

2.4 Tobacco Use Policy Success Stories



Opportunities to Quit Smoking the people

Madison Paper Industries (MPI) is a manufacturer of supercalendered papers, employing 260 people in the town of Madison, Maine. MPI has had an active Wellness Group since mid-1999. The group was formed to address concerns specifically related to an increased incidence of cancer diagnoses among employees and their dependents, as well as increasing healthcare costs. Group members consist of employees from all levels of the company, both salaried (exempt and nonexempt) and unionized. Twelve employees participate regularly in the group, which became increasingly active in November 2001 when awarded a grant from the Maine Cardiovascular Health Program.

the need

Tobacco use is identified as the #1 risk factor for preventable disease. The Wellness Group at MPI identified through a survey that 22 employees had indicated they wanted to stop using tobacco and that many employees and covered dependents were unaware of MPI's Tobacco Use Cessation Benefit.

the idea

This Wellness Initiative involved three distinct components: 1) Increase employee knowledge of the dangers of tobacco use, 2) Promote MPI's Tobacco Cessation Benefit to employees and their insured dependents, and 3) Make individual counseling opportunities available to all employees and spouses who want to stop using tobacco.

the idea at work

In May of 2002, the Wellness Group purchased ten copies of the magazine *STOP*. The *STOP* magazine was received in June 2002 and was distributed to areas around the plant that are frequented by employees throughout their work shifts, namely control rooms and lunchrooms in various departments.

In June of 2002, a postcard was mailed to all employee homes outlining MPI's Tobacco Use Cessation Benefit. Also in June 2002, the Tobacco Use Cessation Benefit was promoted through a wellness newsletter article. In July 2002, the Tobacco Use Cessation Benefit was posted on all in-house bulletin boards.



In September 2002, MPI's healthcare utilization review company was contracted to provide individual counseling sessions on-site, during work hours, for all employees and spouses interested in stopping their use of tobacco. Postcards were developed and sent to all employee homes to make employee dependents aware of the offering.

the costs

The ten subscriptions to the *STOP* magazine cost \$128. Administrative costs associated with the distribution of the magazines were insignificant since we have a safety and security guard that routinely distributes notices throughout the plant.

The cost associated with the development of the postcard outlining the Tobacco Use Cessation Benefit was approximately \$125 (postcard stock = \$57 and postage = \$68) excluding the administrative cost of developing the postcard.

The cost associated with the offering of individual counseling sessions was contracted at \$50 per hour. Employee and spouse appointments were to be scheduled every half hour. The cost of making employee dependents aware of the individual counseling offering was approximately \$125 (postcard stock = \$57 and postage = \$68). Excluded in this cost analysis is the administrative cost of the MPI employee who negotiated the contract with the service provider and developed the written communication to employees and spouses.

the results

The magazine was well-received by employees. Many positive comments were received regarding the publication. Unfortunately, the June issue of *STOP* magazine was the only issue received, as publication of the magazine was halted due to financial trouble.

The postcard, newsletter article, and in-house bulletin board promoting the Tobacco Use Cessation Benefit appears to have heightened employee awareness of the benefit. According to our healthcare utilization review company, in 2002, 22 MPI employees, spouses, or family members accessed the Tobacco Use Cessation Benefit. Of the 22 contacts made, 12 did not enroll in the program after initial contacts; 7 completed cessation of nicotine products for

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Opportunities to Quit (continued)

90 days; 1 decreased use by 50% after 90 days; 1 had no significant reduction after 90 days; 1 case is still open and carried into 2003.

contact(s)

Eula DeRocle, Madison Paper Industries, P.O. Box 129, Madison, ME 04950, 207-696-1202, eula.derocle@madpaper.com

Postcard promoting the Tobacco Use Cessation Benefit

The MPI Wellness Group wants you to know...

You Have A Benefit That Can Help You Quit Using Tobacco

To use your benefit follow these steps...

- 1) Call 1-800-551-5590
- 2) Mention interest in MPI's Tobacco Use Cessation Benefit.
- 3) Work with a case manager, who will explain your benefit and provide you with cessation information, nicotine replacement options and support.



We understand quitting tobacco is hard. We know it is hard because nicotine is a very addictive drug. **There is help.** The benefit will pay for nicotine replacement therapy, support services, and more.

Do you know? Each day the tobacco industry loses 5,000 customers who die or quit tobacco use.

For a copy of the benefit contact Eula @ 696-1202

September 16 and 17
By Appointment

The Wellness Group is pleased to announce that Health Resource Limited (HRL), MPI's utilization review company, will meet with individuals interested in using our Smoking Cessation Benefit. All insured (employees, spouses and dependants) are encouraged to call Nancy @ 696-1229 to set up an appointment to meet, on site, with an HRL representative either day.

 **WELLNESS GROUP**

"The Road To A Healthy Tomorrow Starts Today"



Tobacco Use Cessation Benefit Summary

Expenses covered under this medical benefit are as follows:

- Physician-prescribed nicotine replacement medications covered as part of the Prescription Drug Benefit. The name brand and generic brand co-payments are required. Benefit for prescription medicines are limited to a maximum of \$300.00 per calendar year.
- Over-the-counter nonprescription nicotine replacement products. Benefit for nonprescription products limited to a maximum of \$150.00 per calendar year. Receipts to be submitted to Machigonne with completed claim form for reimbursement.
- Office/clinic visits related to tobacco use cessation therapy. Hypnosis and non-licensed therapy are also covered. These charges are limited to \$250.00 per calendar year.

Madison Paper Industries' independent utilization review company, Health Resources Ltd. (HRL), manages this benefit. Insured individuals are required to obtain an HRL case manager to receive stated benefits.

