



Louisiana Department of Health
Health Plan Advisory 20-14
Revised October 14, 2020

Tobacco Cessation for Pregnant Women

Effective for dates of service on or after December 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 the beneficiary's primary care provider (PCP) or her obstetrical (OB) provider. Tobacco cessation counseling may be provided by other appropriate healthcare professionals upon referral from the member's PCP or OB provider but all care must be coordinated.

During the prenatal period through 60 days postpartum, beneficiaries 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. Claims for services exceeding the limits must be submitted hardcopy with supporting documentation. The documentation must detail the beneficiary's failed attempts to stop using tobacco products and that she still desires to quit.

Documentation in the beneficiary's record must indicate the pregnancy/postpartum status and estimated due date or date of delivery. In addition to documenting the coverage conditions met, the healthcare record must include verification of the counseling intervention and show a significant and separately identifiable service to support each counseling session.

Documentation must demonstrate at a minimum that the beneficiary was:

- Asked about tobacco use;
- Informed of the impact of smoking and advised to quit;
- Assessed for the willingness to attempt to quit;
- Assisted with setting a quit date;
- Assisted with the attempt to quit by providing methods and skills for quitting; and
- Arranged for follow-up counseling.

Reimbursement for tobacco cessation counseling shall be a flat fee based on the appropriate current procedural terminology (CPT) code. The -TH modifier is required when billing for tobacco cessation counseling within the prenatal period, but may not be used for services in the postpartum period. The CPT codes are time-based and the documentation of these services must include the amount of time spent with the patient. The diagnosis codes on the claim must reflect that the beneficiary is pregnant or within the 60-day postpartum period and has a tobacco/nicotine use disorder.

If tobacco cessation counseling is provided as a significant and separately identifiable service on the same day as an evaluation and management visit, supported by clinical documentation, a modifier to indicate a separate service may be used when applicable.

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.