

To: AmeriHealth Caritas Louisiana Providers

Date: May 1, 2026

Subject: Ochsner Smoking Cessation Program

Summary: To provide information on Ochsner's Smoking Cessation Program, a resource for providers to help members quit smoking, vaping, and other forms of tobacco or nicotine use through structured counseling and medication support.

Purpose

The program is designed to provide evidence-based counseling and medication support in a supportive environment to help members successfully quit smoking, vaping, or using other forms of tobacco. It offers accessible assistance for all members, including those not seeing Ochsner providers, with telehealth options, Medicaid-covered medications, and counseling services. Ochsner offers personalized quitting support to individuals aged 18+ and pregnant individuals.

Program Details

- **Visits:** Members may receive up to 8 billable visits per year.
- **Access:** Clinics across Louisiana (except Alexandria) and telehealth/virtual visits available.
- **Initial Visit:** 1 hour; includes review of depression, alcohol/drug screenings, prior quit attempts, and support systems.
- **Follow-up:** Weekly sessions for 6 weeks, with additional follow-up if still on medications. Ochsner Case Management tracks progress at 3, 6, and 12 months to assess smoking status and success.
- **Medications:** Covered by Medicaid; prescribed in 30-day supplies. Ochsner works with providers to ensure prescriptions are sent.
- **Support:** Counseling to help members through the quit process.
- **Minors:** Helps those aged 13-18 on a case-by-case basis, with a focus on behavioral and *non-pharmacological* therapies.

Patient Message:

"A healthier you starts with quitting smoking. Quitting doesn't have to be lonely — Ochsner's program offers a supportive environment, counseling, and medications to curb cravings."

Provider Action

- Screen all members for tobacco use and advise quitting.
- Provide behavioral counseling and pharmacotherapy when appropriate.
- Refer members to Ochsner for structured support:
 - Local: 504-842-7490
 - Toll-Free: 866-888-1378
 - Online: ochsner.org/quit [ochsner.org]

Disclaimer: Physicians and other health care providers are solely responsible for the treatment decisions for their patients and should not use the information in this communication to substitute independent clinical judgment.

Questions: Thank you for your continued support and commitment to the care of our members. If you have questions about this communication, please contact AmeriHealth Caritas Louisiana Provider Services at 1-888-922-0007 or your [Provider Network Management Account Executive](#).

Missed an alert? You can find a complete list of provider alerts on our website's [Provider Newsletters and Updates](#) page.

Need to update your provider information? Send full details to network@amerihealthcaritasla.com.

Document Title: Ochsner Smoking Cessation Program Provider Alert

Owner: Blaze Forte

Subject/Measure: Tobacco Intervention Quit Rate, Increase Successful Tobacco Quit Attempts in Pregnancy and TSC-E

Purpose: Provider: Notify Providers of Ochsner Smoking Cessation Program

Approver	Date
Owner Submitted to QM SP	3/17/26
Supervisor Reviewed/Approved	3/25/2026
Manager Reviewed/Approved	3/25/2026
Director Reviewed/Approved	03/27/2026
Owner Submitted to COMM SP	4/6/2026 and 4/27
Local Compliance (ERW)	
Editorial (Larry G.)	
Creative Services (Larry G.)	
Digital Services (Larry G.)	
Privacy (Rebecca Gustafson)	
Legal (Mary Alice)	
Local Compliance (ERW) Secondary	
State	