

## Medicaid Billing for Tobacco Cessation Treatment

In 2012, the Ohio Medicaid smoking rate was 48.8%.<sup>i</sup> This is more than double the overall adult smoking rate in Ohio of 23.1%.<sup>ii</sup> As a provider, you can make an impact on reducing tobacco use by asking your patients if they smoke and providing even brief counseling, pharmacotherapy and referral to cessation resources. Ohio Medicaid covers tobacco cessation treatment for patients enrolled in Medicaid fee-for-service or a Medicaid Managed Care Plan. The Ohio Department of Health created the following chart to assist providers:

Service (code)	Medicaid Fee-for-Service		Medicaid Managed Care Plan (Providers are encouraged to check with each MCP with questions about billing instructions or coverage policies.)				
	Modifier Required	Reimbursed Amount	Buckeye Community Health Plan	CareSource	Molina Healthcare of Ohio	Paramount Advantage	United Healthcare Community Plan
99406 Individual Tobacco Counseling (3-10 minutes)	Requires Modifier 25*	\$9.43	Yes	Yes	Yes	Yes	Yes
99407 Individual Tobacco Counseling (10+ minutes)	Requires Modifier 25*	\$19.00	Yes	Yes	Yes	Yes	Yes
S9453 Group Counseling (per participant)		\$14.52	Yes	Yes	Yes	Yes	Yes
Medications	FDA Approved		FDA Approved				
Quit Line Services	Unlimited access to Ohio Tobacco Quit Line (1-800-Quit Now)		Plan pays for unlimited access to Ohio Tobacco Quit Line (1-800-Quit Now)	Warm transfer to CareSource QL for all members who call Ohio Tobacco Quit Line (1-800-Quit Now)	Plan offers smoking cessation counseling through the Molina Health Education Department. Members are referred to program.	Plan pays for unlimited access to Ohio Tobacco Quit Line (1-800-Quit Now)	Plan pays for unlimited access to Ohio Tobacco Quit Line (1-800-Quit Now)
Pharmacotherapy restrictions	No restrictions		No restrictions	Chantix – no prior authorization for 6 months/year; step therapy for Nicotrol – both oral and nasal	Prior authorization required for Chantix, Nicotrol inhaler or spray	No restrictions	No restrictions
Provider Services	1-800-686-1516		1-866-296-8731	1-800-488-0134	1-855-322-4079	1-800-891-2542	1-800-600-9007

\*Only required if an office visit is performed on the same day as tobacco cessation service.

## Value-Based Purchasing (VBP)

Ohio's models for VBP (episodes of care and patient-centered medical homes) include tobacco use as a significant risk factor. Payment is risk-adjusted for this variable. ***Subsequently, it is in the clinician's best interest to use an ICD-10 code (i.e. Z72.0) to document the tobacco use status of all patients seen.*** Additionally, identification of this code on a claim will allow for feedback to clinicians and hospital systems as it relates to tobacco use.

## General Medicaid Fee-for-Service Considerations

- All codes must be billed through a Medicaid provider.
- Medicaid fee for service allows the following provider types to receive reimbursement for tobacco cessation counseling: Advanced practice nurses, clinics, freestanding birth clinics, outpatient hospital clinics, physicians and physician assistants. Licensed clinical social counselors, social workers, and nurses may provide these services incident to a physician service or under physician supervision. Codes MUST include modifier 25 to be identified as a separately identifiable service. Codes not accompanied by modifier 25 will be considered incidental to patient visit and may be rejected.

## Medicaid Managed Care Plans

Ohio Department of Medicaid (ODM) contracts with five Medicaid managed care plans (MCPs). ODM requires all MCPs to offer coverage comparable to Medicaid Fee-for-Service (often referred to as "traditional" Medicaid). Each Ohio Medicaid MCP is required to cover tobacco cessation medications. Limits and prior authorization requirements may vary by health plan. Providers can contact the MCP's Provider Services Department at the number identified above with questions or concerns.

## Medications

Ohio Medicaid covers all seven of the FDA approved medications for tobacco cessation – five forms of nicotine replacement therapy (patches, gum, lozenges, inhalers and sprays), antidepressants, and nicotinic receptor agonists. In general, the generic versions of these medications do not require prior authorization and have no co-pays. Medicaid fee for service has a \$2 co-pay for Chantix or Nicotrol inhaler or spray. Prescriptions are required for all medications, including over-the-counter medications.<sup>iii</sup> The cessation medication coverage does not have significant lifetime limits, annual limits, or limits of duration of treatment.

## Ohio Tobacco Quit Line

The telephonic delivery of counseling services is an evidenced-based strategy for tobacco cessation. The Ohio Tobacco Quit Line, through the Ohio Department of Health, offers tobacco cessation counseling services for Ohioans. Those seeking assistance with quitting tobacco products can be referred to 1-800-QUIT-NOW. Participants enrolled in the program are offered a five-call proactive counseling series and access to nicotine replacement therapy, if eligible.

Please email [tobaccoprevention@odh.ohio.gov](mailto:tobaccoprevention@odh.ohio.gov) with any questions or concerns.

<sup>i</sup> *Ohio Medicaid Assessment Survey 2012: An Examination of Substance Use Among Adults in Ohio* May 2013, Amy K. Ferketich and Ling Wang, The Ohio State University College of Public Health

<sup>ii</sup> Centers for Disease Control and Prevention. Behavioral Risk Factor Surveillance System 2012. Prevalence and Trends Data: <http://apps.nccd.cdc.gov/brfss/>

<sup>iii</sup> Ohio Medicaid Drug List, <http://medlist.ohio.gov/>