

Overview

Health Tradition Health Plan—in our role as a regional leader in offering value-added insurance and wellness services in Wisconsin—now offers a tobacco cessation benefit to Plan members. Research has repeatedly demonstrated that tobacco users are four times more successful in quitting tobacco when they engage in a program that combines counseling with nicotine replacement therapy. **Therefore Health Tradition requires members to enroll in counseling (either in-person or telephone) in order for over-the counter nicotine replacement therapy to be a covered benefit.**

Who is eligible?

Only Health Tradition members (18 years and older) who are enrolled through their employer are eligible. Premier and Premier Plus (employer group) members are eligible. Badger Care Plus, 65Plus and Premier One members are not eligible.

What does the benefit cover?

- » Tobacco cessation counseling; either in-person or over the telephone
- » Over-the-counter nicotine replacement medications, with a lifetime ceiling of \$500 paid by the Plan (This is in addition to any prescription medications already available under your current drug plan).

How do I enroll in the program?

- » In-person counseling at La Crosse or Sparta campus: 1-877-778-8771
- » Telephone counseling through the Mayo Clinic Tobacco Quitline: 1-877-817-0936

Benefit requirements

- » A referral from your Primary Care Provider (PCP) is required prior to enrolling in the in-person counseling. Your PCP will determine the need for an office visit prior to making the referral. This office visit is not covered under the tobacco cessation benefit. This office visit would be billed as a routine office visit.
- » No physician referral is required for telephone counseling.

What over-the-counter nicotine replacement therapy tobacco cessation aids are covered?

Nicotine gum, patches and lozenges are covered.

What prescription drugs for tobacco cessation are covered?

- » For members whose prescription drugs are covered by Health Tradition Health Plan, medications included on the Health Tradition formulary (e.g. Bupropion and Chantix), will be covered under your current drug plan at the designated co-pay. Nicotine Inhalers and Spray are not covered by Health Tradition.

For State of Wisconsin members, please refer to your prescription drug plan offered through Navitus, for covered tobacco cessation prescription medications.

- » The in-person or telephone tobacco treatment counselors may recommend a prescription tobacco cessation medication. You are responsible for obtaining a prescription medication from your primary care provider.

Is there a co-payment for over-the-counter nicotine replacement therapy medication?

Effective 2/1/2011, there will no longer be a co-payment for over-the-counter nicotine replacement therapy, received through the tobacco cessation benefit.

Where do I pick up my over-the-counter nicotine replacement therapy medication?

» The in-person tobacco treatment counselor will contact your primary care provider regarding recommended over-the-counter nicotine replacement therapy. For members whose prescription drugs are covered by Health Tradition Health Plan, you may pick up the over-the-counter nicotine replacement therapy medication two days after meeting with the counselor, at any SXC Health Solutions Inc, pharmacy. Call your pharmacy to ensure the order has been processed before going to the pharmacy.

For State of Wisconsin members, please refer to your pharmacy provider network available through Navitus, for participating pharmacies.

- » Effective 2/1/2011, there is no co-payment charged to you for over-the-counter nicotine replacement therapy received through the tobacco cessation benefit.
- » Over-the-counter nicotine replacement therapy ordered through the Mayo Clinic Tobacco Quitline will be mailed to you. There is no co-payment required for these medications.

Limitations and Exclusions

- » The plan will cover two quit attempts per year and four quit attempts per lifetime.
- » There is a \$500 plan-paid lifetime ceiling on the purchase of over-the-counter nicotine replacement therapy medications.
- » You MUST enroll in counseling (either in-person or telephone) for the over-the-counter nicotine replacement therapy to be a covered benefit.
- » You may not receive refills of over-the-counter nicotine replacement therapy without authorization by a tobacco treatment counselor.
- » For members whose prescription drugs are covered by Health Tradition Health Plan, the plan will cover the following single or combination prescription/over-the-counter nicotine replacement therapy for each quit attempt:
 - Varenicline (Chantix) alone
 - OR
 - Bupropion (Zyban) + 1 over-the-counter nicotine replacement therapy
 - OR
 - 2 over-the-counter nicotine replacement therapy

For State of Wisconsin members, please refer to your prescription drug plan offered through Navitus to ensure what prescription medications are covered for tobacco cessation.

For more information

For questions on the new Health Tradition Health Plan tobacco cessation benefit, call Customer Service at 1-877-832-1823.