WI Medicaid has created a Tobacco Cessation Benefit page: https://www.forwardhealth.wi.gov/WIPortal/content/provider/TCB/home.htm.spage



Tobacco Cessation Benefit

Tobacco Cessation Benefit

Under the Tobacco Cessation Benefit, ForwardHealth covers tobacco cessation counseling and pharmacotherapy services, including legend drugs and over-the-counter products, with a written prescription from a prescriber. BadgerCare Plus, Medicaid, and SeniorCare cover legend drugs for tobacco cessation. BadgerCare Plus and Medicaid cover over-the-counter products for tobacco cessation. BadgerCare Plus and Medicaid do not require a copayment for tobacco cessation counseling and drugs.

Tobacco Cessation Benefit Promotional Material

The Wisconsin Division of Public Health, the Wisconsin Department of Health Services (DHS) Tobacco Prevention and Control Program (TPCP), and the University of Wisconsin Center for Tobacco Research and Intervention (UW-CTRI) have partnered to create advertising and promotional materials for the Tobacco Cessation Benefit. DHS encourages providers to promote the benefit to BadgerCare Plus, Medicaid, and SeniorCare members. Providers are also encouraged to provide tobacco cessation counseling and pharmacotherapy services to members who smoke, vape, or use other tobacco products, such as smokeless tobacco. English, Spanish, and Hmong posters and brochures promoting the benefit may be downloaded and printed.

Wisconsin Tobacco Quit Line (800-QUIT-NOW)

TPCP sponsors the Wisconsin Tobacco Quit Line, which is a free confidential service to help people quit smoking, vaping, or other tobacco use. Providers are encouraged to inform members about the Wisconsin Tobacco Quit Line, which members may reach by calling 800-QUIT-NOW (800-784-8669). Also, providers may use the Fax to Quit program to request that a Wisconsin Tobacco Quit Line representative makes the initial call to a member.

Clinicians and health systems can receive free onsite training and technical assistance about the Wisconsin Tobacco Quit Line and how to help their patients quit. To find the nearest training and technical assistance specialist, providers may visit the <u>UW-CTRI</u> website.

More information about the <u>TPCP</u>, including <u>additional resources</u>, is available on the DHS website. More information about the <u>Wisconsin Tobacco Quit Line</u> and the <u>Fax to Quit program</u> is available on the Wisconsin Tobacco Quit Line website.

Tobacco Cessation Benefit Policy

For ForwardHealth policy information regarding tobacco cessation drugs and services, providers may refer to the following Online Handbook topics on the ForwardHealth Portal:

- <u>Tobacco Cessation Drugs</u> topic (topic #5657) in the Covered Services and Requirements chapter of the Covered and Noncovered Services section of the Pharmacy service area
- <u>Tobacco Cessation Drugs and Services</u> topic (topic #494) in the Covered Services and Requirements chapter of the Covered and Noncovered Services section of the Physician service area
- <u>Tobacco Cessation Drugs and Services</u> topic (topic #6177) in the Covered Services and Requirements chapter of the Covered and Noncovered Services section of the Outpatient Mental Health service area
- <u>Tobacco Cessation Drugs and Services</u> topic (topic #5777) in the Covered Services and Requirements chapter of the Covered and Noncovered Services section of the Outpatient Substance Abuse service area
- Exemptions topic (topic #231) in the Copayment chapter of the Reimbursement section

Tobacco Cessation Benefit Promotional Posters

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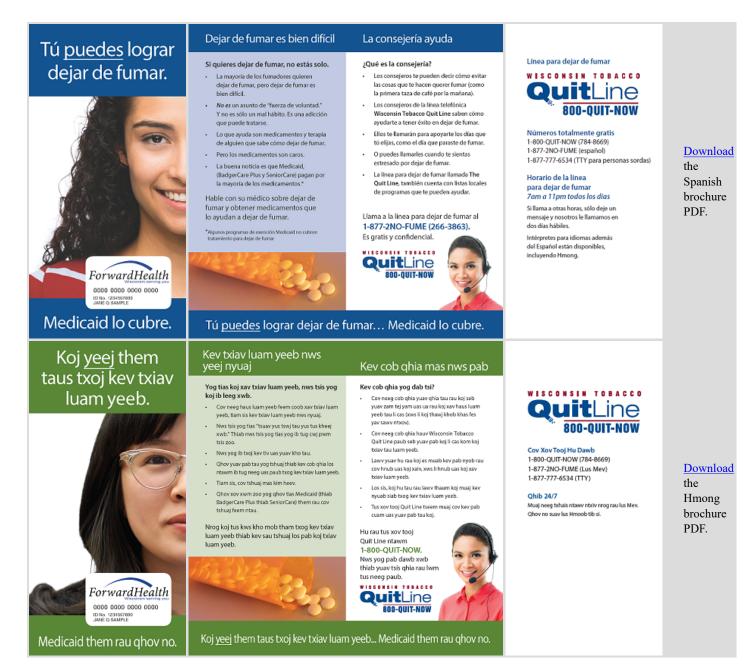


<u>Download</u> production specifications for printing promotional posters.

Tobacco Cessation Benefit Promotional Brochures



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Download production specifications for printing promotional brochures.

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