

**WISCONSIN MEDICAID, BADGERCARE & SENIORCARE  
COVER TREATMENTS to QUIT TOBACCO**

Medicaid, BadgerCare and SeniorCare coverage for tobacco-dependence treatment applies to treatment provided by any Medicaid-certified Wisconsin physician, nurse practitioner or physician assistant.

**Did You Know?**

- The smoking rate among Wisconsin Medicaid adult recipients is much higher than among the general population.
- Coaching on how to quit—combined with medication—can quadruple the chances of successfully quitting smoking.

**Covered Medications**

**Medicaid, BadgerCare & SeniorCare cover the following FDA-approved medications:**

- Bupropion SR: Zyban, Wellbutrin or generic
- Nicotine inhaler: Nicotrol
- Nicotine nasal spray: Nicotrol
- Nicotine patch: Over-the-counter, or prescribed as “legend” (*SeniorCare covers only prescription “legend” patches*)
- Nicotine gum: Over-the-counter (*SeniorCare does not cover nicotine gum*)
- Varenicline: Chantix
- Combination therapy

**Please Note:**

- Repeated courses of treatment are allowed
- All require a written prescription by a Medicaid-certified provider (*includes a physician, nurse practitioner, physician assistant or dentist*)

**Co-Pays:**

- \$3 for each brand name drug
- \$1 for each generic drug
- \$.50 for each over the counter drug
- Co-pay maximum = \$12/member/month/pharmacy for legend drugs
- No monthly co-pay maximum for over-the-counter drugs

**Know the Codes:**

- Diagnostic code 305.1 is **REQUIRED** on all prescriptions
- Billing Codes = 99201-99205 for new patients; 99211-99215 for established patients.

**Covered Counseling**

Evaluation & Management (E&M) visits for the sole purpose of tobacco-dependence treatment are covered and do not require prior authorization for reimbursement. Services may be provided by ancillary staff (e.g., staff nurse) if under direct supervision of a physician. Medicaid reimburses these services when billed by a supervising physician.

**Exclusions:** Group therapy, telephone and web-based counseling are **NOT** covered. Counseling is **NOT** reimbursed for dentists or dental hygienists.

**Quit Line:** The Wisconsin Tobacco Quit Line is free and available to assist all Wisconsin residents who want to quit: **1-800-QUIT-NOW** (800-784-8669); 7 a.m. to 11 p.m. daily.

**WISCONSIN MEDICAID CONTACT INFORMATION**

[Detailed Contact Information](#)  
[Medicaid Program Details](#)  
[Medicaid Enrollment Information](#)

<b>General Information</b> .....	800-362-3002
<b>HMO Ombudsperson &amp; Contract Monitors</b> .....	800-760-0001
<b>Provider Services</b> .....	800-947-9627
<b>Recipient Services</b> .....	800-362-3002
<b>HMO Enrollment Specialists</b> .....	800-291-2002
<b>Automated Voice Response System</b> .....	800-947-3544
<b><i>MEDICAID &amp; BADGERCARE HMO CUSTOMER SERVICE</i></b>	
<b>Abri Health Plan</b> .....	888-999-2404
<b>Compcare</b> .....	888-203-7771
<b>Children's Community Health Plan</b> .....	800-482-8010
<b>Dean Health Plan (Dane County)</b> .....	800-279-1301; 608-828-1301
<b>Dean Health Plan (Milwaukee and surrounding counties)</b> .....	800-279-1301
<b>Gundersen Lutheran Health Plan</b> .....	866-537-1477
<b>Group Health Cooperative of Eau Claire</b> .....	888 203-7770
<b>Group Health Cooperative of South Central Wisconsin</b> .....	608-828-4853
<b>Health Tradition Health Plan</b> .....	800-545-8499; 608-783-9507
<b>Managed Health Services</b> .....	888-713-6180; 414-345-4646
<b>MercyCare Insurance Company</b> .....	800-895-2421
<b>Network Health Plan</b> .....	888-713-6180; 414-345-4646
<b>Physicians Plus Insurance Corporation</b> .....	800-545-5015; 608-282-8900
<b>Security Health Plan</b> .....	800-791-3044; 715-221-9797
<b>UnitedHealthcare of Wisconsin</b> .....	800-504-9660; 414-443-4000
<b>Unity Health Plans</b> .....	800-362-3310