



**Louisiana Department of Health  
Health Plan Advisory 20-14  
June 12, 2020**

**Tobacco Cessation for Pregnant Women**

Effective for dates of service on or after August 1, 2020, Louisiana Medicaid will cover tobacco cessation counseling and pharmacotherapy as extended services for pregnant women. The counseling sessions shall be face-to-face with an appropriate healthcare professional.

During the prenatal period through 60 days postpartum, pregnant women may receive up to four tobacco cessation counseling sessions per quit attempt, up to two quit attempts per calendar year, for a maximum of eight counseling sessions per calendar year. These limits may be exceeded if deemed medically necessary.

Reimbursement for tobacco cessation counseling shall be a flat fee based on the appropriate current procedural terminology (CPT) code.

Managed care organizations (MCO) will update their systems accordingly to accommodate these changes. All MCOs shall have completed their system updates along with any provider publications no later than 60 days from the date of this advisory.

If you have any questions regarding this mandate, please contact Becky Mouton at [Becky.Mouton@la.gov](mailto:Becky.Mouton@la.gov).