



BlueCross BlueShield of New Mexico

BCBSNM Centennial Care Tobacco Cessation Program and Medication Formulary Information

Purpose

To inform providers about the BCBSNM Centennial Care Tobacco Cessation Program and medication therapies available to BCBSNM membership.

You Need to Know

In efforts our Members and your Patients “Kick the Tobacco Habit”, we help through the BCBSNM Centennial Care Tobacco Cessation Program. The program offers tools and education to help members quit tobacco products as well as ENDS (Electronic Nicotine Delivery Systems).

BCBSNM Centennial Care provides full coverage for select medications and cessation aids. No prior authorization is required, only a prescription is needed initially, and with refills, for any of the following on the BCBSNM Centennial Care formulary*.

- Nicotine Replacement Therapy (NRT)
- Nicotine Transdermal System Patches
- Nicotine Polacrilex (Gum, Lozenge)
- Nicotrol Inhaler & Nasal Spray
- Oral non-nicotine pharmacotherapy - Bupropion SR (Zyban) and Varenicline (Chantix)

Should any BCBSNM Centennial Care member express interest in the Tobacco Cessation Program, a licensed nurse will assist throughout the process with one-on-one coaching and resources (the licensed nurse provides support but does not prescribe medications or cessation aids). Those requesting prescriptions are directed to their healthcare providers.

We also suggest a prescription with discharge from the hospital for those members who are using a tobacco cessation aid while hospitalized.

BCBSNM Centennial Care members can call 1-877-232-5518 (TTY: 711) or the BCBSNM Quit Line at 1-877-262-2674 (TTY: 711), if interested in tobacco cessation support.

We welcome calls and questions from providers in collaboration to increase success with these efforts. You can find additional information about the BCBSNM Tobacco Cessation Program at: <https://www.bcbsnm.com/community-centennial/member-resources/health-and-wellness>.

*These benefits are specific to BCBSNM Centennial Care recipients only.

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