



Arizona Smokers' Helpline

Tobacco Cessation with ASHLine Employee Health and ROI

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Overview

Understand what tobacco use is costing your company and your role in helping employees quit.

- ✓ Tobacco use in Arizona
- ✓ Costs to employers associated with tobacco use
- ✓ Tobacco cessation under the Affordable Care Act
- ✓ Evidence-based tobacco cessation programs
- ✓ Return On Investment (ROI)
- ✓ ASHLine program services



Arizona Tobacco Statistics

Smoking is the leading cause of preventable disease and death in the U.S.

16.5% of Adults

8,300 deaths per year¹

\$2.38B in annual healthcare costs

\$2B in productivity loss²

Sources:

1. Arizona Behavioral Risk Factor Surveillance System, 2014

2. Center for Disease Control and Prevention. Smoking-attributable mortality, morbidity, and Economic Costs (SAMMEC): 2005-2009.

Smoking and Health

Smoking impacts nearly every system in the body.

- ✓ Smokers today are more likely to develop lung cancer than smokers 50 years ago
- ✓ Modern cigarettes have over 7,000 chemicals



Costs to Employers

Annual excess costs to employ a smoker is almost \$6,000.

Category	Best Estimate Annual Costs	High Range	Low Range
Excess Absenteeism	\$517	\$576	\$179
Presenteeism	\$462	\$1,848	\$462
Smoking Breaks	\$3,077	\$4,103	\$1,641
Excess Healthcare Costs	\$2,056	\$3,598	\$899
Pension Benefit	(\$296)	\$0	(\$296)
Total Costs	\$5,816	\$10,125	\$2,885

Source: Berman M, Crane R, Seiber E, Munur M. Estimating the Cost of a Smoking Employee. Tobacco Control. 2013.

Calculating Your Costs

What is smoking really costing your business?



100

Organization Size



16%

Smoking Prevalence



\$6,000

Annual excess cost
per employee

16 smokers x \$6,000 excess cost per employee
\$96,000 in annual unnecessary costs

ACA Tobacco Cessation Coverage Requirements

Employer-sponsored insurance is required to cover:

- ✓ 4 sessions of individual, group and phone counseling
- ✓ 90 days of all 7 FDA-approved smoking cessation medications
- ✓ 2 quit attempts per year
- ✓ No prior authorizations for treatments
- ✓ No cost sharing

Source: American Lung Association, US Department of Labor



ACA Tobacco Cessation Coverage Requirements

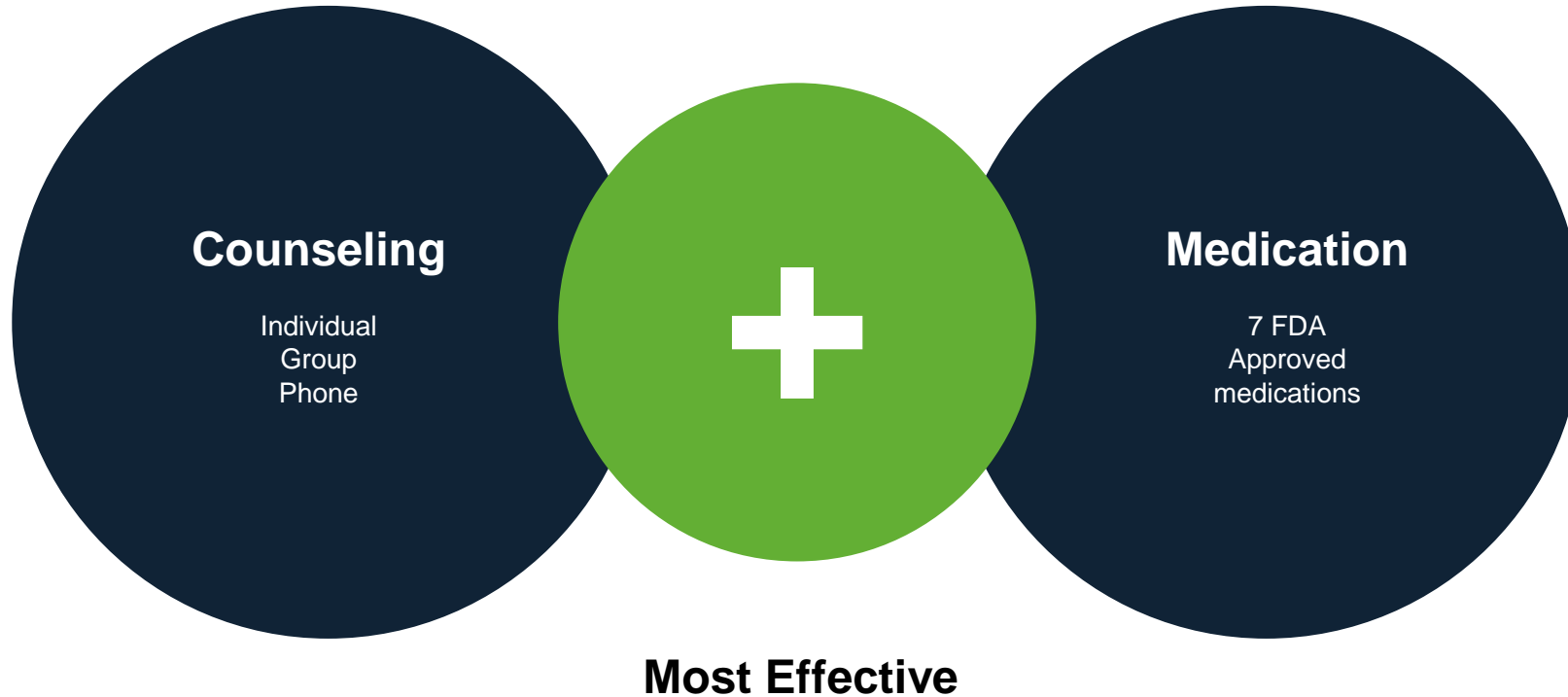
Tobacco surcharges are allowed.

- ✔ Tobacco users may be charged up to 50% more for insurance premiums compared to non-tobacco users
- ✔ Employers must provide a reasonable alternative program
- ✔ Behavioral counseling with medication support



Structuring a Tobacco Cessation Benefit

An optimal benefit is evidence-based.



These two combined **doubles the chances of quitting** for good.
It is important to cover multiple quit attempts since relapse is a part of the quit process.

Return On Investment (ROI)

Treatment for tobacco cessation is among the most cost-effective preventive services.

Evidence-based tobacco cessation benefit programs result in positive ROI:

- ✓ Within the **first year** due to productivity increases
- ✓ After **two years** due to medical savings

Other reasons to provide a comprehensive tobacco cessation benefit.



70% Of tobacco users want to quit

5% Of people succeed without assistance



- Using an evidence-based program can more than double the likelihood of a successful quit.
- Creates a culture that supports others to quit.



Source: American Health Plan Insurance. Making the Business Case for Tobacco Cessation.

What is ASHLine

Arizona Smokers' Helpline, offering evidence-based tobacco cessation services.

Telephone Coaching

- Individualized weekly coaching
- English and Spanish speaking coaches
- Client centered goals
- 24/7 live answer

01



02



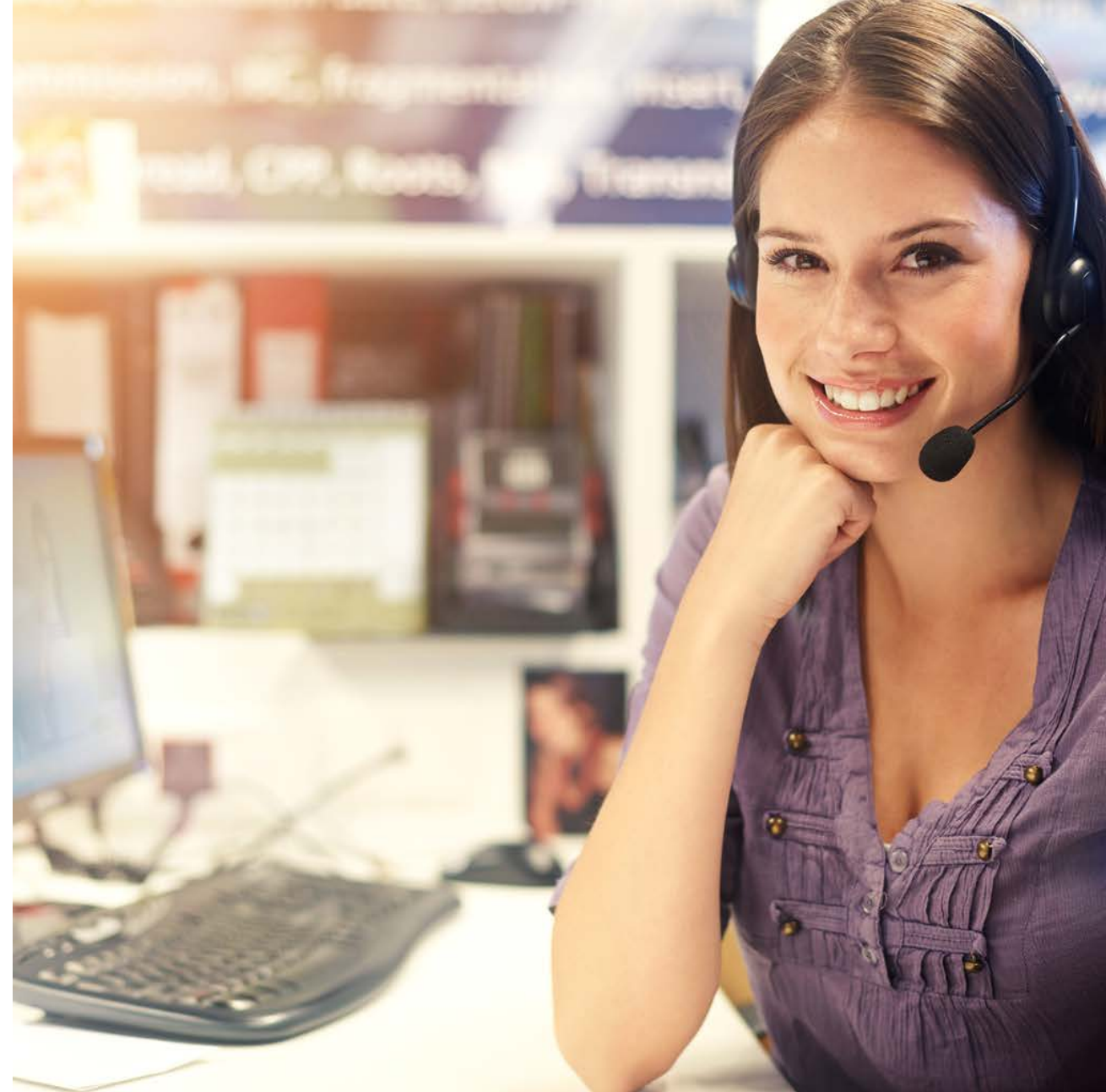
Medication

- Over-the-counter nicotine replacement therapy (gum, patch, lozenge)

ASHLine Telephone Coaching

Client-directed, outcome informed.

- ✓ Focus on practical counseling (i.e. problem solving skills), support and encouragement
- ✓ Motivational Interviewing (MI)
Elicits and supports behavior change by exploring and resolving ambivalence
- ✓ Realistic goal setting with accountability



Other ASHLine Services

ASHLine's tobacco cessation program includes assistance with promotion and evaluation

- ✔ Marketing materials
- ✔ On-site promotion and enrollment
- ✔ Comprehensive reporting packages
 - Referral outcomes
 - Service utilization
 - Long-term outcomes



Why ASHLine

ASHline is a leader in tobacco cessation.

- **Over 20 years of experience** serving Arizonans
- Nonprofit, academic-based
- Data-driven practice/continual improvement
- Multimodal (phone, SMS, email, web-based)
- Diverse and educated counseling staff with over 160 years of combined experience
- Personalized approach for better outcomes
 - **41% quit rate FY16**
- Bilingual
- 24/7 live answer

Conclusions

Covering tobacco cessation services:

- ✓ Must be **evidence-based**
- ✓ Is **cost effective** for employers
- ✓ Is **required under ACA**
- ✓ Results in **short term ROI**
- ✓ Sets a culture of health promotion
- ✓ Empowers employees to make other health changes

ASHLine can provide your company with a personalized tobacco cessation program.



Questions

Mission

Breathing vitality into the lives of Arizonans through
Inquiry. Innovation. Inspiration.

Vision

An Arizona where everyone achieves a healthy lifestyle

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