

# A Key Role for Health Coaches:



## *Integrated Approaches to Program Delivery*



**Timothy R. Cline, Ph.D., MCC**  
Senior Director of Clinical Training  
and Development

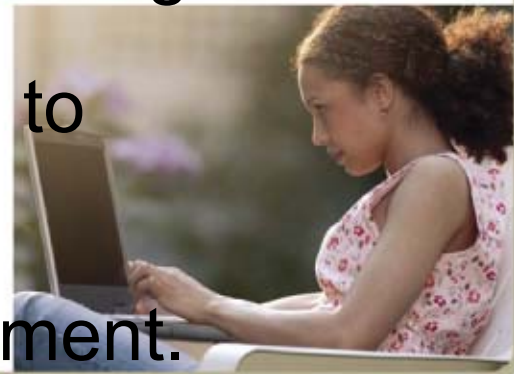


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# UPMC Smoke-Free Campus Initiative

## Phase 1 Objectives

- Change the social norm of acceptance of tobacco use.
- Increase awareness of benefits of quitting.
- Remove barriers of cost and access to treatment.
- Motivate smokers to engage in treatment.

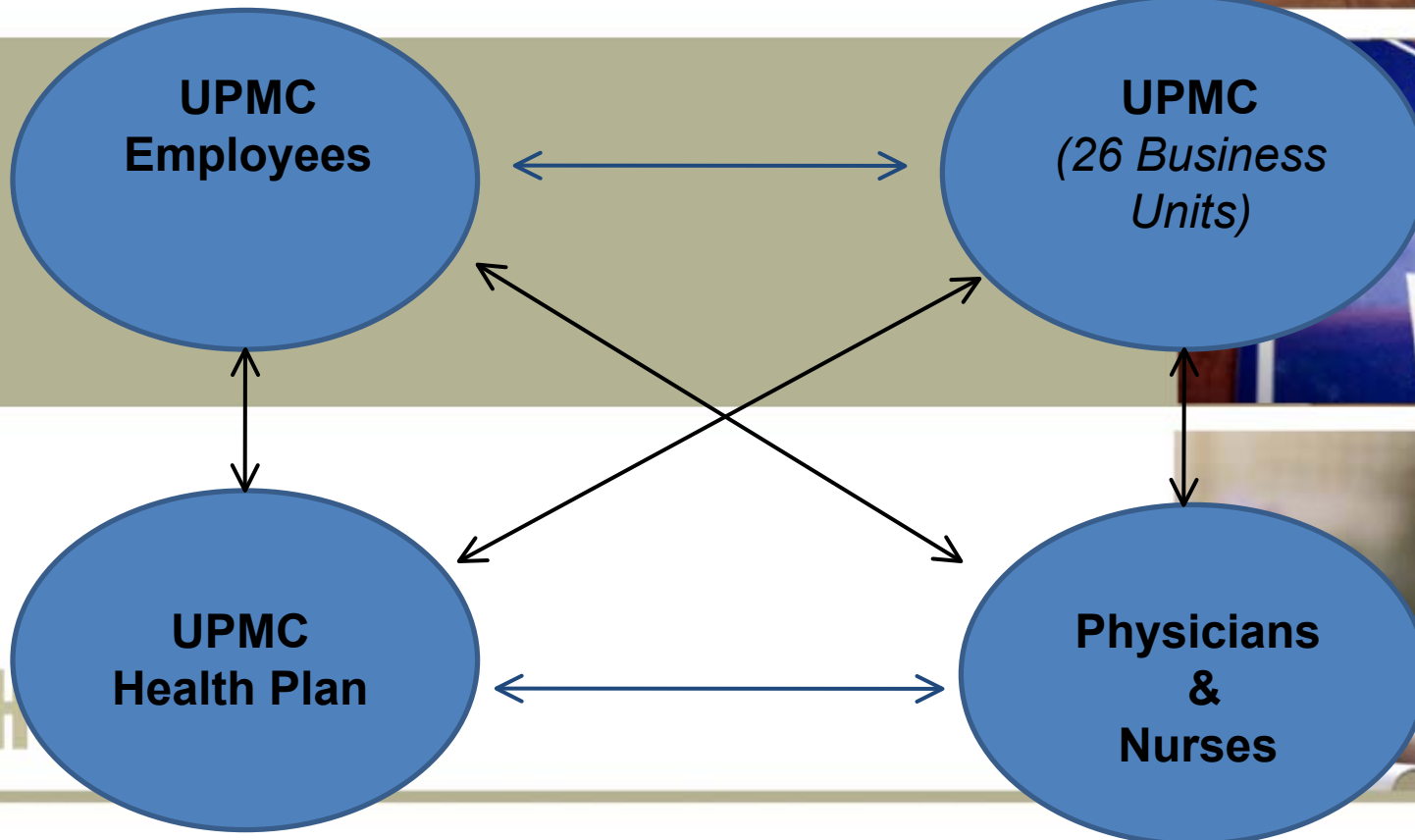


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# Systems Model

Target Community

Employer



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Care Providers  
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# Insurer: UPMC Health Plan

- Designed and coordinated the initiative
- Produced an integrated, sustained communications campaign
- Onsite education for employees
- Education and resources to care providers
- Multi-modal treatment options
- Pharmacist outreach to copay waiver users



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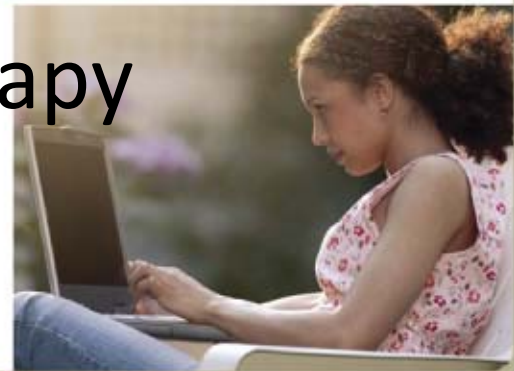
# Employer: UPMC



- Created wellness committees to implement policy and internal communications



- Funded no-cost pharmacotherapy



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# Care Providers

- Nurses

- National Nurses Week tie-in
- Advised smokers to quit
- Disseminated information on smoke-free campus

- Physicians

- Toolkits

- Counseled patients according to CPG
- Referred patients via fast fax forms for health coaching
- Advised patients on use of pharmacotherapy



# Target Community: UPMC Employee Members

- $\approx 30,000$  employees
- 17.1% smokers
- 50% professional and clinical
- Modal = female > 45 yo



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# Effects of Phase 1 Smoke-Free Campus Initiative on the System Partners



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# Insurer: UPMC Health Plan



- Able to demonstrate the value of its partnership with UPMC by enhancing the health and productivity of UPMC's employee population.



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# Employer: UPMC

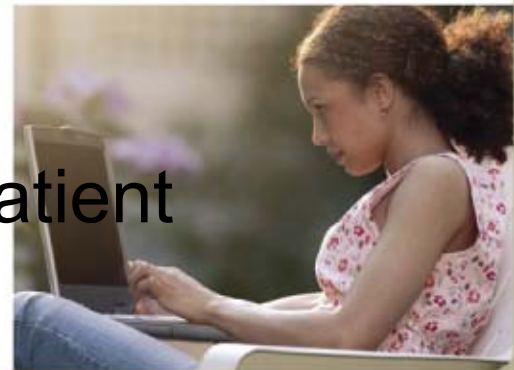
- Paid \$439,088 for medication, up from \$16,021 for the same period the year before.
- Average savings in claims and productivity per nonsmoking employee is \$3,141 per year.
- Potential savings of over \$2 million annually is possible.



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# Care Providers

- Increased compliance with Clinical Practice Guidelines for community of smokers
- Used fast-fax form for convenient referral to health coaching
- Copay waiver eliminated cost as a patient compliance issue.



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# Target Community: UPMC Employee Members



- 2,084 employees used copay waiver;  
1,869 of them “new starts”



- Percentage of employees who smoke  
dropped from 17.1% to 14.2%



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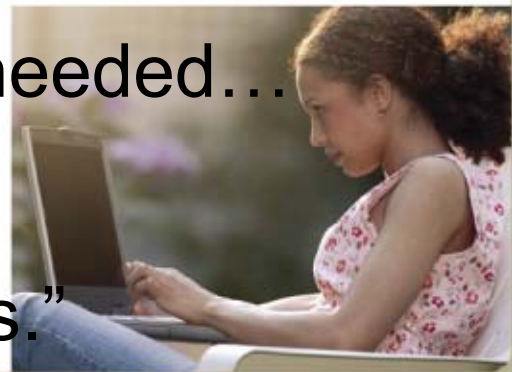
- Translates to 870 fewer smokers

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# Sampling of employee testimonials:

- “I am so happy to be smoke free after all these years!”
- “After smoking for 30 years, it was great to have the extra incentive to stop.”
- “Paying for Chantix was the push I needed... This was perfect. Thank you!”
- “I feel 110% better without cigarettes.”

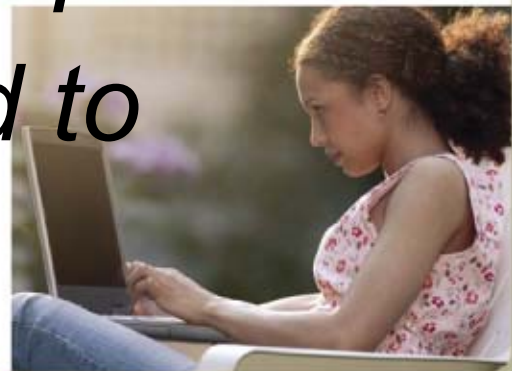


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# UPMC Smoke-Free

## Campus: Phase 2

*Lessons from Phase 1  
That Have Been Used to  
Design Phase 2*



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# In Phase 2

- Enrollment via health coach provides for baseline data collection and early health coaching engagement
- Full course of medication for all, regardless of when during the enrollment period (June 1 to August 31, 2008) medication begins
- Early outreach by pharmacists will address medication issues



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# In Phase 2 (cont.)



- Extension of copay waiver to covered spouse, domestic partner, and adult dependents provides social support context for quitting



- Health coach calls at 30, 90, and 180 days post-quit date provide for follow-up and outcomes tracking



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# Health Coaches Have the Key Role in Steps 3 - 7 of the Program Model

1. Stratification
2. Identification
- 3. Outreach**
- 4. Engagement**
- 5. Enrollment**
- 6. Intervention**
- 7. Assessment**
8. Analysis
9. Reporting

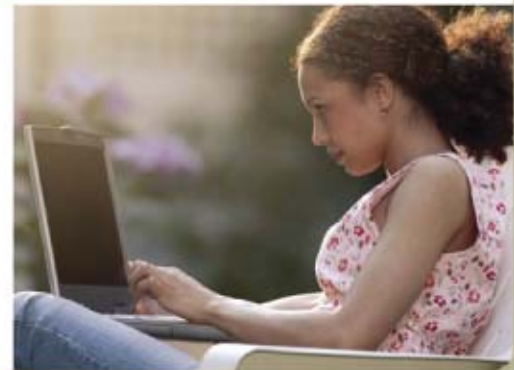


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# Phase 2 Enrollment to Date



- As of Day 18 of 90-day enrollment period, 181 employees have enrolled with health coaches.



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