SMOKING CESSATION MEDICATIONS CLARIFICATION

EFFECTIVE 4/1/2011

MVP to Require Prior Notification for Smoking Cessation Medications

You recently received a FastFax advising that prior authorization is required for smoking cessation medications effective 12/1/2010. That FastFax should have said we are implementing a prior notification requirement for these medications, not prior authorization. While not ideal, we believe this notification requirement is necessary to assist members in quitting smoking.

Routine clinical review of smoking cessation medication requests will not occur. However, any member who requests the aid of smoking cessation medication more than twice a year will be assessed for the appropriateness of the medication. Please use our existing MVP prior authorization form to notify us of each prescription. General correspondence is also acceptable. Your patient may fill his/her prescription at the pharmacy one business day after MVP has received your form.

We recognize this notification requirement is an added burden on you and we are exploring alternative approaches that will allow us to reach out to your patients in a timely manner. However, in the short term and effective 4/1/2011, we believe provider notification is necessary to ensure that members receive smoking cessation counseling as part of their comprehensive treatment plans.

About MVP’s Smoking Cessation Coverage

MVP members are eligible for full reimbursement for up to a 90-day supply of smoking cessation medications, including full coverage of copayments. Reimbursement will be provided when patients use a smoking cessation medication in conjunction with a smoking cessation counseling program, such as a certified and/or community telephonic or Web-based program. Examples include Freedom from Smoking (American Lung Association) and the NYS Smokers Quitline (and all other state quit programs).

Once MVP receives notification of your patient’s interest in attempting to quit smoking with the use of a prescribed medication, we will contact your patient to encourage him/her to fill the prescription and participate in a smoking cessation counseling program. We will also explain how copayment reimbursement can be obtained.

In response to the Patient Protection and Affordable Care Act (ACA), MVP will cover all smoking cessation agents, including over-the-counter medications, when prescribed by a licensed provider and a prescription is presented at a participating pharmacy. MVP encourages members to actively engage with their physicians and smoking cessation counselors to improve their chances of success in overcoming this addiction.

Chantix

Additionally, MVP has lowered the copay of the most-prescribed smoking cessation agent, Chantix, by reclassifying it as Tier 2 on our formulary. Even if the member does not participate in a counseling program, they will benefit from the enhanced formulary position of the most used smoking cessation agent.

As more guidance is issued clarifying the ACA requirements and as MVP evaluates this program’s impact on providers and members, we will communicate any updates about this program.

Questions? Please contact Provider Services. Representatives are available weekdays from 8:30 a.m. – 5:00 p.m. Eastern Time at 1-800-999-3920.