



Vaya Health Behavioral Health and
Intellectual/Developmental Disability Tailored Plan

TOBACCO CESSATION PLAN

June 1, 2024

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Introduction

Vaya Health’s goal for all tobacco cessation initiatives and activities is to decrease tobacco use by members and recipients enrolled in our Behavioral Health and Intellectual/Developmental Disability (I/DD) Tailored Plan (Tailored

Plan). Tobacco use is the top preventable cause of death among individuals with behavioral health disorders. People with co-occurring behavioral health disorders and tobacco use disorder lose an average of 25 years of their lives due to tobacco use and represent half of the annual deaths from tobacco in the United States, despite representing only a quarter of the population.

Positive effects of tobacco cessation in the behavioral health population include:

- Increased likelihood of long-term abstinence from other drugs (for people who have a substance use disorder)
- A positive effect on mood and anxiety symptoms that is similar to anti-depressant treatment
- Mitigation of increased risk of suicidality in youth who use tobacco

Education and Marketing

As outlined in **Table 1.**, Vaya will use a multifaceted approach to ensure members receive ongoing tobacco cessation education and resources. This approach includes education for members, recipients, contracted providers, and Vaya staff.

All Vaya members and recipients will receive a Member Handbook or Recipient Handbook, each of which includes information on the health risks of tobacco use and where to find additional information that supports efforts to reduce or stop tobacco use. The Vaya website will also link to Quit for Life and other online resources that members, their families and community stakeholders may easily access at any time. Linking to Quit for Life allows users to engage in active planning for their health. It includes a feature called “Create My Quit Plan”, a tool to develop tobacco cessation plans.

Vaya will also maximize the resources of our provider network to ensure members have ample opportunity to access information about tobacco cessation. Our contracts with network providers will require providers to post signage at their offices informing patients and guests that provider campuses are tobacco-free and how to access the support of Quit for Life. Network providers will also be required to include information about tobacco cessation resources on their provider websites.

Vaya will require all contracted providers to assess members and recipients for tobacco use when administering a Comprehensive Clinical Assessment (CCA) or during annual physical exams (for members only). We will ensure all contracted providers offer evidence-based tobacco screening and treatment. If a member is identified as a tobacco user, providers will offer tobacco cessation counseling, as well as written educational materials on the health benefits of reducing tobacco use. Additionally, providers will be required to make these printed materials available in their office lobby and on their website for others to access.

Tailored Care Managers will evaluate tobacco use and exposure in their assessments and discuss inclusion of cessation goals in care plans with the member. These goals may include encouraging members to speak with their behavioral health and primary care providers about tobacco use reduction or cessation.

Table 1. Tobacco Cessation Marketing and Education Resources

Sources of Member Education and Marketing	Availability
Vaya Health Member Handbook and Recipient Handbook	Provided to members and recipients upon enrollment in a Vaya health plan
Vaya website	Available to members, recipients, and providers
Websites of contracted provider	Available to members and recipients
Flyers and member education materials posted in contracted providers' lobby areas	Available to members and recipients attending in-person appointments
Quit for Life website and materials	Made available through online and in-person marketing materials
Annual Tobacco Cessation Campaign	Annual campaign targeted to all Vaya members and recipients

Prevention

Vaya will conduct direct and indirect tobacco prevention campaigns to reduce tobacco use across the Tailored Plan population, to include:

- An annual tobacco cessation campaign providing education and information to all Tailored Plan members and recipients
- Contracts with designated Substance Abuse Block Grant and Prevention providers to deliver local, community-based tobacco cessation education across the Vaya region

Tobacco Screening and Assessment

Plan- and provider-based Tailored Care Managers in Vaya's network will conduct tobacco screenings. Vaya will also contractually require our providers, including inpatient and facility-based service providers, to screen for tobacco use and provide tobacco cessation education and referrals as appropriate. Screenings may occur through Tailored Care Management comprehensive assessments, behavioral health CCAs, inpatient admission assessments, facility-based intake assessments and/or annual primary care visits. Vaya network providers who conduct tobacco screenings and assessments will refer members in need of tobacco cessation services to a provider of Standard of Care Tobacco Cessation Treatment by completing and submitting the tobacco cessation provider's referral form. In addition, providers of SU inpatient and facility-based crisis (FBC) services will initiate Standard of Care Treatment within the inpatient or FBC setting and refer members to a Vaya network provider for continuation of tobacco cessation services following discharge.

Members and recipients who receive Vaya's plan-based Care Management will participate in a Health Risk Assessment (HRA) that includes questions related to tobacco use and exposure. The HRA assesses both first- and secondhand exposure to tobacco products. Responses to the HRA will trigger a more comprehensive nicotine and vaping questionnaire, which assesses for using cigarettes, cigars, smokeless tobacco, vaping and second- and third-hand smoke exposure. For child and adolescent members, Vaya Care Managers ask additional customized questions about vaping and other routes of tobacco use. Provider-based Care Managers are expected to assess for the same as indicated in their contracts and/or our Provider Operations Manual.

For members who have elected to participate in care coordination, Vaya will administer a Care Needs Screening that includes screening for tobacco use.

Care Plans and Individual Support Plans (ISP)

Vaya ensures that tobacco use/ exposure needs identified in screenings and assessments are addressed in all care plans/ISPs as appropriate for the needs and preferences of each member and recipient. Vaya's staff and provider training includes instruction about motivational interviewing, which increases the likelihood that members and recipients can accurately identify their goals for tobacco cessation. Depending on the use/exposure identified and the member's preference, Vaya and provider staff will implement various methods of education, coaching and referral.

Treatment Use and Expansion

Vaya will employ strategies to reduce barriers to accessing medication and counseling and will facilitate accessible, effective resources to help members and recipients quit using tobacco. **Vaya does not require prior authorization for tobacco cessation counseling.** We will incorporate value-based care incentives to increase the use of billing code 90791 YG (see "Value-Based Incentives" below). We will also increase specificity of our tobacco use and exposure assessments and ensure care plans incorporate assessment results with targeted interventions, refer members to specialized behavioral health tobacco programs and require tobacco-free campuses at all provider network facilities. Members and recipients may self-refer to our tobacco cessation programs, or Vaya will identify members and recipients who may need tobacco cessation support through screening and assessment processes, along with claims data analysis. We will also outreach to dental providers to ensure they are aware of tobacco cessation programs available through Vaya, strengthening referral options for their patients who use tobacco and are Vaya members.

Additionally, we will:

- Promote tobacco-free public spaces for our region's communities
- Continue our partnership with the N.C. Tobacco Prevention and Control Branch to promote access to educational opportunities addressing tobacco use.
- Partner with school-based health programs to address child and adolescent tobacco use

Vaya's plan-based Tailored Care Management program addresses the risk of vaping in our pharmacist review process. All adolescent member and recipient charts that are referred for review include a reference to resources geared toward 13–17-year-olds who vape.

Value-Based Incentives

In line with Vaya's growing focus on population health and health outcomes, we plan to continue expanding tobacco cessation initiatives to reduce detrimental effects on member physical and mental health. One key method entails building capacity for providers to incentivize tobacco cessation among members, thereby creating multiple opportunities for population-based payments.

Initially, Vaya will incentive providers through a pay-for-reporting model. This model will include adding a local modifier to assessment codes to better track tobacco use among Tailored Plan members. Vaya will provide a higher rate for any assessment code billed with the tobacco modifier and collect data over a two-year period to establish a baseline of Tailored Plan members using tobacco products. Additionally, this data will allow us to provide information to practices, providers, and departments to drive overall population health, increasing our ability to develop quality improvement activities that incorporate performance metrics to measure direct impacts of interventions on health outcomes.

In years three and four, Vaya will use data collected over the first two years to establish performance metrics for engagement with tobacco cessation counseling. We will use these metrics to increase engagement in tobacco counseling services and improve overall health outcomes. From year three to year four, Vaya will re-evaluate our initial

benchmark and reset our performance metrics to drive provider performance. The Vaya value-based tobacco cessation model is illustrated in **Table 2**.

Table 2. Value-Based Tobacco Cessation Model

Implementation Timeline	Performance Type	Performance Payment
Contract Years One and Two	Pay for reporting	Vaya will pay an enhanced rate for all assessment claims billed with the local tobacco modifier.
Contract Years Three and Four	Performance incentive	Vaya will issue an incentive payment for all providers that reach the tobacco cessation engagement benchmark.

Specialized Programs

Tobacco Cessation Behavioral Health Program

Through Quit for Life, Vaya offers an intensive Tobacco Cessation Behavioral Health Program for members who use tobacco and have a behavioral health diagnosis. Among other benefits, this program includes a team of dedicated coaches with extensive training about mental illness and tobacco use treatment. Quit for Life coaches adjust interventions and tailor treatment to meet participant needs. This 12-week program includes nicotine replacement therapy in the form of nicotine patches, with nicotine gum or lozenges available as supplements to reduce cravings. Members can access the program using a link on our website. Quit for Life conducts eligibility screening for the program.

Tobacco Cessation Pregnancy Program

Quitting tobacco during pregnancy and while living at home with young children has positive impacts on infants and children, including:

- Promoting healthier brain development
- Lowering risk of miscarriage, stillbirth, and Sudden Infant Death Syndrome (SIDS)
- Lowering risk of being born too small or too early
- Lowering risk of coughs, colds, and ear infections
- Lowering risk of asthma
- Lowering risk of cancer, diabetes, and heart disease in adulthood

Through Quit for Life, Vaya offers a special program for women planning or experiencing a pregnancy and new mothers who use tobacco products (including vaping). Members can access this program through the same webpage as our other tobacco cessation services. When a member calls Quit for Life, they are screened and paired with an expert “quit coach” trained to provide specific interventions for pregnant women. Members and recipients are also referred to the program “You Quit Two Quit”, a guide to help new mothers stay tobacco-free. Vaya is partnering with Optum to offer the Pregnancy Quit Line Protocol and will consider providing incentives for member engagement once planning has been finalized.

Provider Training

All provider training and educational materials, including the operation and objectives of all prevention and population health programs, will be available in the Provider Learning Lab section of the Vaya website. Specifically, we will provide education on Quit for Life and other evidence-based tobacco cessation resources. We will make an enhanced tobacco cessation questionnaire template available to contracted providers as part of our training program. Vaya will also

communicate updates through Provider Communication Bulletins, topic-specific memos, provider webinars, training materials on the Vaya website, and specialized learning communities.

Higher Adverse Childhood Experiences (ACE) scores are strongly associated with high-risk health behaviors in adulthood, including tobacco use. Higher ACE scores also correlate with a shortened lifespan and chronic conditions such as depression, heart disease, cancer, and chronic lung disease. We will continually provide resources and information to our provider network on trauma-informed care through webinars, trainings, and toolkits. Addressing trauma in this way gives members and recipients the best chance of deciding to stop using tobacco or deciding not to begin using tobacco.

Annual Report and Outcomes Monitoring

Using the methods described throughout this plan, Vaya will work collaboratively with providers and Tailored Care Managers, and directly with members and recipients, to increase awareness of tobacco-related diseases, the benefits of being tobacco-free, and available services and benefits. We recognize the need to continue reducing tobacco use among members and recipients with serious mental illness (SMI), serious emotional disturbance (SED), substance use disorder (SUD), I/DD and/or traumatic brain injury (TBI). Proposed specific targets are outlined below in **Table 3**.

Table 3. Proposed Specific Targets for Reducing Tobacco Use

Population	Specific Targets for Reducing Tobacco Use
SMI	7% reduction in use of cigarettes among adults with SMI
SED	2% reduction in use of tobacco products, including e-cigarettes, among youth with SED
SUD	7% reduction in tobacco use (goal supported by research indicating long-term SUD abstinence increases with concurrent smoking cessation)
I/DD	5% reduction in tobacco use (reduces co-morbid conditions, such as common cardiovascular disease and neoplasms in the I/DD population, that can both be worsened by smoking)
TBI	5% decrease in tobacco use (decreases stress and irritability related to smoking, which can exacerbate TBI symptoms; encourage member partnerships with providers on smoking cessation counseling and treatment)

Vaya's Quality Management Department will monitor all targets and National Quality Forum (NQF) quality measures identified in **Table 4**, on an ongoing basis. These outcomes will be shared internally with Vaya's Quality Improvement Committee and externally with interested stakeholders. Additionally, Vaya will produce an annual report outlining the successes and areas for growth across our region and within the Tailored Plan population.

Table 4. Proposed Quality Measures

NQF	Quality Measure
#0027	Medical Assistance with Smoking and Tobacco Use Cessation
#2803	Tobacco Use and Help with Quitting Among Adolescents
#0028	Preventive Care and Screening: Tobacco Use: Screening and Cessation Intervention
#2600	Tobacco Use Screening and Follow-up for People with Serious Mental Illness or Alcohol or Other Drug Dependence
N/A	Tobacco Use – Decrease the percentage of adults who are current smokers, decrease the percentage of high school students using tobacco and decrease the percentage of women who smoke during pregnancy
N/A	Tobacco Use – Received tobacco cessation counseling after identification as a tobacco user