

Tobacco Cessation Policy

West Virginia Medicaid makes tobacco cessation services available to members enrolled in an approved phone coaching program. Medicaid members in Fee for Service, Aetna, Unicare and West Virginia Family Health Plans are eligible for enrollment in the Bureau for Public Health Quitline, which can be reached by calling 800-QUIT-NOW (800-784-8669). Medicaid members enrolled in The Health Plan should contact The Health Plan for information about enrolling in their tobacco cessation coaching program.

Nicotine replacement therapy and other smoking cessation agents are covered for all Medicaid members enrolled in one of the telephone coaching programs associated with their Medicaid coverage.

Smoking cessation agents fall into three general categories: Nicotine Replacement Therapies (NRT), Zyban (bupropion), and Chantix (varenicline). All agents are first line therapies and will be covered for 12 weeks. The products covered and their daily maximum limits include:

- Nicotine gum – 24 pieces per day
- Nicotine patches – 1 patch per day
- Nicotine lozenges – 20 lozenges per day
- Nicotine inhalers – 168 inhalers per 30 days
- Nicotine nasal spray – 4 spray bottles per 30 days (This therapy is reserved for those who have failed other forms of nicotine replacement therapy.)
Note-Drugs in this category may be combined for concurrent use.
- Bupropion – 300 mg. daily (NRT and bupropion will not be covered concurrently.)
- Varenicline – 2 mg. daily

Prior authorization for continuation of therapy beyond the initial 12-week approval requires a written appeal from the prescriber with documentation of efficacy and patient compliance. Compliance will be determined by claims review with no more than a five-day lapse between pharmacy fills of the current therapy.