

Employee Wellness

What Can We Do About Tobacco Use?

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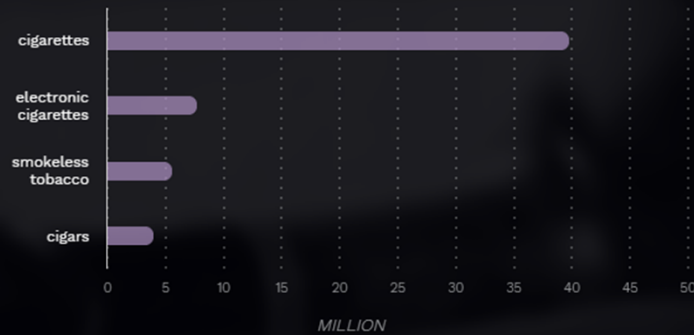
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Tobacco Use Burden on Indiana

- 11,100 deaths/annually
- More than 1 in 5 adults smoke (21.1%-2016)
- For every death, two new youth start and 30 are living with a chronic disease
- Nearly \$3 billion in annual health care costs
- \$590 million in Medicaid costs
- Indiana taxpayers pay over \$900 per household in smoking-caused government expenditures
- For every pack of cigarettes sold in Indiana, it spends \$15.90 in costs dues to health care and lost productivity

4 CIGARETTES ARE JUST PART OF THE PROBLEM

More than **49 million** adults in the United States use a tobacco product regularly.



Some workers may use more than one form of tobacco product.



More than three in four users of e-cigarettes **also smoke regular cigarettes.**

Cost of Tobacco-Related Diseases to Businesses

Medical Condition/Event	Annual Treatment Cost ^{1, 2}
Respiratory Failure on Ventilator	\$314,000
Chemotherapy & Cancer Surgery	\$123,000
Coronary Artery Disease	275,000
Bypass Surgery	\$72,000
Stroke	\$61,000

70% of current smokers' excess medical care costs are preventable by quitting³

Staying Competitive in the Marketplace

- Equipping your employees with the resources to quit tobacco is good for them and great for your business
 - Helping tobacco users quit not only saves lives—it also saves money
 - Every employee that becomes tobacco free will
 - Reduce health care costs for your business
 - Increase overall productivity
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Building a Healthy Workplace

Employers play an important role in protecting the health and safety of their workforce.

Areas of Focus

- Tobacco-Free Grounds Policy?
 - Employee Tobacco Cessation Coverage?
 - Promotion of Tobacco Cessation Resources?
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Tobacco-Free Workplace Grounds Policy

- Indiana statewide Smoke-Free Air law covers most workplaces
 - Indiana statewide law does not cover all workplaces and does not require a 100% tobacco-free grounds policy (only indoor)
- Do you know if your business has a 100% tobacco free grounds policy??
- Do you enforce your 100% tobacco-free grounds policy?

Tobacco Cessation Coverage: Cost-Effective

- Paying for tobacco use cessation treatments is the single most cost-effective health insurance benefit.^{1,2,3}
- Coverage increases both use of effective treatment and the number of successful quit attempts.⁴
- Employers can significantly reduce long-term costs by implementing smoking cessation programs.⁵

How Tobacco Cessation Coverage Saves Employers Money

- Cessation treatment is the single most cost-effective health insurance benefit.^{11,12,13}
- Coverage increases both use of effective treatment and number of successful quit attempts.¹⁴
- Return on investment for tobacco cessation treatments is positive after just one year due to increases in employee productivity alone.¹⁵
- Medical cost savings begin to accrue after two years of providing a cessation benefit to employees.¹⁷

Tobacco Cessation Coverage

- What to ask for?
 - Comprehensive tobacco treatment coverage – model benefit plan:
 - Four tobacco cessation counseling sessions of at least 30 minutes. This includes proactive telephone counseling, group counseling and individual counseling.
 - All 7 Food and Drug Administration (FDA)-approved tobacco cessation medications with a doctor's prescription.
 - Coverage provided for two quit attempts per year.
 - These benefits must be provided with no copayments or coinsurance and not subject to deductibles, annual or life time dollar limits.

Cessation Benefits Should Include ALL of These Treatments:

MEDICATIONS

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

COUNSELING

- ✓ Individual
- ✓ Group
- ✓ Phone

Barriers to Avoid:

- ✗ Co-pays
- ✗ Prior authorization
- ✗ Duration limits
- ✗ Annual limits on quit attempts
- ✗ Dollar limits
- ✗ Requirements to try one medication before another
- ✗ Requirements to pair medications with counseling

Medication and counseling together are more effective than either alone

Tobacco Cessation Resources

- Promotion of the Indiana Tobacco Quitline
 - Educating employees on the harms of tobacco use
 - Intervening with an employee
 - Referring employees to the Indiana Tobacco Quitline
 - Educating employees on tobacco-free grounds policy and tobacco cessation coverage
 - Celebrating employees that have quit
 - Celebrating a healthier workplace
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Quitlines: Evidence-based and Effective

- Quitlines are telephone-based tobacco cessation services that help tobacco users quit through a variety of services, including:
 - Counseling
 - FDA-approved medications
 - Information and self-help materials
 - Quitlines reach many smokers, even underserved and rural populations
 - Quitline counseling can more than double a smoker's chances of quitting.¹
 - Quitline counseling combined with medication can more than triple the chances of quitting.¹
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Over 120,000 served and counting.

*Celebrating 10 Years of
Helping People Quit Tobacco!*



Indiana Tobacco Quitline

- ✓ Telephone counseling
- ✓ Text program option
- ✓ Web based program
- ✓ 2 weeks medication (if eligible)
- ✓ Tailored, evidence-based, confidential
- ✓ Available to anyone age 13 and older



QUIT COACH™
Specialized
Training



MEDICATION
Direct Mail NRT, Chantix,
Bupropion



WEB COACH™
Fully Integrated



QUIT GUIDES
Stage Based



Methods of Referral to Indiana Tobacco Quitline

- Brief Intervention
 - Ask, Advise, Refer
- Fax Referral Form
 - Enroll in Preferred Network at QuitNowIndiana.com
- Online Referral Portal
 - QuitNowReferral.com
- Electronic Referral
 - SFTP or HL7



Online Referral to Indiana Tobacco Quitline

The Indiana Tobacco Quit Line provides tobacco cessation services at no charge to your patients.

To refer a patient, search for your clinic/hospital by:

Name Phone Number Fax Number

Or Browse All

Search Results

Select your clinic from the list below. Can't find your clinic? Add Clinic/Hospital

Clinic Name	Phone Number	Fax Number
ACTION HEALTH CENTER - DR. ALLEN	3172213400	3172213516
ACTION HEALTH CARE - SCHWAB, SUSAN	2607951304	2607951306
ADAMS MEMORIAL HOSPITAL	202742145	2027423008
ADVANCED CARDIOVASCULAR SPECIALISTS SOUTH BEND	5746478120	5746478111
ADVANCED HEALTH SOLUTIONS	3179336293	3179336374
ALAMO MEDICAL CENTER	3176263499	3176263449

Can't Find Your Clinic?

[Add Clinic/Hospital](#)



Confirm Clinic Information

Clinic/Hospital Name

ACTION HEALTH CENTER - DR. ALLEN

Fax Number

3172213516

Phone Number

3172213400

County of Clinic/Hospital

none

☐ I certify I am a HIPAA covered entity.

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Patient Information

Provider First Name

Provider Last Name

First name

Last name

Gender (Optional)

Date of Birth

Address 1 (Optional)

Address 2 (Optional)

Indiana Tobacco Quitline

Quit Rate	30%
Quits in One Year 8,368 participants received interventions in FY 2016 x 30%	2,510
Potential Annual Savings Medical expenses, lost productivity and years of potential life lost \$5,800 x 2,510	\$14.5M
Spending on Quitline services \$110 avg. per participant (x 8,368 participants)	\$1.2M
ROI potential	12:1
Recommend Quitline to other tobacco users	93%

How to Get Involved

- Sign up at QuitNowIndiana.com
 - Click "Healthy Workplace" for further instructions
- Maintain communication and receive support from Quit Now Indiana

Healthy Results®

Tobacco Cessation



Indiana University Health

IU Health System Values

- Total patient care, including mind, body, and spirit
- Excellence in education for healthcare providers
- Quality of care and respect for life
- Charity, equality and justice in healthcare
- **Leadership in health promotion and wellness**
- Excellence in research
- An internal community of mutual trust and respect

**We are committed to improving wellbeing, and we believe
that commitment begins with our TEAM MEMBERS.**



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Who are we?

- Healthy Results®
 - 33,000 employees of Indiana University Health
 - 18 hospitals statewide
 - IU Health Plans
 - 5 Star AchieveWell winner
 - Healthiest 100™ four years running



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What are we about?

- What do we want to achieve?
 - Improve the health of employees
 - Reduce the cost of claims
 - Create a happier, healthier, more productive workforce
- What is our focus?
 - A culture of wellbeing
 - Strategic focus on diabetes, obesity, and smoking
 - Holistic dimensions of health



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Key Programs



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Quit for Life®

- IU Health leadership support
- IU Health is a smoke free campus
- Quit for Life
 - Free for all IU Health team members
 - Quitting Aids, Quit Guide, Quit Coach, Web Coach and Text2Quit
 - Earn Incentive Points - 200 points
 - Tobacco requalification



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Quit for Life® Data

■ Quit Rate

- Intent to Treat - All Participants eligible for the 6 month survey compared against those that reported being quit.
- Responder – Only participants that responded to the 6 month survey compared against those that reported being quit

■ Imputed Cost Savings

- Calculated based on assumed saving rate multiplied by the number of quitters from the end of the program survey.

Tobacco Cessation
48.7% quit rate
\$847,125
imputed cost
savings

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Future Focuses

- Improve the health of patients and communities across Indiana
 - Infant mortality, obesity, smoking, behavioral health
- Leadership support at the worksite levels
 - Worksite assessment
- Mental Health – myStrength, provider burnout, mindfulness workshops
- Enhanced wellness challenges through a new platform – customize challenges



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Questions?

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