



519.18 TOBACCO CESSATION SERVICES

TABLE OF CONTENTS

SECTION	PAGE NUMBER
Background	2
Policy	2
Reference	3
Glossary	3
Change Log	3

519.18 TOBACCO CESSATION SERVICES

BACKGROUND

Tobacco use increases the risk for cancers, coronary artery disease, vascular disease, chronic pulmonary disease, and infertility, which increases the need for health care services.

West Virginia Medicaid offers tobacco cessation services to assist members to discontinue use of tobacco products. Through West Virginia Medicaid, participants have access to tobacco cessation medications, coaching, or counseling. Using evidence-based programs can more than double success rates of tobacco cessation.

POLICY

West Virginia Medicaid makes tobacco cessation services available to members enrolled in an approved phone coaching program*. Medicaid members in both Fee for Service and Managed Care Plans are eligible for enrollment in the Bureau for Public Health Quitline <https://wvtobaccoquitline.com/> 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). Drugs may be combined for concurrent use, unless contraindicated. 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 – 16 cartridges per day
- Nicotine nasal spray – 12 spray bottles per 30 days (This therapy is reserved for those who have failed other forms of nicotine replacement therapy.)
- Bupropion – 300 mg. daily
- Varenicline – 2 mg. daily

*Medicaid members, who are currently admitted to an in-patient facility and have initiated smoking cessation pharmacotherapy may be granted a 4-week approval upon discharge. The prescriber should call the Rational Drug Therapy Program at 1-800-847-3859 to obtain a short-term authorization.

Quantity Limits and step therapies may apply as specified above. The member is still required to initiate a call to the Quitline to be enrolled in an approved coaching program to have the remainder of their therapy covered by Medicaid. An additional 8 weeks of therapy shall be authorized after the member is fully enrolled with the coaching program. Requests for therapy beyond the initial combined 12-week approval may be granted if continuation of therapy requirements have been met.

Approval Duration: Initial approval is for 12 weeks. Additional therapy may be approved.

**Regarding continuation of therapy and multiple quit attempts: Prior authorization for continuation of

519.18 TOBACCO CESSATION SERVICES

therapy beyond the initial 12-week approval requires a written letter from the prescriber briefly addressing the efficacy of the current therapy, the reason a longer than typical course of therapy is required and the readiness of the patient to quit.

Medicaid understands that it is common for patients to fail multiple attempts at tobacco cessation. Coverage for multiple attempts per year is available; however, documentation must be provided (as above) with the prior authorization request.

[Tobacco Cessation Extension Form](#)

In addition, West Virginia Medicaid may reimburse physicians, physicians assistants (PAs), and/or advanced practice registered nurses (APRNs) for tobacco cessation counseling to symptomatic members using Current Procedural Terminology (CPT) codes 99406 or 99407. These sessions are face-to-face, time sensitive, and must be documented in the member's medical record and available to BMS or its designee upon request. This service can be billed on the same day as evaluation and management services if the evaluation and management service is significant and separately identifiable from the tobacco cessation counseling. The evaluation and management service must be billed with the appropriate modifier to indicate the additional service.

Non-covered services are not eligible for a West Virginia Department of Health and Human Resources (DHHR) Fair Hearing. See [42 § 431.220 When a hearing is required](#) for more information.

GLOSSARY

Definitions in [Chapter 200, Definitions and Acronyms](#) apply to all West Virginia Medicaid services, including those covered by this chapter. Definitions in this glossary are specific to this chapter.

Tobacco Cessation Services: Medications and counseling provided to discontinue the use of tobacco.

REFERENCE

West Virginia State Plan [Section 3.1-A\(4\)\(d\)](#) references smoking cessation services for pregnant women.

CHANGE LOG

REPLACE	TITLE	EFFECTIVE DATE
Entire Chapter	Tobacco Cessation Services	January 15, 2016
Entire Chapter	Added specific NRT and smoking cessation agents, added specific CPT codes covered for counseling, and formatted paragraphs.	March 1, 2020
Entire Chapter	Updated specific NRT and smoking cessation agents.	January 1, 2022
Entire Chapter	Updated NRT section and removed prior authorization for first 12 weeks.	March 16, 2023
	Removed limit on 99406 and 99407.	