



August 24, 2022

# Tobacco Treatment and Cessation Integration

**Michael Glantz**



# Agenda

- Tobacco Statistics Overview
- Incorporating Tobacco Screening and Counseling into your Workflow
  - Ask, Advice, Refer
  - Available Tobacco Cessation Programs
- Pre-Approved Tobacco Cessation Registry Process
- Tobacco Cessation Billing
- Pennsylvania Tobacco Control Structure
- Local Tobacco Cessation Programs
- Questions



# Prevalence of Adult Smoking in Pennsylvania



# Northeast Counties

*The 2020 County Health Rankings used data from 2017 for this measure*

Northeast PA Counties

County Name	Statistics
Bradford	18%
Carbon	18%
Centre	17%
Clinton	19%
Columbia	18%
Juniata	18%
Lackawanna	20%
Luzerne	19%
Lycoming	19%
Mifflin	19%
Monroe	17%
Montour	16%
Northumberland	19%
Pike	16%
Schuylkill	16%
Snyder	18%
Sullivan	17%
Susquehanna	18%
Tioga	18%
Union	17%
Wayne	17%

<https://www.countyhealthrankings.org/app/pennsylvania/2020/measure/factors/9/map>

# Tobacco Trends Brief

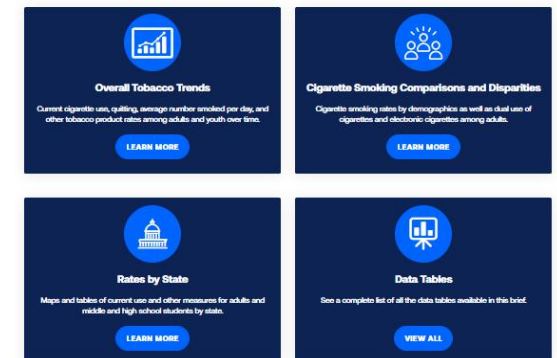
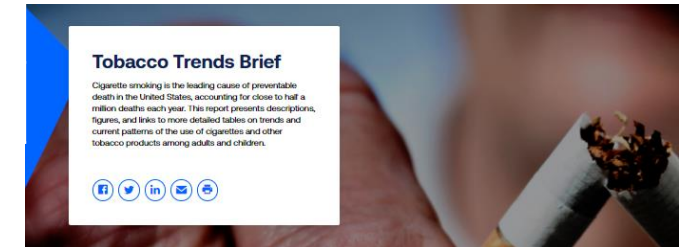
## New Online Data Resources Updated Year Round

<u>Content</u>	<u>Features</u>	<u>Populations</u>	<u>Measures</u>
Trends	Charts	Youth	Cigarettes
Disparities	Tables	Adult	Other Tobacco
Descriptions	Maps	By Demographic	Cessation

Perfect for answering tobacco-related statistical questions, such as:

- *What portion of adults in my state use electronic cigarettes?*
- *What is the cigarette smoking rate among those without health insurance?*
- *How many cigarette smokers have quit?*

**Lung.org/tobacco-trends**



# Incorporating Tobacco Screening and Counseling into your Workflow

## Lung Association's Core Beliefs about Tobacco Cessation

- Everyone can quit.
- People don't have to quit alone.
- Every moment free from tobacco product use is a success.
- A person learned how to use tobacco products and they have to learn how to quit.

# Incorporating Tobacco Screening and Counseling into your Workflow

## Lung Association's Core Beliefs about Tobacco Cessation

- It takes most people several tries before they're able to quit for good.
- One size doesn't fit all.
- Combine medication with a cessation program for the best results.
- A slip is not the same as relapse.

# Incorporating Tobacco Screening and Counseling into your Workflow

## Ask, Advise, Refer to Quit, Don't Switch: Brief Intervention Model

- CDC evidence-based protocol for healthcare professionals<sup>[10]</sup>
  - Ask
  - Advise
  - Refer to Quit, Don't Switch



# Ask, Advise, Refer to Quit, Don't Switch: Brief Intervention Model

## Ask

- **Ask** every patient about tobacco use at every visit
- **Ask** if patient is current, former, or never tobacco user
- **Ask** what kind of tobacco product is used and how often
  - Including electronic tobacco products such as e-cigarettes, vapes, mods, JUUL, and smokeless tobacco
- **Ask** if they're interested in quitting all tobacco products



# Ask, Advise, Refer to Quit, Don't Switch: Brief Intervention Model

## Asking Teens and Young Adults about Tobacco Product Use

- Start a conversation
- Ask open-ended questions
- **Ask:** *Are a lot of people vaping at your school?*
  - Be sure you don't react, just listen
- **Ask:** *What do you think about vaping?*
  - → move on to **ADVISE**

# Ask, Advise, Refer to Quit, Don't Switch: Brief Intervention Model

## Advise

- **Advise** every tobacco product user to quit
- Advise those who've tried and failed to try again
- Employ the teachable moment
  - Link positive benefits of quitting that may be specific to their tobacco-related or chronic condition
- Use clear, nonjudgmental, and personalized suggestions for quitting
- Redirect those considering e-cigarettes as a cessation aid to *Quit, Don't Switch*
- Suggest a quit plan that includes both counseling and medication

# Ask, Advise, Refer to Quit, Don't Switch: Brief Intervention Model

## Advise

The teachable moment

- Link findings with positive benefits to quitting that may be specific to their tobacco-related or chronic condition
- Review all types of benefits:
  - Physical health
  - Social
  - Financial
  - Mental health



# Advise Tobacco Product Users with Comorbidity

Recovering from tobacco product dependence will

Cold/Flu	Chronic Allergies	Asthma	COPD	Cardiovascular Disease
<ul style="list-style-type: none"><li>• Lessen the symptoms associated with respiratory health complications</li><li>• Strengthen the body's immune system</li><li>• Decrease risk of influenza infections</li></ul>	<ul style="list-style-type: none"><li>• Decrease sneezing, coughing, and itching</li><li>• Lessen the symptoms associated with respiratory infections</li><li>• Strengthen the body's immune system</li><li>• Decrease chances of developing more serious chronic conditions like sinusitis and COPD</li></ul>	<ul style="list-style-type: none"><li>• Reduce irritation in airways and lessen the possibility of triggering an attack</li><li>• Enhance the effectiveness of asthma medications</li><li>• Decrease asthma symptoms</li></ul>	<ul style="list-style-type: none"><li>• Decrease serious flare ups</li><li>• Allow them to be more active</li><li>• Slow the progression of the disease</li><li>• Help making breathing easier</li></ul>	<ul style="list-style-type: none"><li>• Decrease their risk of heart attack and stroke</li><li>• Decrease their chance of long-term disability</li><li>• Make it easier to manage both blood pressure and cholesterol levels</li></ul>

# Advise Tobacco Product Users with Comorbidity

## Recovering from tobacco product dependence will

Diabetes	Cancer	HIV/AIDS	Mental Health Disorders	Communication Barriers
<ul style="list-style-type: none"><li>• Increase their control over their diabetic symptoms, including improved blood sugar levels</li><li>• Decrease complications such as blindness as well as reducing the chances of amputation, through improved blood flow</li><li>• Decrease risk of developing neuropathy</li></ul>	<ul style="list-style-type: none"><li>• Fewer and less serious side effects from cancer treatment, including surgery, chemotherapy, and radiation therapy</li><li>• Faster recovery from treatment</li><li>• Lower risk of secondary cancers</li><li>• Decrease their risk for many other serious illnesses, including secondary infections, heart attacks and pneumonia</li></ul>	<ul style="list-style-type: none"><li>• Allows therapies to work as intended</li><li>• Provide a better quality of life with fewer HIV-related symptoms</li><li>• Decrease their risk for many serious illnesses, including heart attacks and pneumonia</li></ul>	<ul style="list-style-type: none"><li>• Improve their mental health</li><li>• Decrease anxiety/depression</li><li>• Improve overall mood</li></ul>	<ul style="list-style-type: none"><li>• Make them healthier</li><li>• Make life a little easier</li><li>• Give them more money for other things</li></ul>

# Advise Tobacco Product Users in Stages of Life

## Recovering from tobacco product dependence will

Teens and Young Adults	Pregnancy	Parenting	Older Adults
<ul style="list-style-type: none"><li>• Improve athletic performance</li><li>• Improve dental health</li><li>• Prevent wrinkles and skin damage</li><li>• Give them more money for cool stuff</li><li>• Give them freedom from their addiction</li><li>• Give them control back from Big Tobacco's manipulation</li></ul>	<ul style="list-style-type: none"><li>• Help the baby get more oxygen</li><li>• Help the baby grow better with lower risk of birth defects</li><li>• Decrease the chances of a premature birth and NICU</li><li>• A healthier start at life with lower risk of colic, asthma and childhood obesity</li></ul>	<ul style="list-style-type: none"><li>• Fewer coughs and chest colds</li><li>• Lower risk for chronic lung problems</li><li>• Fewer ear infections in children</li><li>• Fewer asthma attacks</li><li>• A child that is less likely to use tobacco products themselves</li></ul>	<ul style="list-style-type: none"><li>• Breathe more easily</li><li>• Improve blood circulation</li><li>• Decrease risk of eye diseases that can lead to vision loss and blindness</li><li>• Lower risk of developing osteoporosis</li><li>• Set a healthy example for your children and grandchildren</li></ul>

# Advise: E-cigarette and Vaping Tobacco Product Users

## Recovering from tobacco product dependence will

### E-cigarettes and vaping

- |  |   |   |   |   |
|--|---|---|---|---|
| <ul style="list-style-type: none"><li>• Lower risk of lung injury, disease or death</li><li>• Freedom from all tobacco product addiction</li><li>• Allow you to spend your hard earned money on making memories you've never been able to</li><li>• Enhanced taste and smell</li></ul> | <ul style="list-style-type: none"><li>• More time to do what you want to do, not what the addiction is making you do</li><li>• Decreased phlegmy persistent cough</li><li>• Reduced anxiety</li><li>• Get rid of that "jittery" feel</li><li>• End those "nic sick" headaches</li></ul> | <ul style="list-style-type: none"><li>• Increased athletic ability</li><li>• Lower risk of children and grandchildren becoming tobacco users</li><li>• Experience a sense of pride and accomplishment</li><li>• Reduced risk of fall from dizziness</li></ul> | <ul style="list-style-type: none"><li>• Make medications you are taking work better</li><li>• Relieved guilt</li><li>• No longer need to hide</li><li>• End the dependence and lead your life</li><li>• The places you can be and length of time to enjoy them are limitless.</li></ul> | <ul style="list-style-type: none"><li>• Increased employment opportunities</li><li>• Increased date ability</li><li>• Inspire friends and family to live their best lives free from tobacco products</li><li>• Stop toxic chemicals from damaging your body</li></ul> |
|--|---|---|---|---|



# Ask, Advise, Refer to Quit, Don't Switch: Brief Intervention Model

## Advise

Let's think for a moment...

*What are some of the most common reasons you have heard from patients on why they **DON'T** want to quit tobacco product use?*

# Ask, Advise, Refer to Quit, Don't Switch: Brief Intervention Model

## Advise

Let's think for a moment...

*What are some of the most common reasons you have heard from patients on why they **DO** want to quit tobacco product use?*

# Ask, Advise, Refer to Quit, Don't Switch: Brief Intervention Model

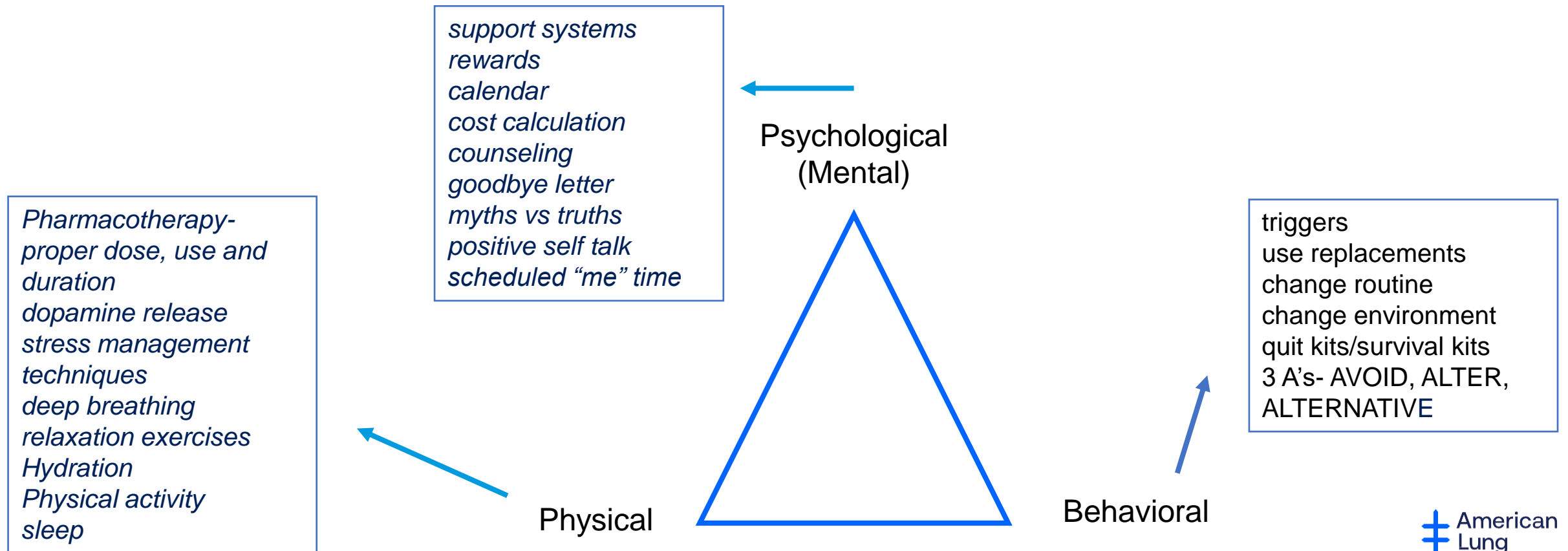
## Advise

- If the patient is **not** willing to make a quit attempt:
  - Tell them you understand quitting is difficult
  - Let them know you are always happy to answer any questions they may have about quitting
  - Let them know you are there to help them quit tobacco products when they are ready



# Ask, Advise, Refer to Quit, Don't Switch: Brief Intervention Model

## Advise: Triangle of Addiction



# Ask, Advise, Refer to Quit, Don't Switch: Brief Intervention Model

## Refer to Quit

### Medication

- OTC NRT → Refer to Quitline or Local Pharmacy
- RX NRT/Quit Medications → Refer to prescriber

*Advise the client of the benefits in checking into their health insurance re: tobacco cessation coverage*



# Ask, Advise, Refer to Quit, Don't Switch: Brief Intervention Model

## Refer to Quit

### Counseling

- In-person individual/group cessation classes
- Online cessation programs
- In-person group cessation for youth
- Telephonic/Quitline counseling services

*Advise the client of the benefits in checking into their health insurance re: tobacco cessation coverage*



# In-person Group Cessation Classes

## Freedom From Smoking® Group Cessation Program

- 8 sessions over 7 weeks
- Each session lasts 90 minutes
  - Sessions 1 - 3 are the “Preparation Phase”
  - Session 4 is “Quit Day” (Completely quit)
  - Sessions 5–8 are the “Maintenance Phase”



# Online Cessation Support

## Freedom From Smoking® Group Cessation Program

- **Freedom From Smoking® Plus**
  - Online quit tobacco experience
  - Interactive program allows you to create a unique quit smoking plan on your computer, tablet or smartphone.
- **Online Inspire Support Group**
  - Quit Now: Freedom From Smoking Support Group and Online Discussion Community
  - [Inspire.com/groups/freedom-from-smoking/](https://www.inspire.com/groups/freedom-from-smoking/)





# In-person Group Cessation Classes for Youth

## Not on Tobacco® (N-O-T)

- New curriculum inclusive of Electronic Nicotine Delivery Systems (ENDS) education
- Holistic approach utilizing interactive learning strategies
- Based on Social Cognitive Theory of Behavior Change
- Designed for youth age 14-19 and addresses issues that are specifically important to them



# Pennsylvania Free Quitline

1-800-QUITNOW

- Five coaching sessions by phone
- Unlimited calls to the PA Free Quitline
- Free Nicotine Replacement Therapy (NRT) for qualified callers
- Shipped directly to their address after completion of the first quit coach call
- Services in both Spanish and English
- Follow-up calls are conducted at three, six and 12-month



# Pennsylvania Free Quitline

## eReferral Program

- The eReferral Program for smoking cessation helps providers overcome the manual and cumbersome process of Fax referrals and takes advantage of electronic health record (EHR) technology providing improved accuracy of patient data.
- eReferrals send secure, two-way communication between a healthcare provider and the quitline through the patient's EHR.
- All messages sent through eReferral are HIPAA-compliant to protect patient privacy.
- What's the value of implementing an eReferral system?

# Pennsylvania Free Quitline

## eReferral Program

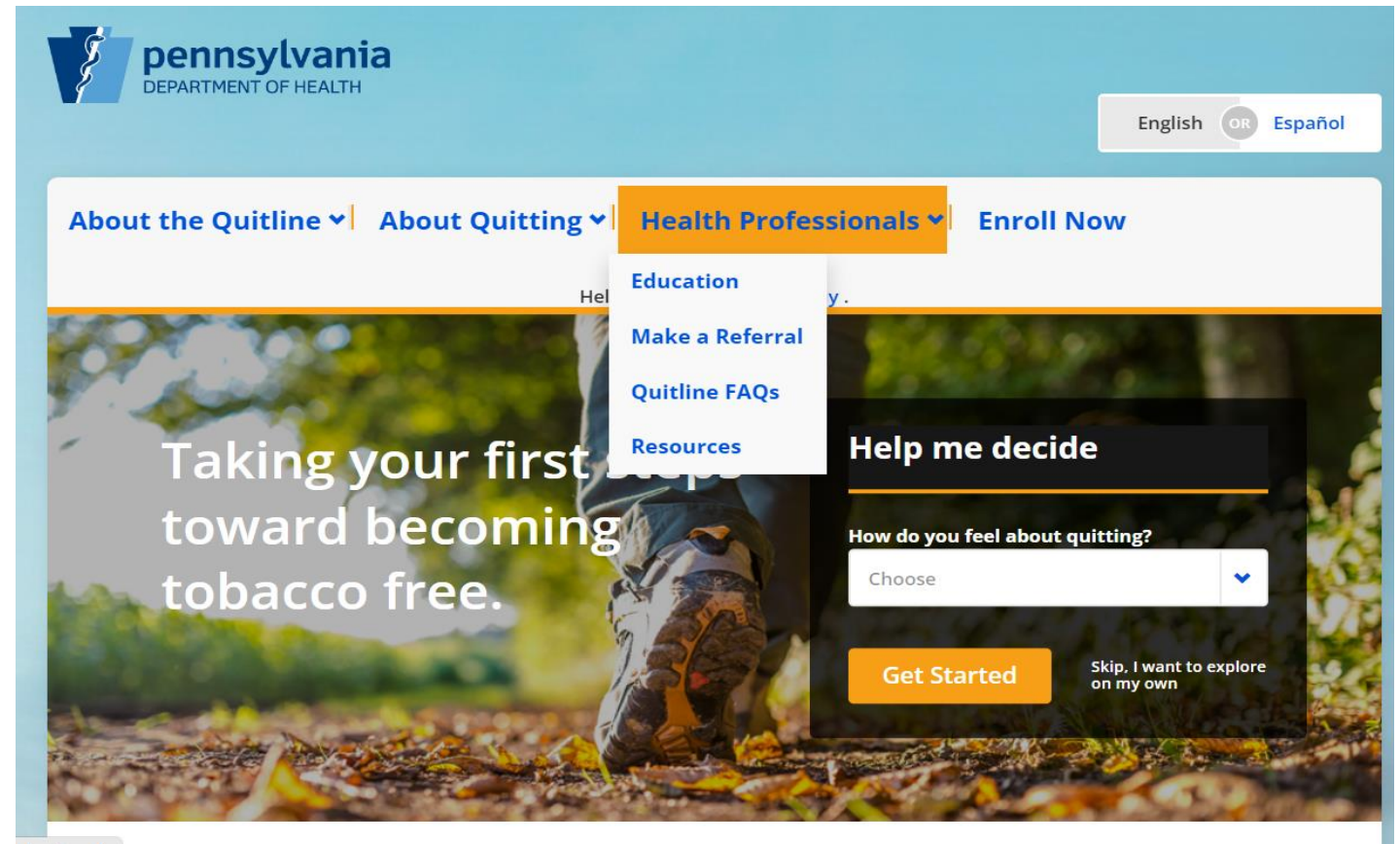
If you are interested in implementing an eReferral visit: [pa.quitlogix.org](https://pa.quitlogix.org)

Go to the Health Professionals Tab

Click [Make a Referral](#)

Click [Learn About eReferral](#)

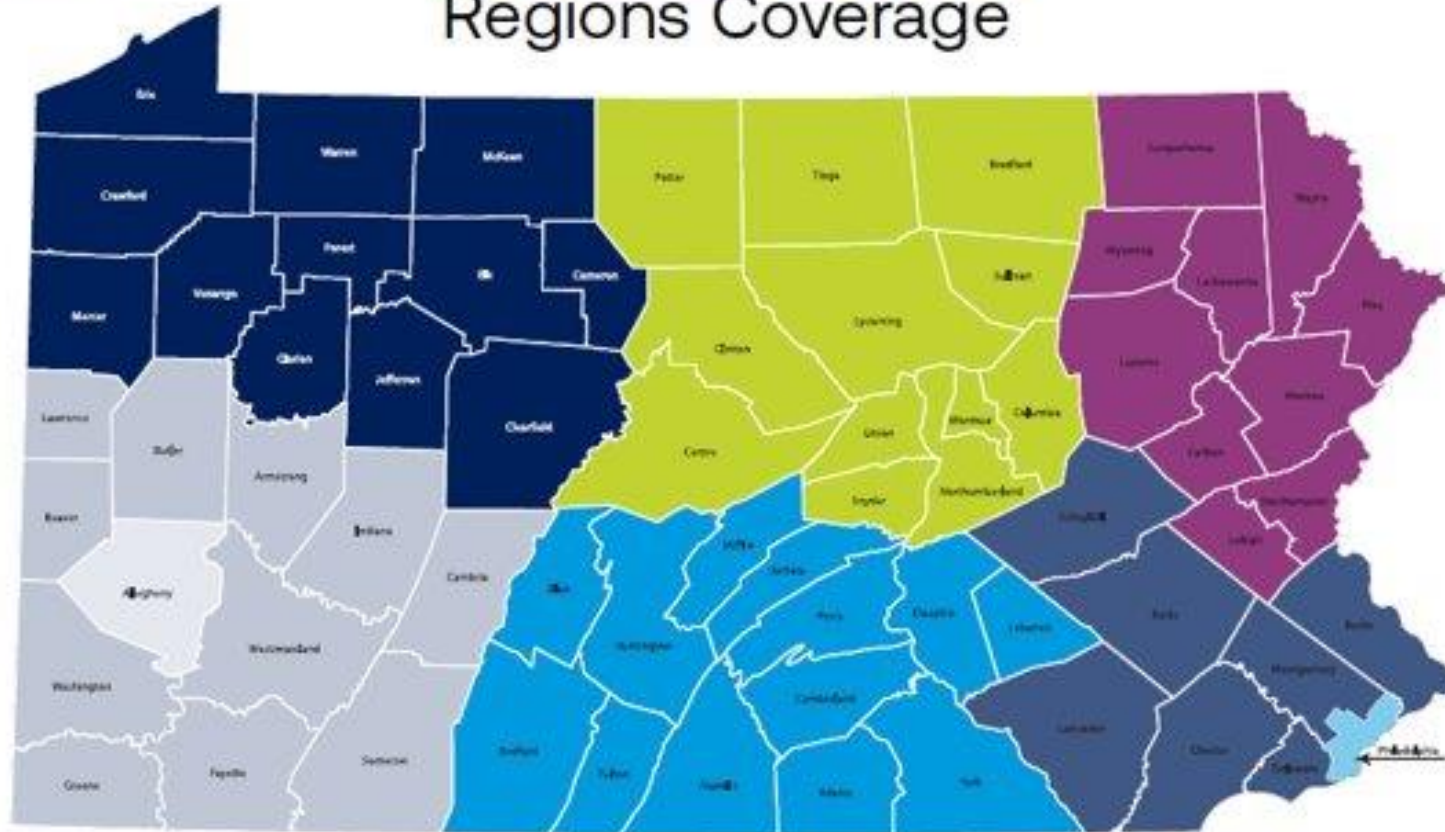
Click [Contact Us Form](#)





# Tobacco Control

## Regions Coverage



# Pennsylvania Tobacco Control Structure

## Regional Primary Contractors (RPC)

<b>Northwestern PA</b> Erie County Department of Health Phone (814) 451-7857	<b>Southwestern PA</b> Adagio Health Phone (412) 253-8166	<b>Southcentral PA</b> American Lung Association Phone (717) 229-8330	<b>Philadelphia, PA</b> Philadelphia Department of Health Phone (215) 685-5693
<b>Allegheny County, PA</b> Adagio Health Phone (412) 253-8166	<b>Northcentral PA</b> American Lung Association Phone (717) 971-1126	<b>Northeastern PA</b> American Lung Association Phone (484) 655-1049	<b>Southeastern PA</b> Health Promotion Council Phone (215) 731-6154

# Local Tobacco Cessation Programs

## Contracted Service Providers: Northcentral

### **Bradford, Potter, and Tioga Counties**

Northcentral Pennsylvania Area Health  
Education Center (AHEC)  
63 Main Street #1, Wellsboro, PA 16901  
Contact: Susan Gage  
Phone: (570) 724-9145  
Email: ncpaahec.students@gmail.com

### **Sullivan, Columbia, Montour, and Northumberland Counties**

Pathway to Recovery  
223 West Broad Street, Hazelton, PA 18201  
Contact: Eileen Panzarella  
Phone: (570) 455-9902  
Email: epanzarella@pathway-to-recovery.org

### **Centre, Clinton, Lycoming, Snyder, and Union Counties**

American Lung Association in Pennsylvania  
Contact: Meredith Bigger, Specialist, Health Promotions  
Phone: (570) 243-6545  
Email: Meredith.Bigger@Lung.org

# Local Tobacco Cessation Programs

## Contracted Service Providers: Northeast

### **Lehigh, Northampton, and Carbon Counties**

Lehigh Valley Health Network  
1200 S Cedar Crest Blvd Allentown, PA 18103  
Contact: Lindsey Dietrich  
Phone: (610) 402-4267  
Email: [lindsey.dietrich@lvhn.org](mailto:lindsey.dietrich@lvhn.org)

### **Susquehanna, Wayne, Lackawanna, and Pike Counties**

East Central PA AHEC  
5662 Interchange Rd., Lehighton, PA 18235  
Contact: Valerie Williams, Health Educator  
Phone: (610) 379-2001  
Email: [vwilliams@ecneahec.org](mailto:vwilliams@ecneahec.org)

### **Wyoming and Luzerne Counties**

Pathway to Recovery  
223 W. Broad St. Hazleton, PA 18201  
Contact: Eileen Panzarella  
Phone: (570) 455-9902  
Email: [epanzarella@pathway-to-recovery.org](mailto:epanzarella@pathway-to-recovery.org)

### **Monroe County**

Lehigh Valley Health Network - Pocono  
206 E. Brown St. East Stroudsburg, PA 18301  
Dawn Gizzo  
Phone: (570) 422-8358  
Email: [dawn.gizzo@lvhn.org](mailto:dawn.gizzo@lvhn.org)



# Local Tobacco Cessation Programs

## Contracted Service Providers: Southcentral

### **Bedford and Blair Counties**

Lung Disease Foundation of Central PA

800 Chestnut Ave, Altoona, PA 16601

Contact: Sherri Stayer

Phone: (814) 946-2845

Email: SherriS@altoonalungspecialists.com

### **Adams and York Counties**

WellSpan Health

605 South George St, Suite 160, York, PA 17401

Contact: Leah Neiderer

Phone: (717) 851-5805

Email: lneiderer2@wellspan.org

### **Cumberland, Dauphin, and Perry Counties**

Harrisburg Area YMCA

805 N Front Street, 2nd Floor | Harrisburg, PA 17102

Contact: Eric Rothermel

Phone: Phone: (717) 362-9494

Email: eric.rothermel@ymcaharrisburg.org

# Local Tobacco Cessation Programs

## Contracted Service Providers: Southcentral

### **Franklin, Fulton, Huntingdon, Mifflin, and Juniata Counties**

Healthy Communities Partnership

232 Lincoln Way E Suite B, Chambersburg, PA 17201

Contact: Karen Johnston

Phone: (717) 264-1470

Email: [kpjohn.hcp@gmail.com](mailto:kpjohn.hcp@gmail.com)

### **Lebanon County**

Lebanon Family Health Services

615 Cumberland St, Lebanon, PA 17042

Contact: Vicki DeLoatch

Phone: (717) 273-8893

Email: [Vicki@lebanonfamilyhealth.org](mailto:Vicki@lebanonfamilyhealth.org)

# Pre-Approved Tobacco Cessation Registry

## Application Process

To be listed on the Registry, providers are required to:

1. Submit an application to DOH
2. Complete "Every Smoker, Every Time" webinar. Providers will receive a Certificate of Completion that must be included with their completed Registry application.

# Pre-Approved Tobacco Cessation Registry

## Application

- [Submit Pre-Approved Tobacco Cessation Registry Application electronically](#)
- [Pre-Approved Tobacco Cessation Registry Application Instructions](#)
- Please visit <https://NPPEs.cms.hhs.gov> to access the initial application and to add multiple NPIs under a single organization.

# Pre-Approved Tobacco Cessation Registry

## Every Smoker, Every Time Training

- Every Smoker, Every Time is a free online training providing entry level tobacco use-related education on dependence treatments and practices found in the AHRQ guidelines for behavioral and primary health care staff, pharmacists, counselors, social workers and dental providers.
- This includes information on effective brief intervention, nicotine replacement therapy (NRT), and referral options. You can complete *Every Smoker, Every Time* (60 minutes) from your workplace or home computer and receive a completion email after passing a post-test with a score of at least 80%.

# Pre-Approved Tobacco Cessation Registry

## Completed Application

**Please submit your completed Registry application and ESET certificate to:**

**Email:** RA-Registry@pa.gov

**Fax:** 717-214-6690

**Mail:** Pennsylvania Department of Health  
Bureau of Health Promotion and Risk Reduction  
Division of Tobacco Prevention and Control  
625 Forster Street, Room 1032, Health and Welfare Building  
Harrisburg, PA 17120

**Questions:** Call the Division of Tobacco Prevention and Control at 717-783-6600.

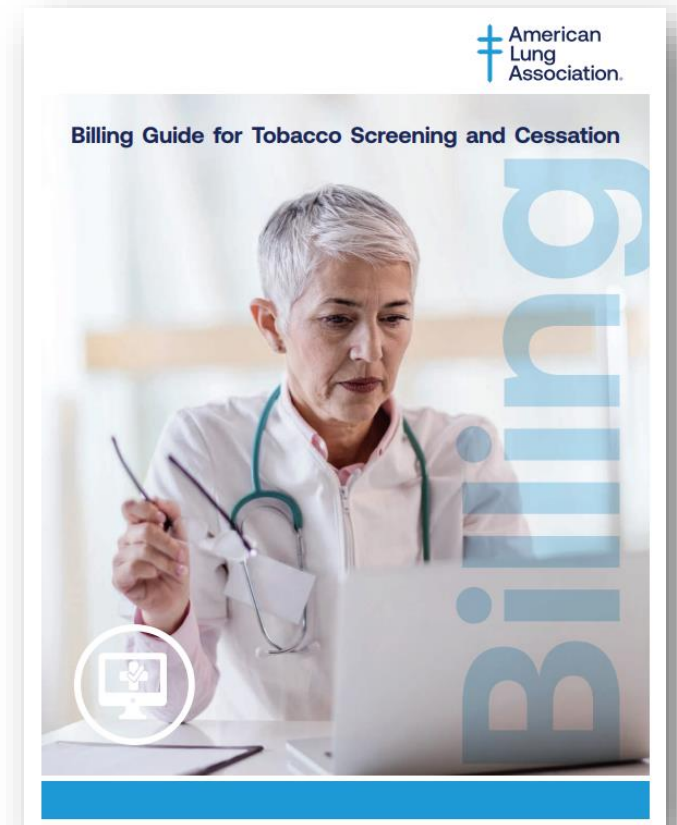


# Billing Guide for Tobacco Screening and Cessation

The American Lung Association's [Billing Guide for Tobacco Screening and Cessation](#) document gives an overview of tobacco cessation coverage requirements for Medicare, Medicaid and private insurance.

The document is structured as follows:

- I. Coverage requirements
  - A. Medicaid
  - B. Medicare
  - C. Private Insurance
- II. Coding and documentation requirements
  - A. Diagnosis codes
  - B. Procedure codes
  - C. Documentation
- III. Reasons for claims denials
- IV. Resources



# Billing Guide for Tobacco Screening and Cessation

## Coding and Documentation Requirements

- There are two major coding categories that all payers require – codes that indicate a diagnosis and codes that indicate what services were provided.
  - Diagnosis Codes
  - Procedure and Service Codes

**Billing Guide for Tobacco Screening and Cessation**

**Diagnosis Coding Guide**

The first decision a provider must make when diagnosing for tobacco use is whether to use an ICD-10 F17 code or a Z code. The F codes are from the Mental and Behavioral Disorder category. The F17 codes are used if the patient is dependent on tobacco. The Z codes are used if there is NOT dependence on tobacco. The Z codes cannot be combined with an F17 code.

The codes specific to maternal and newborn health (O99) and the toxic effects of tobacco (T65) are used by medical providers to reflect the biological impact of tobacco use.

ICD-10 Diagnosis Code	Description: All with Nicotine Dependence
<b>F17 Codes</b> *Indicates codes which can be used for Medicare's Asymptomatic patients (as well as Symptomatic)	
F17.200*	Product unspecified, uncomplicated
F17.201*	Product unspecified, in remission
F17.203	Product unspecified, with withdrawal
F17.208	Product unspecified, with other nicotine-induced disorders
F17.209	Product unspecified, with unspecified nicotine-induced disorders
F17.210*	Cigarettes, uncomplicated
F17.211*	Cigarettes, in remission
F17.213	Cigarettes, with withdrawal
F17.218	Cigarettes, with other nicotine-induced disorders
F17.219	Cigarettes, with unspecified nicotine-induced disorders
F17.220*	Chewing tobacco, uncomplicated
F17.221*	Chewing tobacco, in remission
F17.223	Chewing tobacco, with withdrawal
F17.228	Chewing tobacco, with other nicotine-induced disorders
F17.229	Chewing tobacco, with unspecified nicotine-induced disorders
F17.290*	Other tobacco product, uncomplicated
F17.291*	Other tobacco product, in remission
F17.293	Other tobacco product, with withdrawal
F17.298	Other tobacco product, with other nicotine-induced disorders
F17.299	Other tobacco product, with unspecified nicotine-induced disorders

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# Billing Guide for Tobacco Screening and Cessation



**Billing Guide for Tobacco  
Screening and Cessation**



**Billing Guide Addendum for  
Behavioral Health**



# Questions

# Contact

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**Manager, Health Promotions**

**American Lung Association in Pennsylvania**

**[Yvonne.Kuhenbeaker@Lung.org](mailto:Yvonne.Kuhenbeaker@Lung.org)**

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