

Smoking Cessation Options

Blue Cross Blue Shield of Massachusetts



Prevention and Wellness

Quit smoking with Blue Cross Blue Shield of Massachusetts (BCBSMA). Take the first step to a healthier, smoke-free you with the various options available as a BCBSMA member. Quitting tobacco is one of the best things you can do to improve your health and the health of those around you.

QuitNet Program Overview

QuitNet provides a unique online community on their way to a tobacco-free life. With QuitNet you'll receive:

- A QuitNet homepage online designed just for you, complete with quit-related statistics like "Time Smoke-Free" and "Lifetime Dollars Saved"
- Online support from a Q-Counselor, including practical information and personal counseling to help you successfully stop smoking
- Medication selection wizard
- A motivational QuitGuide to help you stay smoke-free
- Inspirational online community forums that will help you to stay tobacco free
- Fun and helpful QuitTips support, delivered regularly by e-mail

Trained QuitNet Coaches are Available to Help!

All of our quit line coaches have a minimum of a bachelor's degree in counseling or a health related field, with many having their Master's degree. We also have a comprehensive recruitment and selection process that includes reference checking, license verification, and tracking of license renewals. Our coaches complete an intensive behavior change training program plus an additional 40 hours of training focused on tobacco cessation. Continuing training occurs for the duration of each coach's QuitNet employment.

Access QuitNet Today!

Overcoming tobacco dependency isn't easy, but with QuitNet you have the tools to make the single best change for your health. Whenever you need it, QuitNet is there.

Online Enrollment

The first time you register for QuitNet, you'll want to set aside about 15 minutes to complete the process. Once registered, you'll be able to log on in a flash for future visits.

Step One:

Log on to www.mybluehealthma.com

Step Two:

New to MyBlueHealth? Click "First-Time Users Register Now" and enter your first name, last name, date of birth and the last four digits of your social security number. Follow the instructions to complete your registration.

Already registered with MyBlueHealth? Log in using your username and password.

Step Three:

You must take a short health questionnaire in order to access programming. If you just want to access QuitNet and other programs available on the MyBlueHealth site, choose the option "I already know my goals" after registering*. Complete the question set.

Step Four:

Set your goals and choose "stop smoking" as a goal and then select the QuitNet program as part of your action plan to get started today.

*If you wish to take a more in-depth health assessment and receive a comprehensive report, you also have the option of your Health Assessment, click the link under "Assess My Health" to begin. Upon the completion of the Health Assessment, your Personal Health Report will be available immediately and you can set your goals by clicking on "Change Goals".

State Quit line 1-800-Quit-Now

The state telephonic Quit line “QuitNow” is a free program for consumers looking to quit smoking. The following are the highlights of the program:

- Quit line is available at no cost
- Participants will work with the same smoking cessation specialist/coach through out the program.
- The Quit line offers 4 telephonic coaching calls, plus the initial intake call (5 calls total)
 - **Intake Call** (20-30 minute call): a tobacco treatment specialist gathers detailed information from the participant.
 - **Quit Date Call:** The member will receive a call on or around their quit date to provide support.
 - **2-3-Day Call:** Scheduled approximately 2-3 days post quit date, during which they will support the members quit-plan, quit-tools, etc,
 - **2 Calls remaining:** Scheduled approximately 1 week apart, during which the smoking cessation specialist continues to support of the member’s quit-plan, reviews and refers to resources (online, home mailings*)
- Participants are also referred to www.smokefree.gov (includes an online smoking cessation program, including a mobile App for a Smoke Free Quit Guide <http://smokefree.gov/apps/>) and www.makesmokinghistory.org (information) site.
- www.smokefree.gov includes a smoking cessation resource exclusively for women.
- The Quit line is bilingual
- Participants will receive an informational packet to support their cessation efforts.
- Smoking Cessation Specialists can provide a letter of completion for participants enrolled in the telephonic program.
- Self-reported Boston Residents and participants who work in Boston may be eligible to receive 2 weeks of free NRT’s.
- Smoking Cessation Specialists can provide a letter of completion for participants enrolled in telephonic program.
- Teen Texting (smokefreeTXT) option via www.smokefree.gov is now available (Cost may be associated to those without unlimited texting).
- Quit tips line - updated daily. 800-943-8284

Nicotine Replacement Therapy (NRT)

BCBSMA’s pharmacy benefits provide coverage for medications to help participants quit smoking. Studies show that combining smoking cessation medication with the support by phone may significantly increase a person’s chance of quitting successfully. We cover a wide variety of prescription and over-the-counter (OTC) medications that are available to help participants. Many smoking cessation products are over the counter (OTC) for example, Lozenges, Gum and Patches. If a prescription is obtained from participant’s physician for these OTC products the member may present the prescription to their pharmacist (or Express-Scripts, Inc. (ESI) (ESI mail service) and these products will be processed under your prescription drug (ESI) benefit.

Standard Smoking Cessation Benefit: Up to 90 days maximum per member per calendar year for Zyban and Up to 90 days maximum per member per calendar year for all other.

List of Drugs and Tiers:

| DRUG NAME | TIER* |
|----------------------------|----------------------|
| Nicotine Patch | 1 st tier |
| Bupropion HCL CR | 1 st tier |
| Commit Lozenge | 2 nd tier |
| Chantix | 2 nd tier |
| Nicotine Gum | 1 st tier |
| Nicoderm CQ | 2 nd tier |
| Nicotrol Cartridge Inhaler | 2 nd tier |
| Nicotrol Spray | 2 nd tier |
| Nicotrol Patch | 2 nd tier |
| Zyban Tablet | 3 rd tier |
| Nicorette Gum | 2 nd tier |

* Tier levels are subject to change without advance notice. Please check www.bluecrossma.com website or call Pharmacy Member Service at Blue Cross Blue Shield of Massachusetts for the most up-to-date tier information for a particular drug.