Medicaid Billing for Tobacco Cessation Treatment

In 2012, the Ohio Medicaid smoking rate was 48.8%. This is more than double the overall adult smoking rate in Ohio of 23.1%. 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.

<table>
<thead>
<tr>
<th>Service (code)</th>
<th>Medicaid Fee-for-Service</th>
<th>Medicaid Managed Care Plan</th>
</tr>
</thead>
<tbody>
<tr>
<td>99406 Tobacco Cessation (3-10 minutes)</td>
<td>Requires Modifier 25</td>
<td>$9.43 Yes</td>
</tr>
<tr>
<td>99407 Tobacco Cessation (10+ minutes)</td>
<td>Requires Modifier 25</td>
<td>$19.00 Yes</td>
</tr>
<tr>
<td>S9453 Group Counseling (per participant)</td>
<td></td>
<td>$14.52 Yes</td>
</tr>
</tbody>
</table>

Medications

- **Medicaid Fee-for-Service**: FDA Approved
- **Medicaid Managed Care Plan**: FDA Approved

<table>
<thead>
<tr>
<th>Service</th>
<th>Description</th>
<th>Medicaid Fee-for-Service</th>
<th>Medicaid Managed Care Plan</th>
</tr>
</thead>
<tbody>
<tr>
<td>Quit Line Services</td>
<td>Unlimited access to Ohio Tobacco Quit Line (1-800-Quit Now)</td>
<td>Plan pays for access to Ohio Tobacco Quit Line (1-800-Quit Now) for pregnant women and parents of children with asthma</td>
<td>Warm transfer to CareSource QL for all members who call Ohio Tobacco Quit Line (1-800-Quit Now)</td>
</tr>
<tr>
<td>Pharmacotherapy restrictions</td>
<td>No prior authorization required for Chantix, Nicotrol inhaler or spray</td>
<td>Prior authorization required for Chantix, Nicotrol inhaler or spray</td>
<td>Prior authorization for Nicotrol inhaler or spray; step therapy for Chantix</td>
</tr>
</tbody>
</table>

Provider Services

- **Medicaid Fee-for-Service**: 1-800-686-1516
- **Medicaid Managed Care Plan**:
  - Buckeye Community Health Plan: 1-866-296-8731
  - CareSource: 1-800-488-0134
  - Paramount Advantage: 1-800-891-2542
  - United Healthcare Community Plan: 1-800-600-9007

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[i] Source: Medicaid administrators.
General Medicaid Fee-for-Service Considerations

- All codes must be billed through a Medicaid approved 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 (MCP). ODM requires all MCPs to offer coverage comparable to Medicaid Fee-for-Service plan (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. Medications requiring prior authorization have a $3 copay; there is a $2 co-pay for selected trade name medications. Prescriptions are required for all medications, including over-the-counter medications. 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 with any questions or concerns.

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i 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


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