



519.18 TOBACCO CESSATION SERVICES

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DISCLAIMER: This chapter does not address all the complexities of Medicaid policies and procedures, and must be supplemented with all State and Federal Laws and Regulations. Contact BMS Fiscal Agent for coverage, prior authorization requirements, service limitations and other practitioner information.



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BACKGROUND

West Virginia Medicaid offers tobacco cessation services to assist members to discontinue use of tobacco products. Using evidence-based programs can more than double success rates of tobacco cessation. Tobacco cessation lowers the risk of cancer, coronary heart disease, peripheral vascular disease, stroke, respiratory symptoms, chronic obstructive pulmonary disease, and infertility. Through West Virginia Medicaid, participants have access to tobacco cessation medications and counseling.

POLICY

West Virginia Medicaid, in partnership with the Bureau for Public Health (BPH), offers a tobacco cessation program, known as the [West Virginia Tobacco Quitline](#), to assist members to discontinue use of tobacco products. In order for members to have access to drugs and other tobacco cessation services, they are required to see their primary care practitioner and be enrolled in the Quitline. Participants are screened for their readiness to quit the use of tobacco. Written educational materials and phone coaching are also available through the Quitline. All tobacco cessation products must be prescribed by an enrolled practitioner within the scope of his/her license under West Virginia law. Prior authorization is required for coverage of tobacco cessation drugs and is coordinated through the Quitline. Members are limited to one 12-week continuous treatment period per calendar year. Women who are pregnant are eligible for additional course(s) of treatment, when appropriate. Refer to [Chapter 518, Pharmacy Services](#), for covered tobacco cessation drug products. Additional information regarding the tobacco cessation program can be accessed through www.wvdt.org or www.wvquitline.com. The BPH may also assist in providing services for those who are uninsured or under-insured.

In addition, West Virginia Medicaid may reimburse physicians and/or APRNs for tobacco cessation counseling to symptomatic members. These sessions are face-to-face, time sensitive and must be documented in the member's medical record and available to BMS or its designee upon request. Sessions are limited to two per calendar year. This service can be billed on the same day as evaluation and management services if the evaluation and management service is significant and separately identifiable from the tobacco cessation counseling. The evaluation and management service must be billed with the appropriate modifier to indicate the additional service.

Non-Covered services are not eligible for DHHR Fair Hearings or Desk/Document Reviews.

GLOSSARY

Definitions in [Chapter 200, Definitions and Acronyms](#) apply to all West Virginia Medicaid services, including those covered by this chapter. Definitions in this glossary are specific to this chapter.

Tobacco Cessation Services: Medications and counseling provided to discontinue the use of tobacco.

REFERENCE

West Virginia State Plan [Section 3.1-A\(4\)\(d\)](#) references smoking cessation services for pregnant women.



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CHANGE LOG

REPLACE	TITLE	CHANGE DATE	EFFECTIVE DATE
Entire Chapter	Tobacco Cessation Services		January 15, 2016