

*North Carolina*  
**State Health Plan**  
for Teachers and State Employees  
www.shpnco.org

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Date: November 3, 2009

To: State Health Plan Board of Trustees

From: Anne B. Rogers, RN, BSN, MPH  
Director of Integrated Health Management  
State Health Plan for Teachers and State Employees

Subject: Summary of the Proposed Contract between NC DPH and the Health and Wellness Trust Fund for NC Quitline Counseling and Nicotine Replacement Therapy Services

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**Executive Summary:**

As you are aware from previous presentations to the Board, the State Health Plan for Teachers and State Employees (“Plan” or “SHP”) is in the process of implementing the Comprehensive Wellness Initiative (CWI) policy per the legislated mandate from the 2008-2009 Session. To assist our members to meet the tobacco cessation criteria for participation in the 80/20 Plan on July 1, 2010, we are in the process of identifying and securing contracts for support services as well as other pharmacy benefit changes. One of the supports under consideration is the NC Tobacco Use Quitline (Quitline) cessation counseling program and the direct distribution of nicotine replacement therapy patches to members with no co-payment. The SHP staff is working currently with the NC Division of Public Health (DPH) and the Health and Wellness Trust Fund (HWTF) to establish a contract for services. The DPH holds the contract with the Quitline Vendor, *Free and Clear, Inc.*, and would administer the project at no cost to the Plan. The State, through the HWTF, supports statewide cessation coaching services through the Quitline.

**Scope:** The Quitline is an evidenced-based telephonic cessation support program. Plan members can call a Quit Coach® for help with setting a quit date and goals and reducing barriers to quitting. Coaches answer questions about medications, send out Quit Kits and provide motivational follow up calls and more. In January, members who enroll in the eight-week, multiple-call coaching program will be eligible to receive over the counter, generic nicotine replacement therapy patches (NRT) at no copay. Members must be age eighteen and above and self report that they do not have an use exclusion (i.e., a medical condition) or, if they have an use exclusion, provide a medical override letter from their physician. The Quitline registration specialists will have access to the Blue-e electronic database at the time of a call to confirm that the caller is a member of the Plan. Members may request up to eight months of NRT over the two-year program period January 2010 to December 31, 2011. [Note: the contract term would be from December 1, 2009 to December 31, 2011]. A one month supply of NRT will be mailed to the member’s home. Thus members will have to engage with a coach monthly to receive the next course of NRT.

**Deliverables:** The DPH and its subcontractor will:

1. Customize the Quitline database, reporting and operations for the Plan's program.
2. Launch the program in January 2010.
3. Provide members with the multiple-call cessation coaching program and a letter of enrollment for compliance with the CWI.
4. Mail each eligible member up to eight months (four months per year) of NRT.
5. Submit monthly, quarterly and final reports for tracking the progress of the program, ensuring quality of service and planning.

The HWTF will:

1. Provide members with any other Quitline coaching services not covered by the Plan.

**Costs:** Total program funding shall not exceed \$2,450,000 and will be distributed as such:

<b>State Fiscal Year</b>	<b>Maximum Budget</b>	<b>Contract Period</b>
2009-2010	\$600,000	Dec 1, 2009 – June 30, 2010
2010-2011	\$1,250,000	July 1, 2010 – June 30, 2011
2011-2012	\$600,000	July 1, 2011 – Dec 31, 2011

The Plan will fund:

1. Database and reporting customization;
2. Up to eight months of NRT per eligible member;
3. Two eight-week multiple-call coaching programs and one Quit Kit per member; and
4. Evaluation. [The contract will be amended within 120 days from the execution of the contract to include a comprehensive evaluation plan. Funds for the survey and outcome evaluation component of the plan are included in the total program funding above.]

**Status to Date:**

Plan staff is working with DPH and the HWTF on contract language for scheduled execution on or around December 1, 2009. This will allow for program implementation in January 2010.