

# ASHline



**Partnering to Maximize Tobacco  
Cessation in Arizona**



# Partnering with ASHLine Makes Sense

Helps meet ACA  
criteria

ASHLine services  
are high quality  
and effective

ASHLine clients  
are satisfied with  
services

ASHLine meets a  
critical need of  
service providers

ASHLine services  
are cost effective

Partnering with  
ASHLine is easy

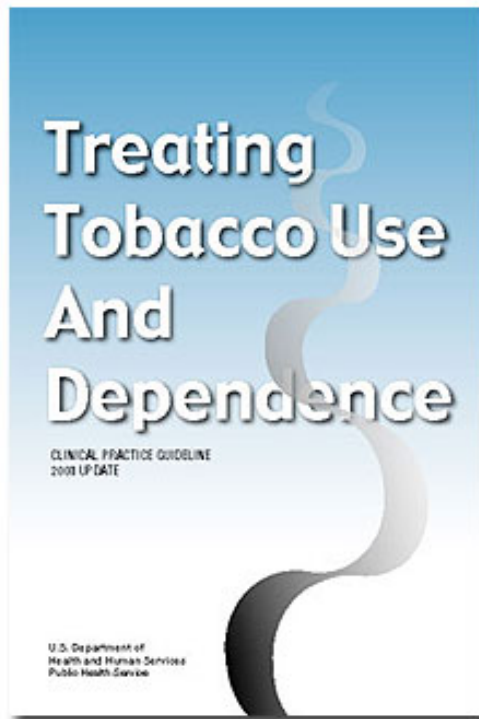
# Tobacco: “A” Recommendation

The USPS Task Force recommends clinicians ask **all** adults about tobacco use and provide tobacco cessation interventions for those who use tobacco products



# We Know What Works

ASHLine services  
are high quality  
and effective



Research indicates the most effective tobacco treatment is a combination of:

- ✓ Evidence-based counseling
- ✓ FDA-approved medications

# Cessation Benefits

Helps meet  
ACA criteria

Cessation benefits should include a **combination** of both USPS Task Force recommended treatments:

## **FDA-Approved Medication** + **Evidence-Based Counseling**

- ✓ Nicotine Patch
- ✓ Nicotine Gum
- ✓ Nicotine Lozenge
- ✓ Nicotine Inhaler
- ✓ Nicotine Nasal Spray
- ✓ Bupropion
- ✓ Varenicline

- ✓ Individual
- ✓ Group
- ✓ Quitline (technology-based)

The logo for ASHline features the word "ASH" in a bold, brown, serif font, followed by a graphic of a lit cigarette with a white filter and a brown end, and the word "line" in a brown, sans-serif font.

- ✓ An evidence-based telephone tobacco treatment service (coaching + nicotine replacement therapy)
- ✓ Consists of multiple treatment sessions
- ✓ Highly trained, professional Behavior Change Coaches
- ✓ NRT mailed directly to tobacco user's home
- ✓ Integrated interactive web-based tobacco treatment program
- ✓ Online registration (*coming soon*)

# ASHLine Services Work for Clients with Insurance

ASHLine services are high quality and effective

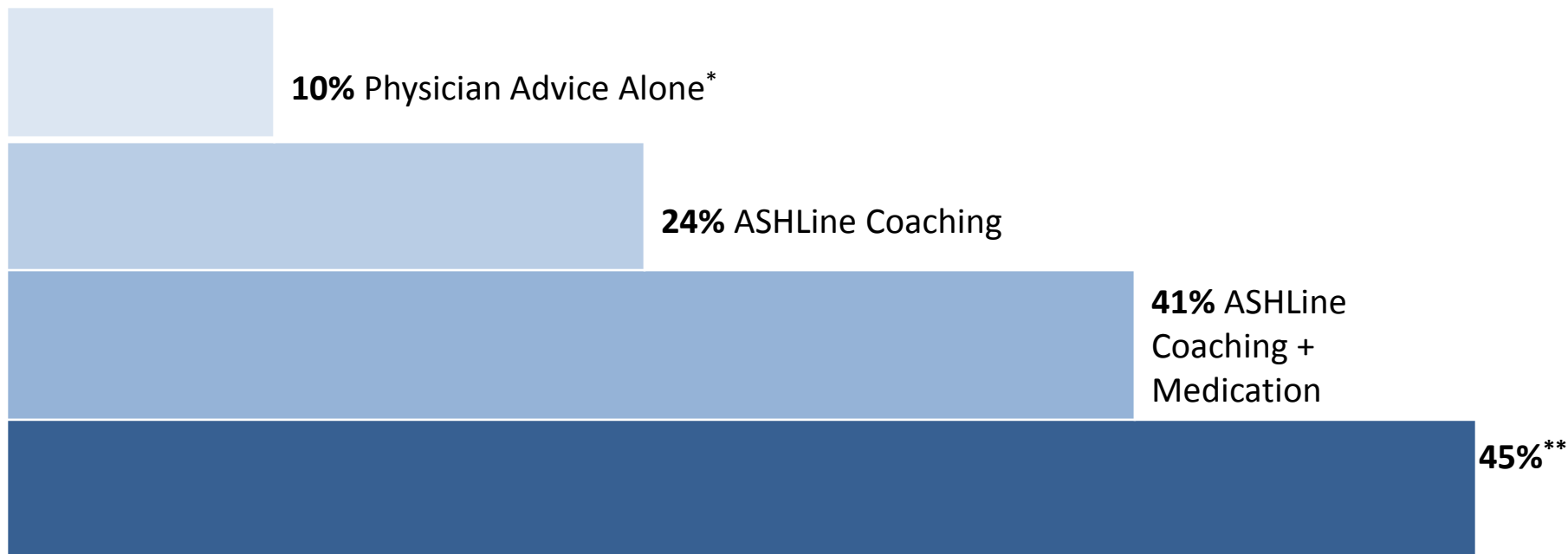
## 30-day point prevalence at 7 months from initial call<sup>1</sup>

	Responder Quit Rate <sup>2</sup>
Clients with Private Insurance	32.4%
Clients with AHCCCS (Medicaid)	27.6%
Clients without Insurance	30.6%

1. Number of respondents who report being tobacco free for the last 30 days or more at the time of the 7-month survey.
2. This measure includes only those respondents reached reporting successful tobacco cessation and thus provides a higher quit rate.

# 7 Month Quit Rate Comparison

ASHLine services are high quality and effective



\*Fiore, *Treating Tobacco Use and Dependence, Clinical Practice Guideline: 2008 Update*. Long-term (i.e.,  $\geq 6$  months) abstinence rate presented

\*\*Quit Rates from clients with insurance (excluding AHCCCS) who completed four or more counseling calls plus used medication



# Over 85% of ASHLine clients are satisfied with services!

ASHLine clients are satisfied with services

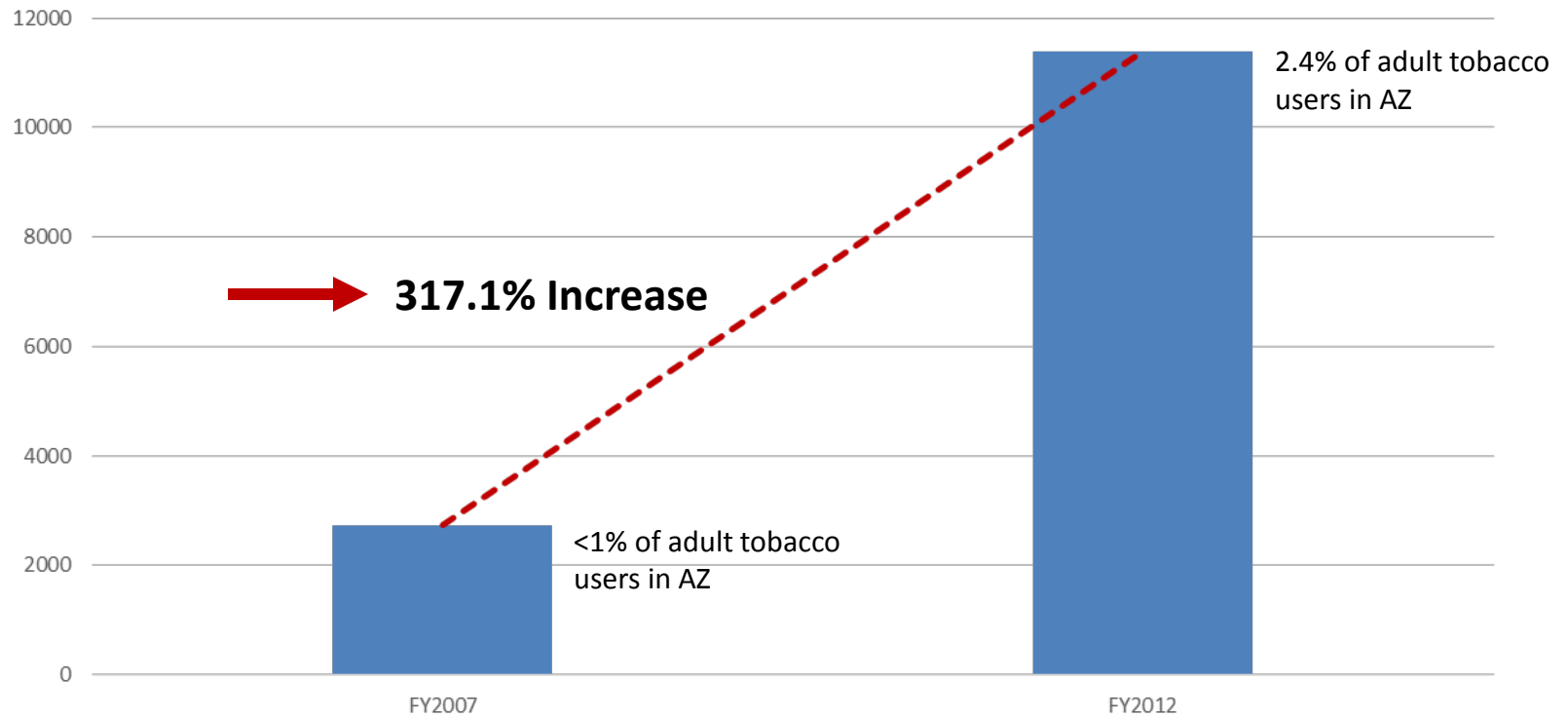
“I have been in many quit smoking programs and this program is the only program that has actually helped me.”

“It’s a wonderful program. I felt like it helped me. I’ve been smoking for 40 years and I didn’t think I would be able to quit but I did!”

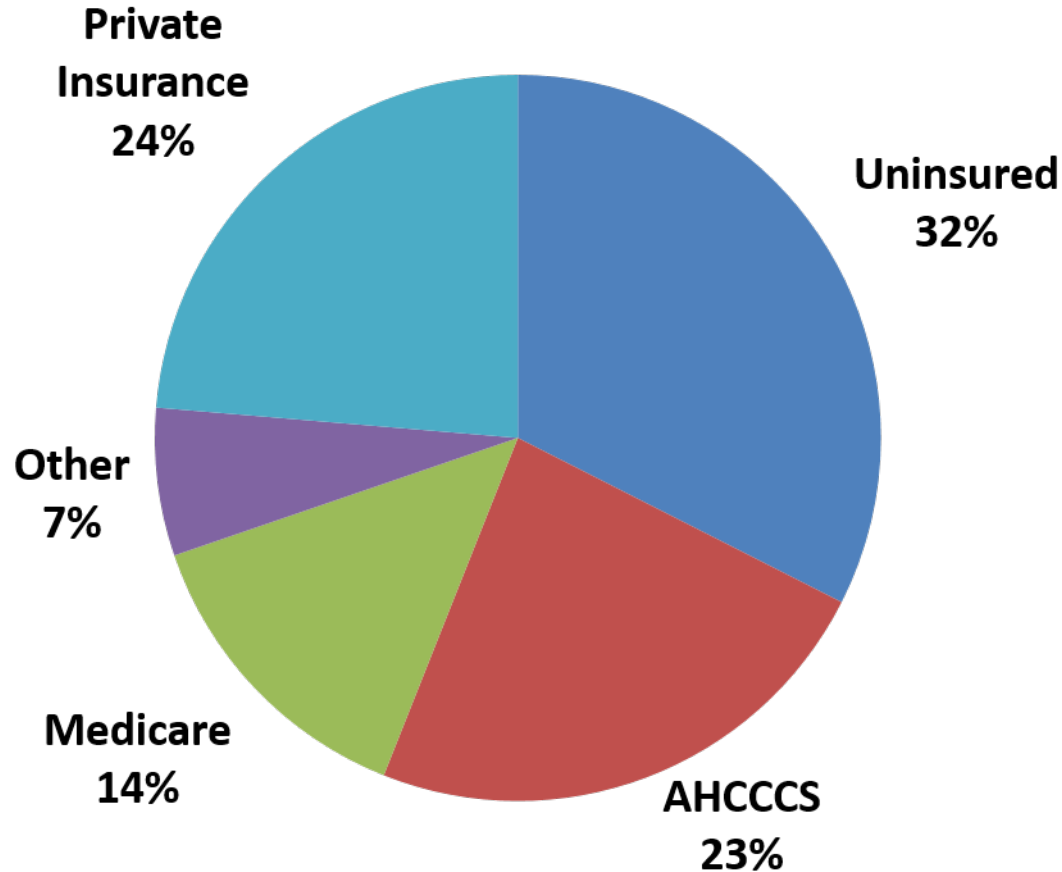
“My daughter and I started the program and saw results really quickly and we’re both quit for good. When you help two people in the same family quit completely that shows how great the program is in itself.”

# Growth in Utilization of ASHLine Services

## Annual Client Enrollments

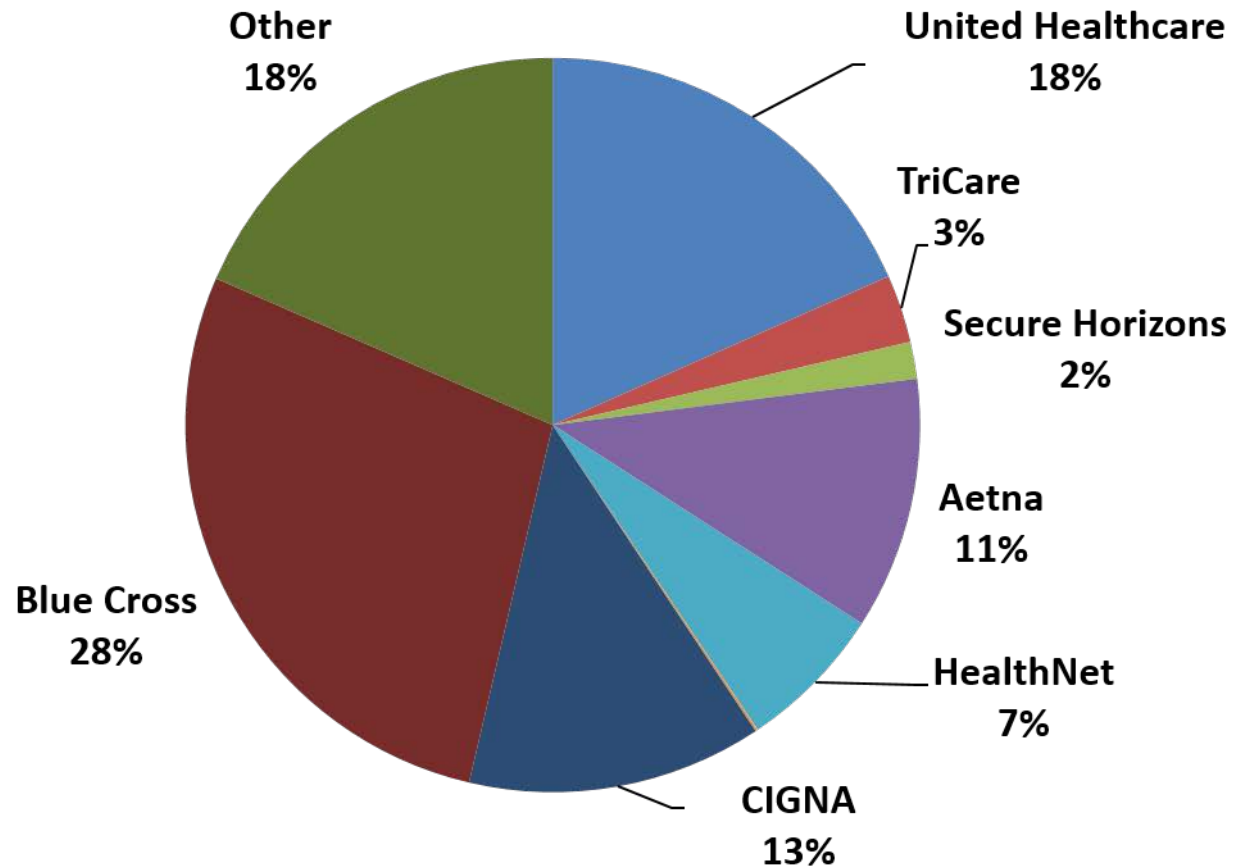


# FY2012 Insurance Coverage for ASHLine Clients



Note: "Other" refers to less commonly reported insurance plans that do not comprise the pre-populated set of options on the caller information form.

# FY2012 Private Insurance Plans for ASHLine Clients



Note: "Other" refers to less commonly reported insurance plans that do not comprise the pre-populated set of options on the caller information form.

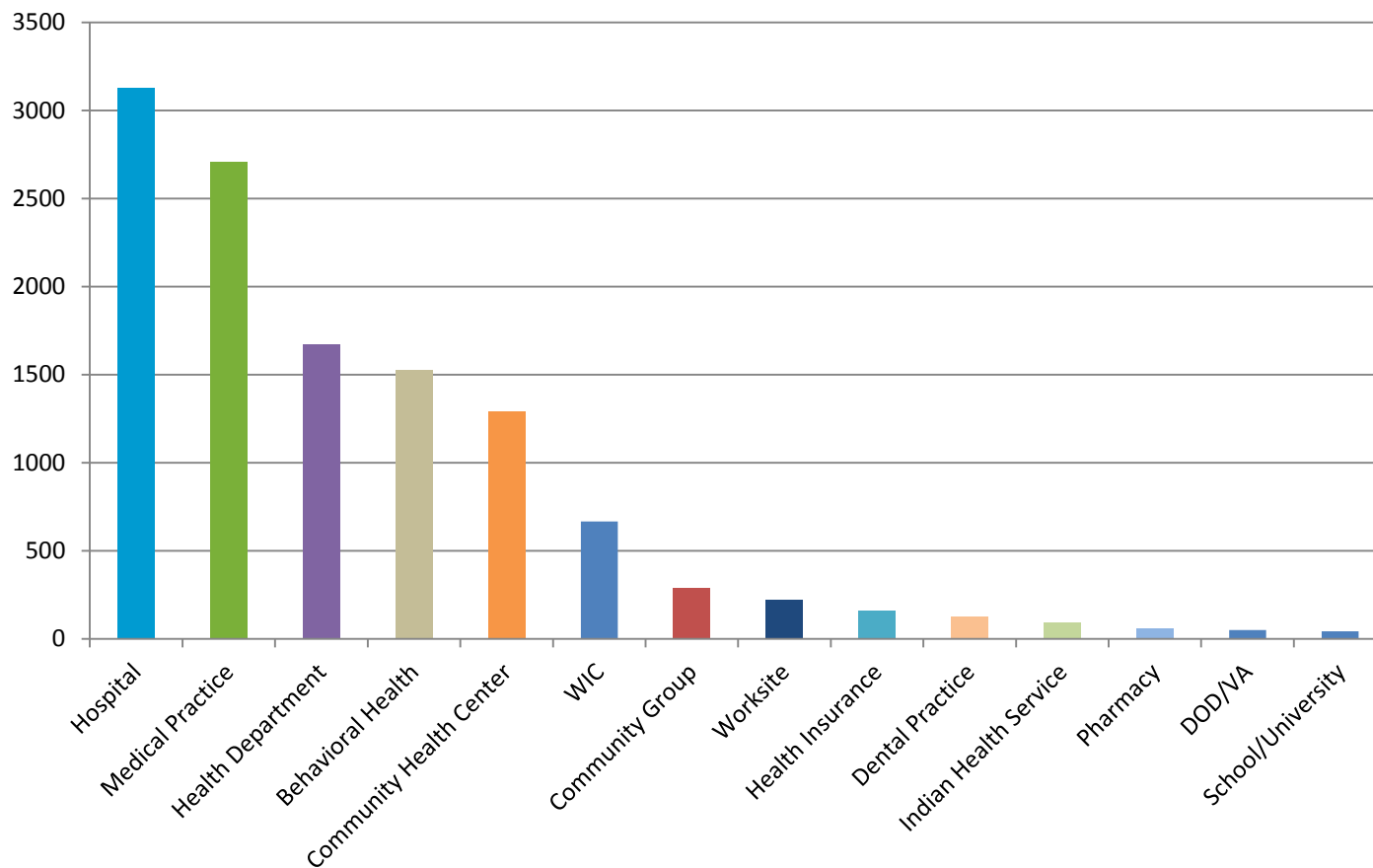
# ASHLine Services for Healthcare Providers

ASHLine meets a critical need of service providers

- ✓ Fax + Electronic Referral Program
- ✓ HIPAA Compliant
- ✓ Tobacco Assessment and Intervention Workflow Development
- ✓ Ask, Advise, Refer (AAR) In-Service on Brief Interventions
- ✓ Referral Feedback Reports
- ✓ Tobacco-Related Policy Development
- ✓ Academic Detailing, Resources + Information

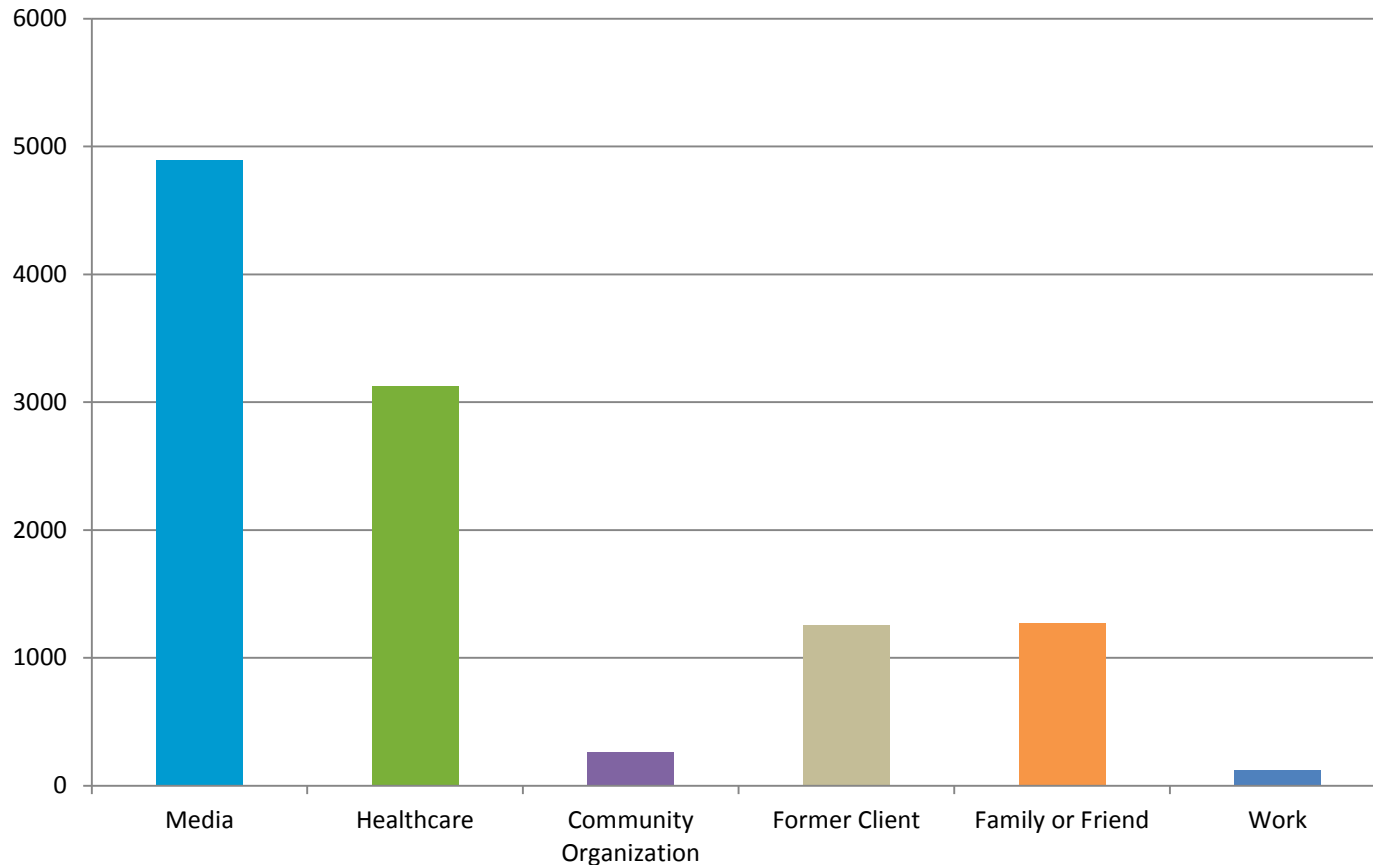
# FY2012 ASHLine Referral Sources

ASHLine meets a critical need of service providers



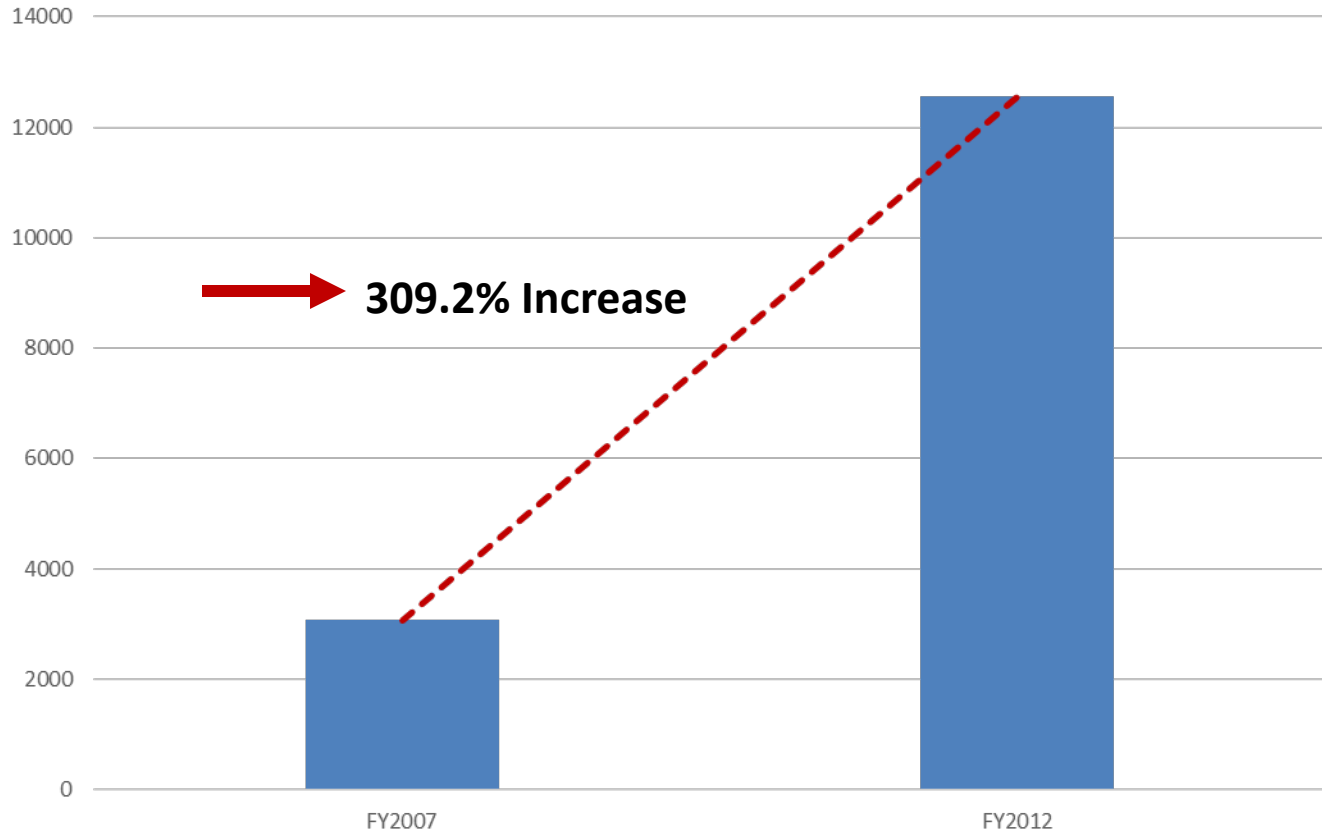
# How Clients Heard about ASHLine (FY2012)

ASHLine meets a critical need of service providers



# Growth in Annual Healthcare Provider Referrals to ASHLine

ASHLine meets a critical need of service providers





# FY2012 7-Month Quit Rates<sup>1</sup>

(Total Enrollment: 11,394 Clients)

ASHLine services  
are cost effective

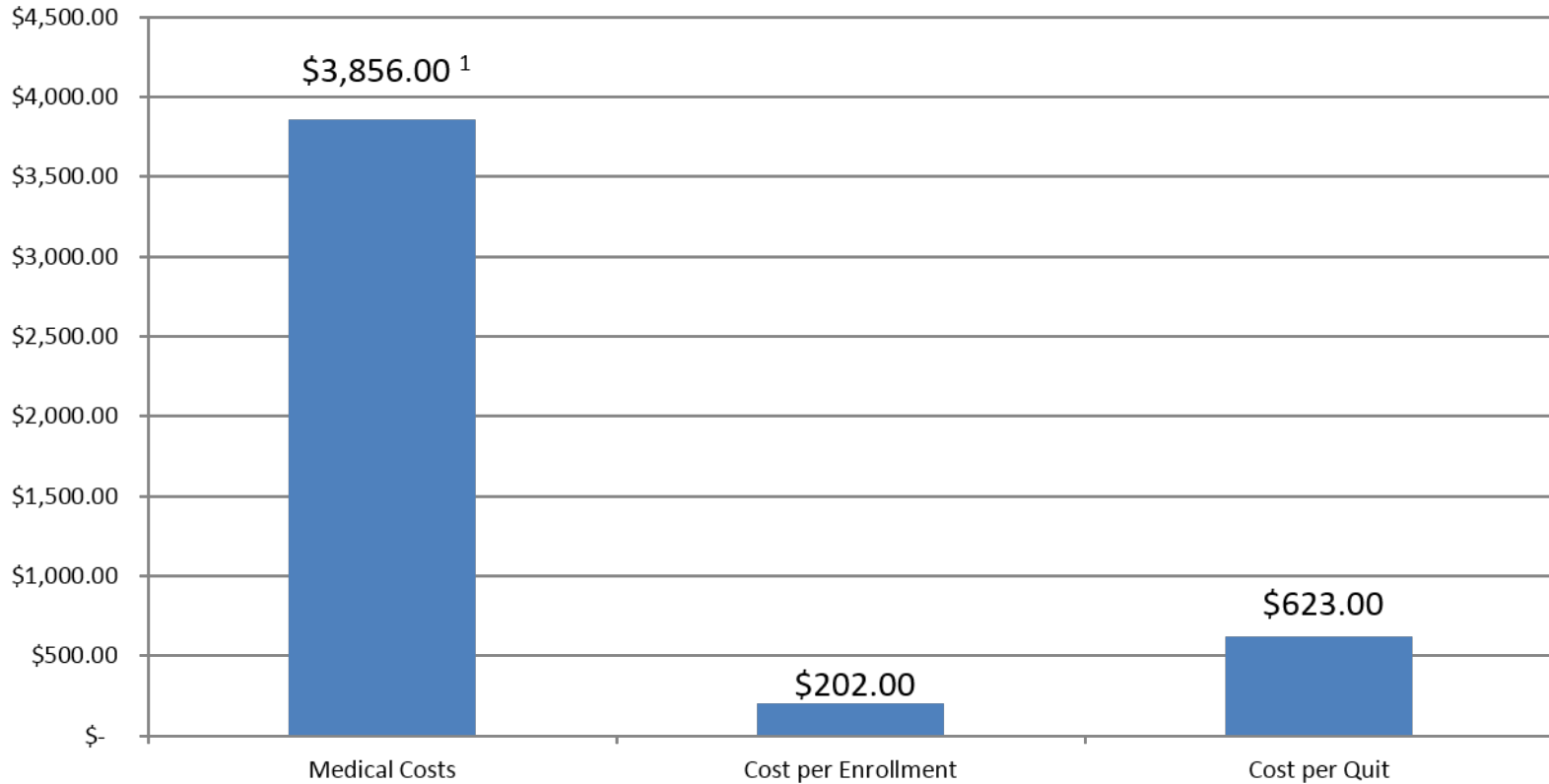
State Allocation	Respondent Quit Rate
<b>\$2.3 million</b>	<b>32.4%</b>
<b>Cost per Quit</b>	<b>\$623</b>



1. 30-day point prevalence (or # of respondents who report being tobacco free for the last 30 days or more at the time of the 7-month survey).

# Annual Health Care Costs per Tobacco User and ASHLine Services

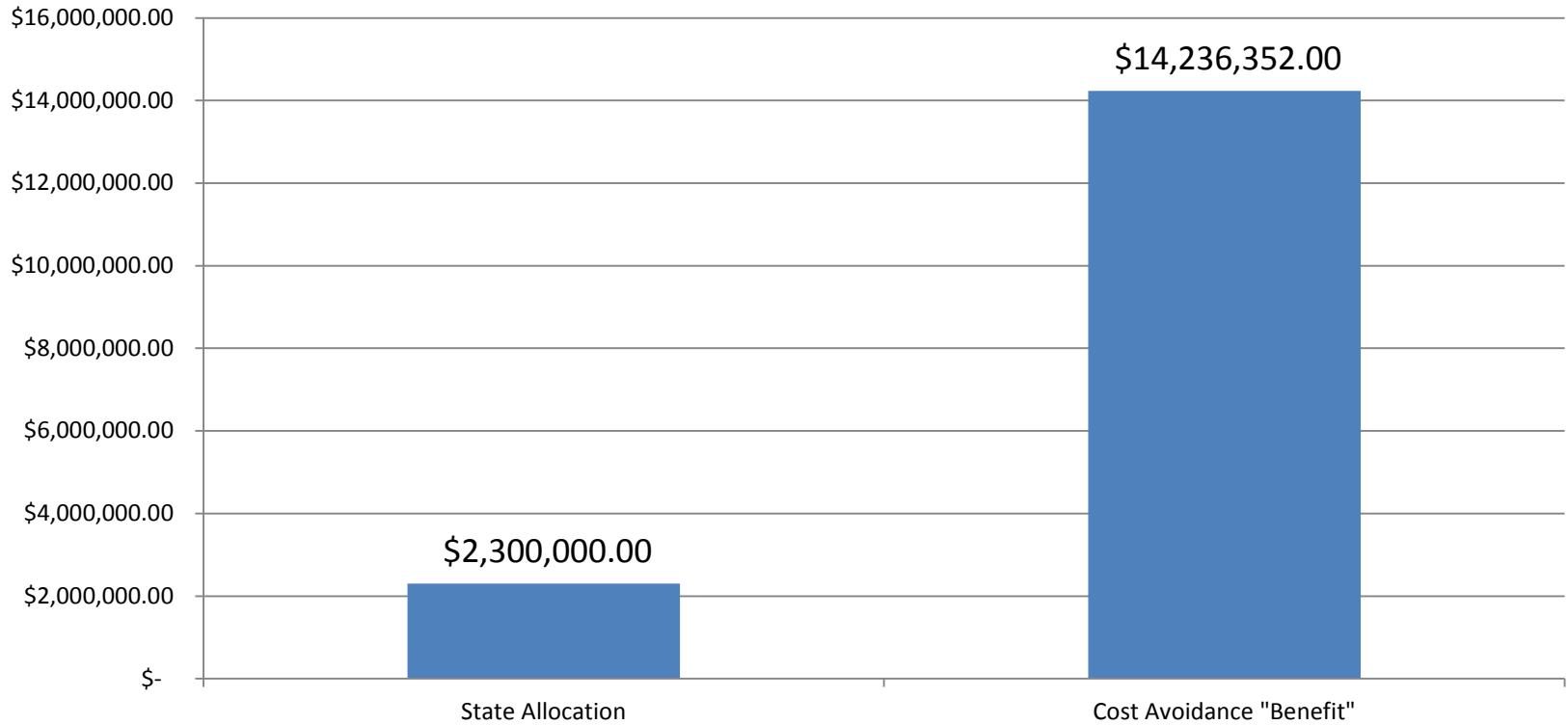
ASHLine services are cost effective



1. Centers for Disease Control and Prevention. *Smoking-attributable mortality, years of potential life lost, and productivity losses: United States, 2000-2004*. *Morbidity and Mortality Weekly Report*, 2008; 57(45): 1226-8.

# State Health Plan Costs vs. Benefits

ASHLine services are cost effective



Annual per Capita Medical Costs of Tobacco Use	\$3,856.00
Number of individuals presumed to quit due to ASHLine	<u>x 3,692</u>
<b>Estimated cost avoidance "benefit"</b>	<b>\$14,236,352.00</b>



Health and Wellness for all Arizonans



# Cost-Benefit Analysis

ASHLine services  
are cost effective



Benefit	=	\$14,236,352	=	\$6.19	=	> 6:1 ROI
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Cost		\$2,300,000		\$1.00		

*For every dollar Arizona spent on ASHLine services, Arizona saved \$6.19!*

# ASHLine Services Include

ASHLine services  
are cost effective

- **Client treatment**
  - Evidence-based Coaching
  - Nicotine Replacement Therapy
- **Healthcare Provider Engagement**
  - Fax + Electronic Referral Program
  - Academic Detailing + Training
- **Comprehensive Evaluation**
  - Follow-up surveys
  - Quality Improvement



# ASHLine Service Benefits

Partnering with  
ASHLine is easy

- Participation and utilization reporting
- Telephonic surveying to measure effectiveness
- Monthly analysis of reports
- Individual meetings upon request
- Statewide quitline media campaigns provide free advertisement to your membership

# It's Easy to Participate

Partnering with  
ASHLine is easy

## *Multiple Options for Structuring Benefit Payments:*

- Per Service Fee
- Per Enrollment Fee  
(Average of 4 services per quit attempt + medication)
- Per Member Per Month

*\*Plan costs would vary based on lives covered.*



# It's Easy to Participate

Partnering with  
ASHLine is easy

- Promote program options to your members
- ASHLine *does the rest!*





# For More Information, Contact:

Partnering with  
ASHLine is easy

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azdhs.gov