



INHALE

Tobacco Cessation Counseling Measure for Primary Care Providers and Specialists

INHALE is partnering with the Healthy Behavior Optimization for Michigan (HBOM) to offer the physicians participating in INHALE a 2% VBR for participating in a claims-based tobacco cessation counseling measure (TCC). Practitioners can receive the 2% VBR for tobacco cessation in addition to other CQI VBR, but can only receive one tobacco cessation VBR, even if they are eligible for it through multiple CQIs. The tobacco cessation VBR is limited to one reward per practitioner but can be earned in addition to other CQI VBR.

MEASURE OVERVIEW

Measure Description	Baseline Measurement Period	Target Performance Period	VBR Award Date	Target Performance	Measure Numerator	Measure Denominator
INHALE Pediatric Asthma, Adult Asthma and COPD Smokers aged 13 Years and Older Receiving Tobacco Cessation Counseling	9/01/2023 – 8/31/2024	9/01/2024 – 8/31/2025	PCPs: 09/01/2026 SCPs: 03/01/2026	5% increase in the percentage of patients receiving tobacco cessation counseling in the target performance period compared to the baseline period	Number of patients in the predefined denominator population receiving Tobacco Cessation Counseling based on the designated ICD-10 or CPT codes (see list below)	Number of patients in the predefined population (i.e. Disease+Smoker) Smoking status is determined by the relevant ICD-10 codes (see list below)

- **Measure Level:** PGIP Physician Organization (PO) Level Measure
- **Claims-based Measure:** see below for billing codes.
- **Measure Population:** All BCBSM PPO, Blue Care Network (BCN) and PPO or BCN Medicare Advantage patients with a diagnosis of COPD or asthma who are active smokers, as determined by ICD-10 codes, and attributed to participating INHALE PCPs and Specialists within the participating PO. The measure is met for each patient if ANY provider, participating INHALE PCPs and SCPs or non-participating provider, bills for TCC during the measurement period.
- **VBR Reward:** Practitioners who participate in BCBSM’s Physician Group Incentive Program (PGIP) and INHALE are eligible for reimbursement in accordance with the Value Based Reimbursement (VBR) Fee Schedule. The VBR Fee Schedule sets fees at greater than 100 percent of the Standard Fee Schedules. For the INHALE Tobacco Cessation Counseling VBR specifically, the VBR Fee Schedule is set at 102 percent of the Standard Fee Schedule.
 - The INHALE TCC VBR is applied to BCBSM PPO commercial claims only. PCMH Designation is a requirement for INHALE PCP VBR, but not for Specialists. VBR is applied to codes similarly to all other BCBSM-related PCP or Specialist VBR.

Codes (HCPCS/CPT/ICD 10) for Tobacco Cessation Counseling that will be used for the measure:

Description	CPT Codes	wRVU	NOTES
Smoking and tobacco use cessation counseling visit; intermediate, greater than 3 minutes up to 10 minutes.	99406	0.24	May generate additional charges to the patient

Smoking and tobacco use cessation counseling visit; intensive, greater than 10 minutes	99407	0.50	
	ICD 10 Code		
Tobacco abuse counseling	Z71.6		Can be used to support E/M visit. Does not generate an additional charge to the patient
	HCPCS		
Patient screened for tobacco use and received tobacco cessation intervention (counseling, pharmacotherapy, or both), if identified as a tobacco user	4004F		Credit towards the INHALE TCC Measure will be given for these codes. Not billed by the physician- may be added or bundled by coders/billing (Consult your Billing Department)
Tobacco use cessation intervention, counseling (COPD, CAP, CAD, Asthma) (DM) (PV)	4000F		
Tobacco use cessation intervention, pharmacologic therapy	4001F		
HCPCS code for patient documented as tobacco user and received tobacco cessation intervention	G9458		

ICD-10 Smoking status codes required to include the patient in the measure denominator:

Description	ICD-10 Codes
Nicotine dependence, other tobacco product, uncomplicated	F17.290
Nicotine dependence, other tobacco product, with withdrawal	F17.293
Nicotine dependence, other tobacco product, with other nicotine-induced disorders	F17.298
Nicotine dependence, other tobacco product, unspecified nicotine-induced disorders	F17.299
Vaping-related disorders	U07.0
Nicotine dependence, cigarettes, uncomplicated	F17.210
Nicotine dependence, cigarettes, with withdrawal	F17.213
Nicotine dependence, cigarettes, with other disorders	F17.218
Nicotine dependence, cigarettes, with other unspecified disorders	F17.219
Smoking (tobacco) complicating pregnancy, unspecified trimester	O99.330
Smoking (tobacco) complicating pregnancy, first trimester	O99.331
Smoking (tobacco) complicating pregnancy, third trimester	O99.333
Smoking (tobacco) complicating childbirth	O99.334
Smoking (tobacco) complicating the puerperium	O99.335
Problems related to tobacco use	Z72.0

MEASURE SCORING: For INHALE POs with participating PCPs and SCPs:

- The performance is calculated at the PO-level using both PCP and SCP attributed patients.
- If an eligible patient is attributed to both a PCP and SCP in the same PO, the patient is only counted once in the measure.
- The measure is met if ANY provider, including participating PCPs, SCPs, or non-participating providers, provide tobacco cessation counseling.

For INHALE POs with participating SCPs or PCPs only:

- The measure is calculated based on patients attributed to participating providers in the PO and met if ANY provider provides TCC.