



Cascade Health Alliance, LLC

Smoking Cessation Program

Presented to the Human Services Subcommittee on the Ways & Means
Committee

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Brief Overview of Cascade Health Alliance (CHA)

- Location
 - ✓ Klamath Falls
 - How long as Care Coordinated Organization
 - ✓ Over 20 years in healthcare
 - Membership
 - ✓ Over 17,000
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Klamath County Smoking Demographics

- Total Residents – 66,580
 - ✓ 10,300 Adult smokers, which is 15% of the population
 - ✓ 184 Deaths attributed to tobacco use
 - ✓ 51% made an attempt to quit
- Health Care Ranking (as of 2014)
 - ✓ 23% Adult population smoking
 - ✓ 33rd out the 33 ranked counties

Treatment Cost: Chronic Obstructive Pulmonary Disease (COPD)

- CHA's is projected to spend approximately in 2015
 - ✓ Direct costs (not including Oxygen)
 - ✓ Indirect costs (co-morbidities – e.g. Cancer, CHF, Admissions)
 - Ten year spend would easily top \$30 million with both direct and indirect cost
 - ✓ 1/6th of total Pharmacy budget (Direct costs)
 - ✓ 1,120 members of the 17,512 total members (6.4%)
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Nicotine Replacement Therapy Cost (including Chantix)

- \$20,450 (2014)
 - Treatment for 87 members
 - \$235 average per member
 - 29 members successful (\$730 per successful member)
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Projecting Cost

- 23% of 17,512 members – 4,027 smokers
 - $4,027 \times \$235 = \$945,345$ for smoking cessation
 - ✓ If the 4,027 progressed to COPD treatment
 - ✓ \$3.6 Million (at current costs)
 - Ten year direct and indirect = \$90 Million
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CHA's Program Design

- Nationally recognized American Lung Association “Freedom From Smoking”
 - Cold turkey –vs- Nicotine Replacement Therapy (NRT)
 - 7 week program
 - ✓ First visit orientation and who is truly motivated
 - ✓ Fourth visit quit day
 - ✓ Last class celebration
 - Expectations
 - ✓ Attend all classes as the program is progressive
 - ✓ Sign contracts
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CHA's Program Design (continued)

- Education
 - ✓ Second class shows DVD on the myths and actual facts of smoking
 - ✓ Forth class (quit day) show DVD on a smokers journey on her quit day
 - Support
 - ✓ Fellow smokers quitting together
 - ✓ Staff availability
 - Presenters
 - ✓ Ex-smokers and why they are so important
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Success Rate Statistics

- Success rate with classes
 - ✓ One out of three
 - National success with classes
 - ✓ One out of four
 - Without classes
 - ✓ One out of ten
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Benefits

- Why successful?
 - ✓ American Lung Association
 - Pay it forward
 - ✓ Norma
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Closing Thoughts

- Recreational Marijuana
 - ✓ Long-term health effects
 - ✓ Additional healthcare funding outside of SUD
 - Questions?
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