

Tobacco/Nicotine Cessation Benefit

What Providers Need to Know

The Colorado Medicaid Tobacco Cessation Benefit provides members with access to free, proven tobacco treatment.

What's covered:

Medications

All seven FDA-approved medications are free for members through the Pharmacy Benefit with a prescription submitted by a Medicaid-enrolled provider. Prior authorization is not required. Combination therapy is covered.



Counseling

Individual behavioral counseling offered free to members by qualified providers. Services may be offered to clients who use tobacco/nicotine and to those at-risk of using tobacco, including teens, young adults, and all former tobacco users.



Colorado QuitLine

Free medication and coaching services through the Colorado QuitLine:



FAX Quit Referral Form:
1-800-261-6259



Online referral:
bit.ly/QuitLineReferral



Patients Call QuitLine:
1-800-QUITNOW



Patients Enroll online:
www.quityourwayco.org

CO QuitLine Services for Priority Populations

Enhanced options and services for:

- Those who are pregnant
- American Indian individuals (AiQuitline.org)
- Those who use menthol products
- Those with behavioral health conditions

Colorado youth ages 12 to 17 can visit MyLifeMyQuit.com for free quit support.



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Tips for Providers

3 Steps in 3 Minutes, at Every Visit

1. **Ask** all patients about tobacco/nicotine use at every visit.
2. **Advise** tobacco/nicotine users to quit with a clear message, personalized to support your patient's health.
3. **Prescribe** FDA-approved medication(s) and refer patients to cessation counseling.



WHEN YOUR PATIENT DECIDES TO QUIT, You Can Influence the Outcome

1. Consistently recommend appropriate tobacco/nicotine cessation medication(s) and provide clear instructions.
2. Provide behavioral counseling or refer your patient to the free coaching services offered by the Colorado QuitLine.
3. Your patients may receive benefits from both Health First Colorado and Colorado QuitLine simultaneously, if desired.



Address Relapse

Tobacco/nicotine addiction is a chronic relapsing condition which warrants medical attention and often requires repeated treatments. Providers can offer non-judgmental and consistent encouragement by offering or referring to treatment.



What Works Best?

Medication **PLUS** concurrent behavioral counseling offers the best chance for success, often tripling quit rates.

Use of combination therapy has been shown to be more effective than monotherapy.



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