Covers treatment options in the US Public Health Service Guidelines

Legislation mandates core coverage for physician-recommended treatment options, as described in the US Public Health Service Guidelines (PHS Guidelines), including:

- Prescription medications approved by the FDA
- OTC treatments such as the nicotine patch, lozenges, and nicotine gum
- Behavior modification support such as counseling, support groups, and self-monitoring

A minimum of $500 in coverage

The bill mandates at least $500 of coverage for tobacco cessation (some health insurance plans may offer more). Additional benefits such as counseling could be added to enhance the efficacy of treatment.

Lifesaving and cost-saving

The Centers for Disease Control and Prevention (CDC) estimates that this lifesaving benefit might cost insurers between 10 and 40 cents per member per month. However, the CDC also estimates that this benefit will result in significant savings over time by reducing healthcare costs related to tobacco use.

No changes for Oregon Health Plan patients

Since 1998, Oregon Medicaid has provided coverage for tobacco-use cessation. The new legislation has no impact on this coverage.
More smokers take advantage of treatment when it’s covered
According to the PHS Guidelines, coverage for treatments has been shown to increase the proportion of smokers who actually use them and quit.³

Most smokers want to quit
An estimated 80% of smokers in Oregon want to quit.⁶ In the past year, 51% of adult smokers in Oregon have attempted to quit; 45% of adult smokers in Oregon say they plan to quit in the next 30 days.⁶

Counseling and prescription therapy really help
According to the PHS Guidelines, medication combined with support is more effective in quitting smoking than either alone.³

You can make all the difference
Of smokers who try to quit unaided, only 3% to 5% remain abstinent for 6 to 12 months.⁷,⁸ Talk with your patients.

Other resources
Encourage your patients to visit: www.MyTimeToQuit.com
Read the new law: http://www.leg.state.or.us/09reg/measpdf/sb0700.dir/sb0734.intro.pdf
Learn more about tobacco-use cessation efforts in Oregon and around the country: http://tcln.org/
Read the US Public Health Service Guidelines: http://tinyurl.com/62homh
Communicate with colleagues and patients through the Stop Smoking Oregon link on Facebook: http://tinyurl.com/mlatxy
Take advantage of other resources available from the Oregon Department of Human Services: http://www.oregon.gov/DHS/getinvolved.shtml