The Contractor shall at a minimum:

* Offer tobacco cessation helpline services which shall include, at a minimum:
  + Providing Dental Health Plan Enrollees with five calls with a quit coach;
  + Ten call sessions with women who are pregnant women, currently breastfeeding and women who gave birth in the past year; and
  + Specialized Behavioral Health Protocol that the vendor offers.
* Partner with the Oklahoma Tobacco Helpline (OTH) and the OTH’s helpline vendor on outreach;
* Submit Marketing and educational materials for review and approval consistent with the requirements of Section 1.10.3.2: “Prior Approval Process” of the Model Contract;
* Promote of Helpline services to Dental Health Plan Enrollees and Providers with partnership in development, review and approval from OTH Administration and the Tobacco Settlement Endowment Trust, Health Communications Team;
* Enter into a Data Use Agreement with University of Oklahoma Hudson College of Public Health and Oklahoma Tobacco Helpline Administration for Helpline Experience Extract and reports for evaluation purposes; and
* Promote the Contractor’s tobacco cessation benefit to Health Plan Enrollees.

OHCA standard of care services the Contractor shall provide include, at minimum:

* Eight sessions covering at least 90 minutes of individual, or telephone counseling two or more times per year;
* 180 days of Varenicline per 12 months. No copayment. Does not count against monthly limits.
* Bupropion and Nicotine replacement therapy (patches, gum, lozenges, inhalers, and nasal spray) to include combination therapy of these productions with no duration limit and no copayment. Does not count against monthly limits.
* No Prior Authorization for these products: Varenicline, Wellbutrin, NRT patches, gum, lozenge, inhaler, or nasal spray.

The Contractor shall require tobacco-free policies covering 100% of medical and behavioral health campuses. This is an evidence-based intervention for smoking cessation as tobacco free policies create environments that make it much easier to quit and stay quit. It also eliminates exposure to harmful secondhand smoke/aerosol.