March 2015

Smoking cessation for pregnant women

Women who smoke during pregnancy are at a higher risk for:
- Delivering a baby with low birth weight
- Sudden infant deaths
- Ectopic pregnancy
- Miscarriages

According to the Indiana State Department of Health, Tobacco Prevention & Cessation Commission, over 17% of Indiana women smoke during pregnancy, almost twice the national average.

Smoking cessation is the key to the prevention of smoking-related diseases and disabilities.

Since 2007, Anthem Blue Cross and Blue Shield’s (Anthem) smoking cessation program has focused on early identification and referral to a smoking cessation program. In an effort to improve the health outcomes of both expectant mothers and their babies, Anthem is expanding and enhancing the current smoking cessation program. We ask you to join us in this endeavor.

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<thead>
<tr>
<th>What the provider can do</th>
<th>What Anthem will do</th>
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<tr>
<td>Identify pregnant members who smoke and discuss with them the effects on their pregnancy and their unborn child.</td>
<td>Anthem can supply providers with tools for patient education. Anthem will also identify pregnant women who smoke and discuss tobacco cessation with them.</td>
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<td>Refer the pregnant member to a smoking cessation group or counseling. The group sessions or counseling can be delivered in the provider’s office by a licensed practitioner.</td>
<td>Anthem will reimburse providers who bill using procedure code 99407U6--smoking and tobacco use cessation counseling visit; intensive, greater than 10 minutes; per 15 minutes (with a primary diagnosis code of 305.1). Providers who provide tobacco cessation counseling, submit a claim for such counseling as described above and directly refer members, who subsequently engage with the Quitline, will receive a $30.00 incentive.</td>
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<td><strong>Refer member to Indiana Tobacco Quitline</strong></td>
<td><strong>When Anthem identifies a pregnant woman who voices the desire to quit, the Anthem care management staff will make a direct referral to the Quitline staff for follow-up. The member will receive 10 counseling sessions. Providers who provide tobacco cessation counseling, submit a claim for such counseling as described above and directly refer members, who subsequently engage with the Quitline, will receive a $30.00 incentive.</strong></td>
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<td><strong>Determine if nicotine replacement is appropriate</strong></td>
<td><strong>Members will receive an incentive for engaging and completing the Tobacco Quitline program.</strong></td>
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| **Utilize other community resources**
A listing of classes/programs provided by local community mental health centers can be found at: [http://www.bringinginalong.org/pspi/your-community/local-programs/](http://www.bringinginalong.org/pspi/your-community/local-programs/)
**Baby & Me – Tobacco Free™**
Anthem remains a strong supporter of the Baby & Me – Tobacco Free program and encourages Anthem providers to continue to distribute materials about the program. | **Products covered by Indiana Medicaid include, but are not limited to:**
- Sustained release bupropion products
- Nicotine replacement drug products (i.e., patch, gum, inhaler)

Anthem is available to assist the provider with referrals to community resources. |