



September 27, 2011

Cindy Mann, JD  
 Deputy Administrator  
 Director, Center for Medicaid, CHIP and Survey & Certification  
 Centers for Medicare and Medicaid Services  
 7500 Security Boulevard  
 Baltimore, MD 21244-1850

Dear Ms. Mann:

We are writing to express our support and appreciation for the Centers for Medicare and Medicaid Services' recent decision to make tobacco cessation quitline services for Medicaid beneficiaries an allowable Medicaid administrative cost expenditure and to expand Medicaid coverage of tobacco cessation services for pregnant women.

Medicaid coverage of tobacco cessation quitlines will help more tobacco users quit and reduce the death, disease, and health care costs resulting from tobacco use. As you are aware, tobacco use is the leading preventable cause of death in the United States, responsible for more than 400,000 premature deaths each year. Addressing tobacco use among Medicaid beneficiaries is particularly important. Medicaid beneficiaries use tobacco products at disproportionately high rates, and Medicaid spends \$30.9 billion a year treating tobacco-caused diseases. Quitlines are proven to substantially increase tobacco users' chances of quitting successfully. They are a low-cost and easily accessible tool for providing cessation services. Permitting Medicaid coverage of quitlines will improve the affordability of quitline services to states and, ultimately, reduce the cancer, heart disease, respiratory disease and other serious illnesses caused by tobacco use.

Providing access to comprehensive tobacco cessation services for all pregnant women enrolled in Medicaid will generate substantial health benefits to mother and child. Cigarette smoking is the greatest modifiable risk factor for pregnancy-related morbidity and mortality in the United States. We are pleased that all state Medicaid programs will now cover tobacco cessation services recommended by the Public Health Service and will impose no financial barrier for accessing them.

Your efforts to expand access to quitline services to Medicaid beneficiaries and comprehensive tobacco cessation services for pregnant women builds on the Administration's already strong support for tobacco cessation and prevention. Development of *Ending the Tobacco Epidemic: A Tobacco Control Strategic Plan for the U.S. Department of Health and Human Services*; the Family Smoking Prevention and Tobacco Control Act; prevention funding and tobacco cessation coverage under the Affordable Care Act; and expanded Medicare coverage of cessation counseling are just some of the advances in tobacco control championed by the Administration. There will also be additional opportunities to further expand comprehensive tobacco cessation benefits by requiring cessation be part of the Essential Health Benefit.

We thank you for your efforts to reduce the preventable disease and premature death caused by tobacco use and look forward to working with the Centers for Medicare and Medicaid Services and HHS to continue to expand tobacco cessation benefits.

Sincerely,

American Cancer Society Cancer Action Network  
American Heart Association  
American Lung Association  
Campaign for Tobacco-Free Kids  
American Academy of Family Physicians  
American Academy of Nurse Practitioners  
American Academy of Otolaryngology—Head and Neck Surgery  
American Academy of Pediatrics  
American Association for Cancer Research  
American Association for Respiratory Care  
American College of Preventive Medicine  
American Psychological Association  
American Thoracic Society  
Arkansas Department of Health, Tobacco Prevention and Cessation Program  
Association of Black Cardiologists  
Association of State and Territorial Health Officials  
Association of Women's Health, Obstetric and Neonatal Nurses  
Break Free Alliance  
Cancer Prevention and Treatment Fund  
ClearWay Minnesota

Community Action Partnership  
Community Anti-Drug Coalitions of America  
General Board of Church and Society, United Methodist Church  
Iowa Tobacco Prevention Alliance  
Kentucky Voices for Health  
Legacy  
Louisiana Public Health Institute  
Lung Cancer Alliance  
Macomb County Tobacco Prevention Coalition (MI)  
National Association of County and City Health Officials  
Native Hawaiian Health Board  
North American Quitline Consortium  
Oncology Nursing Society  
Oral Health America  
Partnership for Prevention  
Public Health - Seattle & King County  
Society for Cardiovascular Angiography and Interventions  
Society for Research on Nicotine and Tobacco  
UCSF Smoking Cessation Leadership Center  
United Church of Christ, Justice and Witness Ministries

cc Donald Berwick, MD, Administrator, Centers for Medicare and Medicaid Services