



### **Tobacco Cessation Counseling for Pregnant Women**

Effective for dates of service on or after December 1, 2020, Louisiana Medicaid will cover tobacco cessation counseling 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 health care 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.

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 currently time-based and the medical records must include the amount of time spent counseling the patient on tobacco cessation.

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.

These services are be subject to post payment review. Non-compliance with written policy may result in recoupment of overpayments.

Questions regarding this message and fee for service claims may be directed to Gainwell Technologies provider relations at (800) 473-2783 or (225) 924-5040.

Questions regarding managed care claims may be directed to the appropriate managed care organization.