Partner Webinar
August 7, 2018, 2pm ET

Centers for Medicare & Medicaid Services
Office of Minority Health

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Agenda

• Welcome & Logistics
• From Coverage to Care
  • (C2C) Overview
  • Step 1, Put Your Health First: Prevention
  • How to Get Involved
• HealthFinder
  • Overview
  • Prevention Resources
  • How to Get Involved
• Centers for Disease Control and Prevention
  • Prevention Resources
  • How to Get Involved
• Questions & Answers
Speakers

Ashley Peddicord-Austin, MPH
Health Insurance Specialist
CMS Office of Minority Health

Monique LaRocque, MPH
Moderator [C]
CMS Office of Minority Health

Courtney Schrock, MPH
Health Communication and eHealth ORISE Fellow
Office of Disease Prevention and Health Promotion (ODPHP)
U.S. Department of Health and Human Services (DHHS)

James Kucik, PhD, MPH
Deputy Director
Policy Research, Analysis, and Development Office (PRADO)
Office of the Associate Director for Policy
Centers for Disease Control and Prevention
C2C Overview
Offices of Minority Health Within HHS
What is C2C?
C2C aims to help individuals understand their health coverage and connect to primary care and the preventive services that are right for them, so they can live a long and healthy life.
C2C Resources

- Roadmap to Better Care and a Healthier You
- 5 Ways to Make the Most of Your Health Coverage
- Roadmap to Behavioral Health
- Manage Your Health Care Costs
- Enrollment Toolkit
- Prevention Resources
- Partner Toolkit and Community Presentation

go.cms.gov/c2c
From Coverage to Care

Spotlight

A Roadmap to Behavioral Health

This new resource focuses on behavioral health as a companion guide to the Roadmap to Better Care and a Healthier You to offer important information about mental health and substance use disorder services, finding a behavioral health provider, defining behavioral health terms, receiving services, and following up on care.

Download the Roadmap to Behavioral Health
5 Ways to Make the Most of Your Health Coverage

- A quick reference material to start the journey from coverage to care
- Available in Arabic, Chinese, English, Haitian Creole, Korean, Russian, Spanish, and Vietnamese
How to Maximize Your Health Coverage

Animated Video “How to Maximize Your Health Coverage”

All videos available in English and Spanish.

Shorter Series:
• Confirm Your Coverage
• Know Where to Go for Answers
• Find a Provider
• Make an Appointment
• Fill Your Prescriptions
Roadmap to Better Care and a Healthier You

• Explains what health coverage is and how to use it to get primary care and preventive services
• Roadmap Poster
• Consumer Tools:
  • Insurance card
  • Primary Care vs. Emergency Care
  • Explanation of Benefits
• Pull-out step booklets
• Available in 8 languages
• Tribal version
• Customizable version

go.cms.gov/c2c
From Coverage to Care Roadmap

Your ROADMAP to health

1. Start here
   - Put your health first
     - Staying healthy is important for you and your family.
     - Maintain a healthy lifestyle at home, at work, and in the community.
     - Get your recommended health screenings and manage chronic conditions.
     - Keep all of your health information in one place.

2. Understand your health coverage
   - Check with your insurance plan or state Medicaid or CHIP program to see what services are covered.
   - Be familiar with your costs (premiums, copayments, deductibles, co-insurance).
   - Know the difference between in-network and out-of-network.

3. Know where to go for care
   - Use the emergency department for a life-threatening situation.
   - Primary care is preferred when it’s not an emergency.
   - Know the difference between primary care and emergency care.

4. Find a provider
   - Ask people you trust and/or do research on the Internet.
   - Check your plan’s list of providers.
   - If you’re assigned a provider, contact your plan if you want to change.
   - If you’re enrolled in Medicaid or CHIP, contact your state Medicaid or CHIP program for help.

5. Make an appointment
   - Mention if you’re a new patient or have been there before.
   - Give the name of your insurance plan and ask if they take your insurance.
   - Tell them the name of the provider you want to see and why you want an appointment.
   - Ask for days or times that work for you.

6. Be prepared for your visit
   - Have your insurance card with you.
   - Know your family health history and make a list of any medicines you take.
   - Bring a list of questions and things to discuss, and take notes during your visit.
   - Bring someone with you to help if you need it.

7. Decide if the provider is right for you
   - Did you feel comfortable with the provider you saw?
   - Were you able to communicate with and understand your provider?
   - Did you feel like you and your provider could make good decisions together?
   - Remember: It is okay to change to a different provider.

8. Next steps after your appointment
   - Follow your provider’s instructions.
   - Fill any prescriptions you were given, and take them as directed.
   - Schedule a follow-up visit if you need one.
   - Review your explanation of benefits and pay your medical bills.
   - Contact your provider, health plan, or the state Medicaid or CHIP agency with any questions.

Visit marketplace.cms.gov/c2c for more information.
Step 1, Put Your Health First: Prevention
Step 1: Put Your Health First

- Staying healthy is important for you and your family.
- Maintain a healthy lifestyle.
- Get recommended health screenings & manage chronic conditions. Many screenings are available with no cost sharing.
- Keep all of your health information in one place.
Put Your Health First: Physical Activity

• Regular physical activity increases your chances of living a longer, healthier life.

• It’s not all or nothing! Even 10 minutes of activity is better than nothing!

Resources:
• Be Active Your Way
http://www.health.gov/paguidelines/guidelines
• Physical Activity Basics
http://www.cdc.gov/physicalactivity/basics/index.htm
Put Your Health First: Healthy Eating

• A healthy diet can help protect you from heart disease, type 2 diabetes, and some types of cancer.

• Make small changes to your eating habits to make a big difference for your health.

Resources:
• My Plate
  [www.choosemyplate.gov](http://www.choosemyplate.gov)
Put Your Health First: Relaxation

• Preventing and managing stress can help lower your risk for health problems like heart disease, high blood pressure, and depression.

• Being prepared and in control of your situation will help you feel less stressed.

Resources:

• www.healthfinder.gov
• www.mentalhealth.gov
Put Your Health First: Take an Active Role in Your Health

• Being active in your health can lead to better care and better health for you and your family.
• Keep track of health information.
• Ask questions.

Resources:
• Online Tracker https://supertracker.usda.gov/
• My Family Health Portrait https://familyhistory.hhs.gov/
• My Medicine Record http://www.fda.gov/Drugs/ResourcesForYou/ucm079489.htm
1. Make time for physical activity, healthy eating, relaxation, and sleep.

2. Get the preventive services that are right for you.

3. Take an active role in your health care.

Preventive Services

• Most health plans must cover a set of preventive services at no cost to you.

• This includes vaccinations and immunizations, like the flu shot.

• Also includes wellness visits, blood pressure screenings, and depression screenings.
Put Your Health First
Get the preventive services that are right for you!

Take advantage of these and other services available at no cost to adults under most health coverage, thanks to the Affordable Care Act.

- Blood pressure and cholesterol screenings
- Alcohol misuse and tobacco use counseling
- Type 2 Diabetes Screening
- Aspirin use for some adults
- Colorectal cancer screening for adults over 50
- Depression screening
- Diet counseling and obesity screening
- Hepatitis B and C screening
- HIV screening and STD prevention counseling
- Lung Cancer screening for some adults

Immunization Vaccines:
- Hepatitis A and B
- Herpes Zoster
- Human Papillomavirus (HPV)
- Influenza (Flu Shot)
- Measles, Mumps, Rubella
- Meningococcal
- Pneumococcal
- Tetanus, Diphtheria, Pertussis
- Varicella (Chicken Pox)

COST TIP
Most preventive services are covered at no cost. However, if you receive additional services, you may be billed. Ask your provider’s office or plan to explain any charges.
Free Preventive Services Flyers

**Put Your Health First**
Get the preventive services that are right for you!

- **Children**
  - Developmental screening
  - Blood pressure screening
  - Depression screening
  - Vision screening
  - Oral health risk assessment

- **Teens**
  - Behavioral assessments
  - Height, weight, and BMI measurements
  - Vision screening
  - STD prevention counseling and screening, including HIV and cervical dysplasia

**Coverage to Care >>> Prevention**

- **Infants**
  - Hearing and vision screening
  - Height and weight measurements
  - Iron supplements for some infants
  - Obesity screening and counseling
  - Oral health risk assessment

**Cost Tip**
Most preventive services are covered at no cost. However, if you receive additional services, you may be billed. Ask your provider’s office or plan to explain any charges.

Centers for Medicare & Medicaid Services
Office of Minority Health
Fillable Hand Cards

**FROM COVERAGE TO CARE >>> Prevention**

**Put Your Health First!**

1. Make time for physical activity, healthy eating, relaxation, and sleep.
2. Get the preventive services that are right for you!
3. Take an active role in your health care.

For more resources and information on free preventive services, visit go.cms.gov/e2c.

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**Contact Card**

Questions About Your Health Coverage?

**CONTACT US!**

- **Organization:**
- **Website:**
- **Phone:**
- **Email:**
- **Contact Person:**

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**Screening or Test Result Card**

Thank you for taking time to put your health first!

Today __________, I received a preventive health screening.

I had a screening for: __________

My result was: __________

The result means: __________

Need to follow up for the results: [☐]

Need to make an appointment about the results: [☐]

My next screening will be: __________

If you have questions about your health or the result of a cancer screening, call your primary care provider.

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**Appointment Reminder Card**

___________ has an appointment scheduled with __________ on __________ at ______ am/pm.

Be sure to ask about __________.

Office Address: __________

Office Phone Number: __________

Note: if you cannot make your appointment, be sure to call your provider's office to give them plenty of notice, because there may be a cancellation fee. Ask about the policy used.

Remember — your provider wants to see you, even when you're well! Make an appointment for a checkup and talk with your doctor about a new/long-term prescription or vitamin you can use.
How to Get Involved
Using C2C Resources

- **Start the Conversation.** Use the Roadmap as a tool to help people understand their new coverage and understand the importance of getting the right preventive services.

- **Help Consumers Understand.** The Roadmap has a lot of information for consumers. You can help them use it as a resource to refer back to as they journey to better health and well-being.

- **Personalize It.** You know your community. Consider adding local resources and information.
How to Get Involved

There are many ways to get involved!

• Order and share C2C resources, free of charge to you and your organization.
• Use the C2C Community Presentation.
• Plan an event in your community.
• Send us stories.

coveragetocare@cms.hhs.gov
How to Get Involved

Plan an event in your community

• Work with local hospitals, clinics, health centers and community centers.
• Host an Awards Breakfast to recognize patients.
• Help coordinate education classes at your local clinic, adult education institution, civic club, or fitness center.
• Engage your local church or place of worship.
• Host an educational Web conference.
• Host a workshop.
• Hold a “Meet Your Provider” open house.
HealthFinder
ODPHP guides the Nation toward better health through disease prevention policies and programs.

- We work on programs that set national goals and objectives for preventing disease and improving the health of all Americans; including Healthy People

- We provide guidance on nutrition and physical activity for Americans based on the latest scientific evidence; including the Dietary & Physical Activity Guidelines for Americans
- Designed using health literacy principles
- Clearly organized, easy to navigate, and has easy-to-read resources
- Evidence-based prevention focus
- Translates federal prevention guidance into actionable health information for consumers
Features over 100 topics and tools on prevention & wellness.

Prevention information is vetted by HHS SMEs

What you need to know, why it’s important & how to take action
Find **personalized** prevention info based on:

- Age
- Sex
- Pregnancy Status
Colorectal cancer screening saves lives

By answering the following questions patients can make health care decisions that fit their preferences

Then together with their doctor patients can choose the best screening test for them
NVPO and ODPHP collaborated to develop the “Your Best Shot” video series, which highlights the importance of vaccines across the lifespan.

Each video focuses on a particular disease — whooping cough, shingles, or pneumococcal disease — and helps people understand why they need to get vaccinated.
To order free copies of the Eat Healthy, Be Active Community Workshops in English, please go to https://epublication.fda.gov/epub/ and click these filters: Nutrition > Health educators > Orderable Hardcopies > Apply, and scroll down to Eat Healthy, Be Active Community Workshops.

Print copies will be available in Spanish in limited quantities as soon as possible.

If you have any questions or concerns please email Holly.McPeak@hhs.gov

For the online version go to: https://health.gov/dietaryguidelines/2015/workshops/
Centers for Disease Control and Prevention
Evidence-Based Tools and Interventions: Improving Health and Reducing Cost in Clinical and Community Settings

Jim Kucik, PhD, MPH
Deputy Director, Policy Research, Analysis, and Development Office
Office of the Associate Director for Policy
Centers for Disease Control and Prevention

From Care to Coverage webinar
August 7, 2018
OADP’s Mission: Identify and advance opportunities to use policy, leverage health system transformation, and engage other sectors to improve the public’s health.

OADP’s Priorities:

• Identify high-value prevention and public health policies and interventions
• Increase the understanding and use of credible evidence of prevention’s impact by policy makers, health care, and public health
• Catalyze collaboration among public health, health care, and other sectors
The 3 Buckets of Prevention

1. Increase the use of clinical preventive services
2. Provide services that extend care outside the clinical setting
3. Implement interventions that reach whole populations

Increasing Preventive Health Care through the CDC Prevention Checklist

- **Tests**
  - Blood Pressure
  - Diabetes
  - Cholesterol

- **Cancer Screenings**
  - Mammograms
  - Colonoscopies

- **STD Screenings**
  - Sexually Transmitted Infections

- **Regular Visits**
  - Well-Woman, Well-Baby, and Well-Child

- **Vaccinations**
  - Flu, Pneumonia, Measles, Polio, Meningitis, and Other Diseases

- **Intervention**
  - Quit smoking
  - Lose weight
  - Eat healthy
  - Identify depression
  - Reduce alcohol use
  - Avoid sexually transmitted diseases
Clinical Preventive Services and the Affordable Care Act

Sets of recommended services are covered with no cost-sharing by certain plans:

- All services recommended “A” or “B” by the United States Preventive Services Task Force
- All immunizations recommended by the Advisory Committee on Immunization Practices
- All recommendations for women and children recognized by HRSA
  - Bright Futures services recommended the American Academy of Pediatrics (AAP)
  - IOM report: Clinical Preventive Services for Women
  - Recommended Uniform Screening Panel of the Discretionary Advisory Committee on Heritable Disorder in Newborns and Children

Source: https://www.kff.org/health-reform/fact-sheet/preventive-services-covered-by-private-health-plans/
CDC Prevention Checklist

www.cdc.gov/prevention
CDC Prevention Checklist

Get Preventive Health Care Resources
FOR YOU OR SOMEONE YOU CARE ABOUT

I WANT INFORMATION FOR

- Me, My Child, Someone Else
- My Patient

SEX

- Male
- Female

AGE

29

SUBMIT
Doctors' recommendations for men age 29:

- **Get Your Blood Pressure Checked**
  Get your blood pressure checked at least once every 1-2 years. Ask your doctor how often you need to get checked. (USPSTF)
  More information from CDC

- **Get Tested for HIV**
  Get tested for HIV at least once. You may need to get tested more often depending on your risk. (USPSTF)
  More information from CDC

**HIV Testing: Questions for the doctor**

- **Get a Seasonal Flu Vaccine**
  Get a flu vaccine every year to protect yourself and others from the flu. (ACIP)
  More information from CDC

- **Get Important Vaccines**
  Get important adult vaccines (vaccinations). (ACIP)
  More information from CDC
  CDC. What vaccines do you need?

- **Watch Your Weight**
  Ask your doctor if you are at a healthy weight. (USPSTF)
  More information from CDC
CDC Prevention Checklist - Patient

Based on family history and other risk factors, doctors' recommendations for some men age 29:

- **Talk with a Doctor about Your Alcohol Use**
  If you are concerned about your drinking, ask your doctor about screening and counseling. (USPSTF)
  More information from CDC

- **Get Your Cholesterol Checked**
  If you or someone in your family ever had heart disease, or if you have other risk factors for heart disease (like smoking, diabetes, high blood pressure, or obesity), get your cholesterol checked once every 5 years. (USPSTF)
  More information from CDC

- **Talk with Your Doctor about Depression**
  Talk with your doctor about how you are feeling if you have been sad, down, or hopeless. (USPSTF)
  More information from CDC

- **Take Steps to Prevent Type 2 Diabetes**
  If you have high blood pressure, ask your doctor if you need to be screened for type 2 diabetes. (USPSTF)
  More information from CDC
  Take Steps to Prevent Type 2 Diabetes

- **Get Help with Healthy Eating**
  If your doctor has told you that you are at risk for heart disease or diabetes, ask about dietary counseling. (USPSTF)
  More information from CDC
  Losing Weight: Questions for the doctor

- **Take Steps to Protect Yourself from Relationship Violence**
CDC Prevention Checklist

Get Preventive Health Care Resources
FOR YOU OR SOMEONE YOU CARE ABOUT

I WANT INFORMATION FOR
- Me, My Child, Someone Else
- My Patient

SEX
- Male
- Female

AGE
- 29

SUBMIT

CDC
CDC Prevention Checklist - Provider

Clinical guidelines recommend these services for all men age 40+

- **Immunizations (ACIP)**
  - Influenza (1 dose annually)
  - TD/Tdap (Substitute 1-time dose of Tdap for Td booster, then boost with Td every 10 years)
  - Varicella (up to 2 doses)
  - MMR (1 or 2 doses)
  - PPSV (if risk factor is present)
  - PCV (if risk factor is present)
  - Meningococcal (if risk factor is present)
  - Hepatitis A (if risk factor is present)
  - Hepatitis B (if risk factor is present)
  - Recommendations are for all persons who lack documentation of vaccination or have no evidence of previous infection, and for whom the vaccines are not contraindicated.
  - Please see the immunization schedule for footnotes and important information for each vaccine.

- **Blood Pressure in Adults (hypertension): Screening**
  - Screening for high blood pressure in adults aged 18 and older. (USPSTF)

See Billing Information for details.
Cholesterol Screening

Procedure codes: 36415, 36416, 80061, 82465, 83718, 83719, 83721, 84478
ICD-9: V70.0 or V77.91, Hypertension Diagnosis Codes, Diabetes Diagnosis Codes
ICD-10: Z00.00, Z13.220, Hypertension Diagnosis Codes, Diabetes Diagnosis Codes

Colorectal Cancer Screening

ICD-9: V16.0, V18.51, V18.59, V70.0, V72.62, V76.41, V76.50, V76.51
ICD-10: Z00.00, Z12.10, Z12.11, Z12.12, Z80.0, Z83.71, Z83.79

Depression

Procedure codes: 99420, G0444
ICD-9: V79.0
ICD-10: Z13.89

Diabetes Screening

Procedure codes: 36415, 36416, 82947, 82948, 82950-82952, 83036
ICD-9: V70.0 or V77.1 AND Hypertension Diagnosis Codes
ICD-10: Z00.00, Z13.1 AND Hypertension Diagnosis Codes

Genetic Counseling and Evaluation for BRCA Testing

Procedure codes: 96040, 99201-99205, 99211-99215, 99385-99387, 99395-99397, S0265
ICD-10: Z80.3, Z80.41, Z85.3, Z85.43, Z15.01, Z15.02

Gonorrhea Screening
The 3 Buckets of Prevention

1. Traditional Clinical Prevention
   Increase the use of clinical preventive services

2. Innovative Clinical Prevention
   Provide services that extend care outside the clinical setting

3. Community-Wide Prevention
   Implement interventions that reach whole populations

Community-Wide Health Improvement Initiatives

www.cdc.gov/chinav
CHI Navigator – Purpose

Support hospitals, health systems, public health, and other community organizations and stakeholders interested in improving the health of their communities.
CHI Navigator Overview

• Toolbox to enable collaborative community health improvement (CHI) work:
  • Infographic-storyline that sets the stage for collaborative work
  • Brief case examples from health system partnerships with external partners
  • Focused set of tools to support effective collaborations
  • Database of evidence-based interventions to support movement to action
INVEST IN YOUR COMMUNITY

WHAT
Know What Affects Health

WHERE
Focus on Areas of Greatest Need

WHO
Collaborate with Others to Maximize Efforts

HOW
Use a Balanced Portfolio of Interventions for Greatest Impact

- Action in one area may produce positive outcomes in another.
- Start by using interventions that work across all four action areas.
- Over time, increase investment in socioeconomic factors for the greatest impact on health and well-being for all.

VISIT www.cdc.gov/CHInav FOR TOOLS AND RESOURCES TO IMPROVE YOUR COMMUNITY'S HEALTH AND WELL-BEING
INVEST IN YOUR COMMUNITY

4 Considerations to Improve Health & Well-Being for All

- **WHAT**
  - Know What Affects Health

- **SOCIOECONOMIC FACTORS**
  - 40%

- **CLINICAL CARE**
  - 20%

- **HEALTH BEHAVIORS**
  - 30%

- **PHYSICAL ENVIRONMENT**
  - 10%

www.countyhealthrankings.org

- Action in one area may produce positive outcomes in another.
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- Over time, increase investments in socioeconomic factors for the greatest impact on health and well-being for all.

VISIT [www.cdc.gov/CHInav](http://www.cdc.gov/CHInav) FOR TOOLS AND RESOURCES TO IMPROVE YOUR COMMUNITY'S HEALTH AND WELL-BEING.
Your zip code can be more important than your genetic code. Profound health disparities exist depending on where you live.
INVEST IN YOUR COMMUNITY 4 Considerations to Improve Health & Well-Being for All

Collaborate with Others to Maximize Efforts

Collective Vision

WHO

- Nonprofits
- People
- Community Developers
- Businesses
- Education
- Government
- Health Insurers
- Public Health
- Health Care Providers
- Faith-Based Organizations
- Philanthropists & Investors
INVEST IN YOUR COMMUNITY

4 Considerations to Improve Health & Well-Being for All

HOW

Use a Balanced Portfolio of Interventions for Greatest Impact

- Action in one area may produce positive outcomes in another.
- Start by using interventions that work across all four action areas.
- Over time, increase investment in socioeconomic factors for the greatest impact on health and well-being for all.
Selecting Actions to Implement: Database of Interventions

• Search engine of proven interventions can help move partnerships from planning to implementation and action, and in the end, to improved community health and well-being

• Drawn from source databases that met defined criteria for level of evidence and accessibility

• Search for interventions addressing specified risk factors associated with leading causes of illness and death in the U.S.

• Filter results by target populations, target outcomes/indicators, intervention types or settings/locations, and assets
Database of Interventions (cont’d)

- **Select Filters**
  - TARGET RISK FACTORS
    - Tobacco Use and Exposure
    - Unhealthy Diet
    - High Blood Pressure
    - Obesity
    - Physical Inactivity
    - High Cholesterol
    - Diabetes

- **TARGET POPULATIONS**
  - Racial/Ethnic Minorities
  - Low Income
  - Children/Adolescents
  - Families
  - Older Adults
  - Men
  - Women
  - Urban
  - Rural

- **TARGET OUTCOMES OR INDICATORS**
  - Tobacco Use and Exposure
  - Physical Activity
  - Healthy Food/Beverage Intake
  - Cholesterol/Lipid Level
  - Blood Pressure
  - Hemoglobin A1c/Glycemic Control
  - Body Mass Index/Weight
  - Health Care Costs
  - Mortality
  - Treatment Adherence

- **INTERVENTION SETTINGS/LOCATIONS**
  - Rural/Urban
  - School

- **Four ACTION Areas**
  - **SOCIOECONOMIC FACTORS**
    - 24 RESULTS
  - **PHYSICAL ENVIRONMENT**
    - 24 RESULTS
  - **HEALTH BEHAVIORS**
    - 28 RESULTS
  - **CLINICAL CARE**
    - 14 RESULTS

- **FILTER BY ACTION AREA**
  - Showing All

- **INDIVIDUAL STUDIES**
  - The return on investment of a Medicaid tobacco cessation program in Massachusetts.

- **REVIEWS**
  - **Increase the Price of Tobacco**
  - **Reduce Cost for Tobacco Cessation Therapy**

- **REVIEWS**
  - Promoting Health Equity Through Education Programs and Policies: Comprehensive, Center-Based Programs for Children of Low-Income Families to Foster Early Childhood Development.
Database of Interventions (cont’d)

The return on investment of a Medicaid tobacco cessation program in Massachusetts.

BACKGROUND AND OBJECTIVE: A high proportion of low-income people insured by the Medicaid program smoke. Earlier research concerning a comprehensive tobacco cessation program implemented by the state of Massachusetts indicated that it was successful in reducing smoking prevalence and that those who received tobacco cessation benefits had lower rates of in-patient admissions for cardiovascular conditions, including acute myocardial infarction, coronary atherosclerosis and non-specific chest pain. This study estimates the costs of the tobacco cessation benefit and the short-term Medicaid savings attributable to the averse of inpatient hospitalization for cardiovascular conditions.

METHODS: A cost-benefit analysis approach was used to estimate the program’s return on investment. Administrative data were used to compute annual cost per participant. Data from the 2002-2006 Medical Expenditure Panel Survey and from the Behavioral Risk Factor Surveillance Surveys were used to estimate the costs of hospital inpatient admissions by Medicaid smokers. These were combined with earlier estimates of the rate of reduction in cardiovascular hospital admission attributable to the tobacco cessation program to calculate the return on investment.

FINDINGS: Administrative data indicated that program costs (including pharmacotherapy, counseling and outreach costs about $150 per program participant) and estimated inpatient savings per participant of $571 (range $399 to $583). Every $1 in program costs was associated with a $3.12 (range $3.00 to $3.25) in medical savings, for a 2.12 (range $2.00 to $2.25) return on investment to the Medicaid program for every dollar spent.

CONCLUSIONS: These results suggest that an investment in comprehensive tobacco cessation services may result in substantial savings for Medicaid.
The 3 Buckets of Prevention

1. Traditional Clinical Prevention
   - Increase the use of clinical preventive services

2. Innovative Clinical Prevention
   - Provide services that extend care outside the clinical setting

3. Community-Wide Prevention
   - Implement interventions that reach whole populations

2019hhttp://journals.lww.com/jphmp/Citation/publishahead/The_3_Buckets_of_Prevention_.99695.aspx
SIX WAYS TO SPEND SMARTER FOR HEALTHIER PEOPLE

- Reduce tobacco use
- Control blood pressure
- Prevent healthcare-associated infections (HAI)
- Control asthma
- Prevent unintended pregnancy
- Control and prevent diabetes
Sample results from States Implementing 6|18

- Estimated avoided state and federal costs from 2010 to 2014 through Colorado’s efforts to improve access to the most effective contraceptive methods¹

- Percent reduction in asthma-related hospital and emergency department costs for high-risk children enrolled in Rhode Island’s Home Asthma Response Program²

- Estimated annual hospital savings per participant following the implementation of Massachusetts’ enhanced Medicaid tobacco cessation benefit³


The 3 Buckets of Prevention

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201http://journals.lww.com/jphmp/Citation/publishahead/The_3_Buckets_of_Prevention_.99695.aspx
CDC's Population Health Initiative to Improve Health in 5 Years or Less

www.cdc.gov/HI5


**Social Determinants of Health**

**HI-5**

**HEALTH IMPACT IN 5 YEARS**

- School-Based Programs to Increase Physical Activity
- School-Based Violence Prevention
- Safe Routes to School
- Motorcycle Injury Prevention
- Tobacco Control Interventions
- Access to Clean Syringes
- Pricing Strategies for Alcohol Products
- Multi-Component Worksite Obesity Prevention

**Changing the Context**

Making the healthy choice the easy choice

- Early Childhood Education
- Clean Diesel Bus Fleets
- Public Transportation System
- Home Improvement Loans and Grants
- Earned Income Tax Credits
- Water Fluoridation
Thank you!

Jim Kucik, PhD, MPH
jkucik@cdc.gov

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