

Smokers' Quitline

NEWSLETTER OF THE NEW YORK STATE SMOKERS' QUITLINE

New York State Partnership for Tobacco Cessation Welcomes Health Plans!

The New York State Department of Health's Tobacco Use Cessation Centers and the New York State Smokers' Quitline, in collaboration with the New York State Office of Health Insurance Programs and the New York Health Plan Association are proud to announce the eighteen Health Plans joining an inaugural partnership program.

This initiative invited NY Health Plans to partner with Cessation Centers and the Quitline to enhance communication to their providers and members regarding tobacco use cessation, focusing on evidence-based resources that make a significant difference in improving quit rates.

As the first phase of this initiative, plans completed an online survey on tobacco use cessation benefits and services provided by their health plan. The plans are also promoting tobacco use cessation in member and provider websites and newsletters. It is anticipated this partnership will lead to increased provision and access of comprehensive tobacco use cessation therapy for more New York State residents.

We are pleased to welcome the following plans to the 2009 NYS Partnership for Tobacco Use Cessation:

Aetna	Fidelis Care
Affinity Health Plan	Gold Choice
AMERIGROUP Community Care	HealthFirst, Inc.
Atlantis Health Plan	Hudson Health Plan
BlueCross BlueShield of WNY	Independent Health
BlueShield of Northeastern NY	MetroPlus Health Plan
Broome MAX	MVP Health Care
CDPHP	SCHC Total Care
EmblemHealth	UnitedHealthcare
Excellus Health Plan	Univera

For more information about the 2009 NYS Partnership for Tobacco Use Cessation, please contact Patricia Bax, RN, MS, Marketing Coordinator for the Quitline at patricia.bax@roswellpark.org.