on many of the established strategies. Over the last year, Aetna Better Health has participated in countless activities to help combat the tobacco problem in Kentucky. Listed below are the efforts that have been made:

State-wide

- The Care Management team has received multiple training sessions with the Prevention and Wellness Coordinator on the topic of smoking cessation and cessation with special populations such as pregnant women, schizophrenia, bipolar, and other behavioral health areas. Topics discussed in these training sessions include readiness for change, nicotine replacement therapy, motivational interviewing, and Quitline referral benefits. Because of this training, referrals to the Quitline have drastically increased.
- Aetna is also a partner with the Healthy Choices Healthy Community coalition. In December of 2015, Aetna participated in an event that established key initiatives for the group, which one of them was focusing on substance abuse and tobacco cessation. Meetings will be held quarterly for this group and is a state-wide coalition led by the University Of Kentucky School Of Public Health.
- QMAC meetings have addressed the topic of smoking cessation with representatives from local communities across multiple regions throughout the state.
- The Prevention and Wellness Coordinator and Quality Manager are currently in the planning stages to initiate the mobile TracFone/Voxiva messaging service to the members. This is a free cell phone service for the members in which they will receive up to 500 minutes of talk time and unlimited text messaging. Text messaging will be used to help with messaging state-wide for topics. Topics being considered are perinatal care, oral health, obesity, diabetes and tobacco cessation.
- Outreach coordinators statewide discuss smoking cessation with key community partners on a regular basis. Information includes Aetna Better Health of Kentucky's coverage of smoking cessation, the importance of quitting smoking, health risks and cessation tips.
- Community partners include smoking cessation counsellors, HANDS coordinators in each Medicaid region, Family Resource Youth Centers in schools and individual county health coalitions.
- Coordinators also participate in various meetings and events that focus on smoking cessation, including the Gateway Health Coalition, Smoke Free Frenchburg, individual county substance abuse councils and Freedom from Smoking Henderson.
- The Outreach team has increased collaboration with our Pharmacy staff in regard to tracking usage of pharmacy smoking cessation claim trends as a way to help guide our cessation efforts.
- For 2016, smoking cessation was a priority in our marketing efforts. We have redesigned our smoking cessation brochure and increased inclusion of important information regarding our coverage of smoking cessation and key contacts, including Quitline, on our member materials.

Locally in Louisville Metro

- Aetna has committed itself to helping improve the health status of pregnant tobacco users by participating in the Healthy Babies Louisville coalition. This group meets every month and recently set a goal of targeting the pregnant population with education and cessation programs to help not only the mother but the child as well.
- Aetna is also involved with Asthma Friendly Louisville. This partnership will focus on decreasing the asthma rates and improving the air quality in the Louisville Metro area. Part of this will be to focus on tobacco cessation as it is a major contributor to decreased lung health. This is a multi-level partnership that includes Passport Health, JCPS, several local hospitals, and Louisville Metro government representatives.
- An education partnership has begun with Kosair Children's Hospital and Southern High School to provide tobacco cessation training to at-risk high school boys.

MCO Initiatives

The Prevention & Wellness (P&W) program at AETNA BETTER HEALTH OF KENTUCKY has been involved in several other health and wellness initiatives. Oral Health, Nutrition, BMI, Physical Activity and Diabetes education are the other main initiatives that our MCO has been focusing on since the launch of the P&W program in June 2015. The P&W coordinator is responsible for the assessment, planning, implementation and evaluation of the wellness programs. Additionally, the P&W coordinator engages, educates, influences, and promotes members throughout the state and educating Care Managers to help in decisions related to achieving and maintaining optimal health status. Additionally, the QM team has been involved with the Oral Health Performance Improvement Project technical assistance workgroup, working on an Oral Health PIP proposal that will affect all members of the health plan starting in 2017. The P&W coordinator works closely with the Quality Management, Case Management and Member Outreach teams to provide health and wellness education and outreach to our members. He provides group wellness coaching and collaborates with other community partners to educate and promote healthy lifestyle behavior change.