

TOC not required

214.100 Tobacco Cessation Products and Counseling Services

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In recognition of both the need and the ability to facilitate tobacco cessation, Arkansas Medicaid covers tobacco cessation counseling services and generic Zyban (bupropion for tobacco cessation) and nicotine replacement therapy (NRT), either nicotine gum or nicotine patches, through the Medicaid Prescription Drug Program. Tobacco cessation products either prescribed or initiated through statewide pharmacist protocol are available without prior authorization (PA) to eligible Medicaid beneficiaries. Additional information can be found on the **DHS Contracted Pharmacy Vendor website** or in the **Prescription Drug Program Prior Authorization Criteria**.

Counseling services and benefits are defined below:

- A. Prescribers must review the Public Health Service (PHS) guideline-based checklist with the patient.
- B. The prescriber must retain the counseling checklist and file in the patient records for auditing. **View or print the checklist.** A copy of the checklist is available on the Medicaid Web site at: <https://www.medicaid.state.ar.us/Download/provider/pharm/guideline.doc>

- C. Counseling procedures are limited to no more than two 15-minute units and two 30-minute units for a maximum allowable of 4 units per SFY do not count against the twelve (12) visits per state fiscal year (SFY), but they are limited to no more than two (2) 15-minute units and two (2) 30-minute units for a maximum allowable of four (4) units per SFY.

- D. For beneficiaries age twenty-one (21) and over, counseling procedures will count against the \$500 adult dental benefit limit. If the beneficiary is under the age of eighteen (18), and the parent/legal guardian smokes, he or she can be counseled as well, and the visit billed under that minor's beneficiary Medicaid number. The provider cannot prescribe meds for the parent under the child's Medicaid number. A parent/legal guardian session will count towards the four (4) counseling sessions limit described in section C above.

- E. Beneficiaries who are pregnant are allowed up to four (4) 93-day courses of treatment per calendar year.

NOTE: The course of treatment is defined as three consecutive months.

- F. If the beneficiary is in need of intensive tobacco cessation services, the provider may refer the beneficiary to an intensive tobacco cessation program, such as Stamp Out Smoking (SOS) Works. **View or print the Stamp Out Smoking Fax Referral Form** **View or print the Arkansas Be Well Referral Form.**

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- G. Additional prescription benefits will be allowed per month for tobacco cessation products during the approved PA period and will not be counted against the monthly prescription benefit limit. One benefit will be allowed for generic Zyban if the physician believes that generic Zyban therapy is appropriate and one benefit for NRT, either nicotine gum or patches. Tobacco cessation products are not subject to co-pay.

- H. D1320 – Tobacco counseling for the control and prevention of oral disease must be billed when the provider counsels and refers the beneficiary to an intensive tobacco cessation program.

- I. D9920 – Behavior management by report must be billed when tobacco counseling for the control and prevention of oral disease has been provided to the beneficiary.

- J. Refer to Section 262.100 and 262.200 for procedure codes and billing instructions.

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