

# **Tobacco Dependence Treatment: A Resource Guide**

Last Update: 06/2013

**Nicotine Replacement Therapy, combined with some form of social support or coaching can double, triple, or even quadruple your chances of quitting.**

### **Social Support**

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### **Nicotine Replacement Therapy**

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**Wisconsin Quit Line –**  
**Social Support**

**Who?**

Wisconsin Quit Line 1-800-QUIT-NOW (1-800-784-8669)  
University of Wisconsin Center for Tobacco Research & Intervention  
<http://www.ctri.wisc.edu/quitline.html>

**What?**

The Wisconsin Quit Line offers a variety of services, including:

- Free telephone coaching for Wisconsin tobacco users who want to quit. Coaches will help with quit attempt planning, strategies for coping with urges, stress, and obtaining social support.
- Referrals to local tobacco treatment programs and services.
- Information for friends, family and others concerned about a tobacco user.

**How?**

Call 1-800-784-8669 – Quit coaches are standing 24 hours a day, 7 days a week.

**How much does it cost?**

FREE to all Wisconsin residents

**Is there financial assistance available?**

N/A

**Counseling Services at Western Technical College –**  
**Social Support**

**Who?**

Counseling Services at Western Technical College  
Academic Resource Center - Room160  
400 Seventh Street North  
La Crosse, WI 54602  
608-785-9200

**What?**

A student will receive assistance in finding tobacco dependence resources from the Western Counselors.

**How?**

Call 608-785-9200 or stop by the Welcome Center to make an appointment.

**How much does it cost?**

FREE for all Western students

**Is there financial assistance available?**

N/A

**UW-La Crosse Student Health Center –**  
**Social Support**

**Who?**

UW-La Crosse Student Health Center  
Suite 1030  
1300 Badger Street  
La Crosse, WI 54601  
608-785-8558  
[www.uwlax.edu/studenthealth](http://www.uwlax.edu/studenthealth)

**What?**

A patient will receive an individual assessment and a brief counseling session by a medical professional. Nicotine replacement therapy is available. Please see page 7.

**How?**

Call 608-785-8558 or stop by the Health Center to make an appointment.

**How much does it cost?**UW-L Students:

- Refer to your student handbook

Western Students:

- If you are carrying 6 or more credits at Western Technical College, each visit to see a medical professional at the Health Center will cost \$10.
- If you are carrying less than 6 credits at Western Technical College, you will need to pay the \$100 Student Health fee, each visit to see a medical professional at the Health Center will cost \$10. For more information about the \$100 Student Health fee, please contact Student Development Office located in Kumm 100.

**Is there financial assistance available?**

N/A

**Why Is It So Hard to Quit - Gundersen Health System –  
Social Support**

**Who?**

Why Is It So Hard to Quit  
Gundersen Health System  
1900 South Ave  
La Crosse, WI 54601  
(608) 775-5442 or (800) 362-9567, ext. 55442  
<http://www.gundersenhealth.org/>

**What?**

Why Is It So Hard to Quit is a free 30-minute class to find out why it is hard to give up cigarettes and tobacco. Learn how to think more positively about quitting. Classes occur throughout the calendar year at both La Crosse and Onalaska locations.

**How?**

No registration is required. For more information, email [wellness@gundersenhealth.org](mailto:wellness@gundersenhealth.org) or call (608) 775-5442 (toll free 1-800-362-9567, ext. 55442).

**How much does it cost?**

FREE

**Is there financial assistance available?**

N/A

**Getting You Started to Stop - Gundersen Health System –  
Social Support**

**Who?**

Getting You Started to Stop  
Gundersen Health System  
1900 South Ave  
La Crosse, WI 54601  
(608) 775-5442 or (800) 362-9567, ext. 55442  
<http://www.gundersenhealth.org/>

**What?**

Getting You Started to Stop is a four-week program that will help participants develop a quit plan and gain insight on the products and resources available to assist them with the quitting process. Each one-hour session is designed to help participants learn strategies and approaches to living a tobacco-free life. It is offered several times throughout the year.

**How?**

Call (608) 775-5442 (toll free 1-800-362-9567, ext. 55442) or email [wellness@gundersenhealth.org](mailto:wellness@gundersenhealth.org) to register.

**How much does it cost?**

Fee - \$45 - program fee does not include medications.

**Is there financial assistance available?**

Program cost may be submitted to insurance for potential reimbursement.

**Journey to Freedom:**  
**Gundersen Health System Nicotine Cessation Clinic –**  
**Social Support**

**Who?**

Journey to Freedom: Gundersen Health System Nicotine Cessation Clinic  
Gundersen Health System  
1900 South Ave  
La Crosse, WI 54601  
608-775-5442 or (800) 362-9567, ext. 55442  
<http://www.gundersenhealth.org/>

**What?**

Journey to Freedom: Gundersen Health System Nicotine Cessation Clinic is a comprehensive, 16-week cessation program. The program is offered annually.

Each participant will receive an individualized plan that includes nicotine replacement therapy and/or prescription medications. In addition, support will be provided to help participants understand their unique triggers and learn problem-solving tools to effectively confront them. They combine this with relapse prevention and support from a trained and dedicated staff.

**How?**

Call (608) 775-5442 (toll free 1-800-362-9567, ext. 55442) or email [wellness@gundersenhealth.org](mailto:wellness@gundersenhealth.org) to register.

**How much does it cost?**

Fee - \$130. Meet attendance criteria and you will receive a \$40 refund. Program fee does not include medications. Bring a friend and receive a 15% discount.

**Is there financial assistance available?**

Program cost may be submitted to insurance for potential reimbursement.



**Journey to Freedom:**  
**Gundersen Health System Relapse Prevention & Support Group -**  
**Social Support**

**Who?**

Journey to Freedom: Gundersen Health System Relapse Prevention & Support Group  
Gundersen Health System  
1900 South Ave  
La Crosse, WI 54601  
608-775-5442 or (800) 362-9567, ext. 55442  
<http://www.gundersenhealth.org/>

**What?**

If you're thinking about quitting, are working on it, or need help in coping once you quit, this group may be for you. Our professional staff understands that breaking tobacco dependence is difficult, and we want to provide you with the ongoing support you need. The group meets the first Wednesday of each month at 5:30 p.m. in the John & Nettie Mooney Health Resource Center. It is also offered at other locations. Check the website for more information.

**How?**

No registration is required. For more information, call (608) 775-5442 (toll free 1-800-362-9567, ext. 55442).

**How much does it cost?**

No fees or registration apply to attend support group.

**Is there financial assistance available?**

N/A

**La Crosse County: First Breath Program–  
Social Support**

**Who?**

Gundersen Health System – La Crosse  
1900 South Avenue  
La Crosse, WI 54601  
608-775-5442

Gundersen Health System - Onalaska Clinic  
3111 Gundersen Drive  
Onalaska, WI 54650  
608-775-8100

La Crosse County Health Department  
300 4th Street North  
La Crosse, WI 54601  
WIC: 608-785-9791  
Antepartum program: 608-785-5854

**What?**

A patient will receive non-judgmental smoking cessation counseling at every prenatal and postpartum appointment. Incentives are given for participating.

**How?**

Call any one of the above numbers to make an appointment. Visit <http://www.wwhf.org/programs/first-breath/> for more information about the First Breath Program.

**How much does it cost?**

FREE to pregnant women

**Is there financial assistance available?**

N/A

**Mayo Clinic Health System – Franciscan Healthcare**  
**Social Support**

**Who?**

Mayo Clinic Health System – Franciscan Healthcare  
700 West Avenue South  
La Crosse, WI 54601  
[608-392-8771](tel:608-392-8771) or 1-887-788-8771 (toll-free)  
Fax: [608-392-6010](tel:608-392-6010)

**What?**

Onsite patient treatment program that offers 5 individualized counseling sessions with a Mayo certified Tobacco Treatment Specialist. These specialists complete an in-depth assessment of your tobacco use and assist in developing a personalized treatment plan. They will assist you in exploring medication options such as Nicotine Replacement Products (NRT) that may aid you in your journey to become tobacco free.

**How?**

To enroll call Tobacco Treatment Services at [608-392-8771](tel:608-392-8771) or 1-887-788- 8771 (toll-free). Doctor referral may be required.

**How much does it cost?**

\$28.50 per session.

**Is there financial assistance available?**

Medicare covers services when you have certain diseases or adverse health effects that have been linked to tobacco use.

Medicaid covers services and NRT.

Health Tradition Health Plan covers services and NRT for benefit plan members.

Other insurance may also provide coverage, please contact your insurance provider for details.

**Wisconsin Quit Line –**  
**Nicotine Replacement Therapy**

**Who?**

Wisconsin Quit Line (1-800-784-8669)  
University of Wisconsin Center for Tobacco Research & Intervention

Veterans: [http://www.ctri.wisc.edu/Home/Quit\\_Line/OQT/oqt.html](http://www.ctri.wisc.edu/Home/Quit_Line/OQT/oqt.html)

**What?**

Wisconsin residents who call the Quit Line for coaching can obtain a free two-week starter kit of quit-smoking medications that will be mailed directly to their homes, either nicotine patches, gum or lozenges.

**How?**

Call 1-800-784-8669 – Quit coaches are standing by 24 hours a day, 7 days a week.

**How much does it cost?**

FREE to all Wisconsin residents

**Is there financial assistance available?**

N/A

## **UW-La Crosse Student Health Center – Nicotine Replacement Therapy**

### **Who?**

UW-La Crosse Student Health Center  
Suite 1030  
1300 Badger Street  
La Crosse, WI 54601  
608-785-8558  
[www.uwlax.edu/studenthealth](http://www.uwlax.edu/studenthealth)

### **What?**

The medical professionals at the Student Health Center can prescribe the nicotine replacement medications.

### **How?**

Call 608-785-8558 or stop by the Student Health Center to make an appointment with a medical professional.

### **How much does it cost?**

#### UW-L Students:

- Refer to your student handbook

#### Western Students:

- If you are carrying 6 or more credits at Western Technical College, each visit to see a medical professional at the Student Health Center will cost \$10. The medication Bupropion will cost around \$1 a day at the Health Center.
- If you are carrying less than 6 credits at Western Technical College and have paid the \$100 Student Health fee, each visit to see a medical professional at the Health Center will cost \$10. For more information about the \$100 Student Health fee, please contact Student Development Office located in Kumm 100.

### **Is there financial assistance available?**

The Student Health Center can assist students in enrolling into patient assistance programs that may be helpful in obtaining their medications. See pages 14-17 for additional information.

Prescriptions can also be taken to a local pharmacy instead of the Health Center so that the medications can be covered by Medicaid, BadgerCare, or SeniorCare. See page 13 for additional information.

**Medicaid, BadgerCare, and SeniorCare Benefits -  
Nicotine Replacement Therapy**

**Who?**

State of Wisconsin Medicaid, BadgerCare, and SeniorCare Benefit programs  
1-800-362-3002  
[www.dhfs.wisconsin.gov/medicaid](http://www.dhfs.wisconsin.gov/medicaid)

**What?**

The State of Wisconsin Medicaid, BadgerCare, and SeniorCare Benefit program will pay for a doctor's visit for the sole purpose of tobacco dependence treatment. It does not require prior authorization for reimbursement.

Medicaid, BadgerCare, and SeniorCare Benefit programs cover the cost of the following nicotine replacement therapy:

- Burpropion (Zyban)
- Chantix
- Inhaler, nasal spray, and patch (legend nicotine patch)
- Combination therapy (more than one medication at one time)

Repeated courses of tobacco dependence treatment are allowed.

Group therapy, telephone and web-based counseling are not covered.

**How?**

Make an appointment with any Medicaid-certified Wisconsin physician, nurse practitioner, physician assistant, or other staff who is under the direct on-site supervision of a physician.

Get a prescription.

Go to your local pharmacy and receive medications.

**How much does it cost?**

FREE or co-payment may apply

**Is there financial assistance available?**

N/A

**Connection to Care (Patient Assistance Program) -  
Nicotine Replacement Therapy**

**Who?**

Connection to Care Program (Pfizer)  
1-866-706-2400  
<http://pfizerhelpfulanswers.com/>

**What?**

If you need assistance paying for medications, Pfizer may be able to help. They offer a variety of assistance programs which provide medications free of charge or at discounted rates, to those who qualify.

**How?**

- You must be an uninsured or underinsured U.S. resident.
- Fill out the application for the assistance program that is right for you.
- If approved, the medications will be sent to you or will be available for pickup at certain pharmacies.

**How much does it cost?**

Savings vary by medication and location.

**Is there financial assistance available?**

N/A

**Bridges to Access (Patient Assistance Program) -  
Nicotine Replacement Therapy**

**Who?**

Bridges to Access Program (GlaxoSmithKline)  
1-866-728-4368  
[www.bridgestoaccess.gsk.com](http://www.bridgestoaccess.gsk.com)

**What?**

This program offers a list of medications, at no cost, to patients who qualify.

**How?**

- You must be a U.S. resident without prescription drug benefits.
- Your household income must be at or below the eligibility chart.
- Talk to your doctor about completing an application together.
- If approved, you may pick up your medications at a local drug store. You will get a supply to last you two months. Your doctor can sign you up for one refill to last three additional months. Every year, you must submit a new form and call a hotline to receive more medication.

**How much does it cost?**

Savings vary by medication and location.

**Is there financial assistance available?**

N/A



**Together RX Access (Patient Assistance Program) -  
Nicotine Replacement Therapy**

**Who?**

Together RX Access

1-800-444-4106

[www.togetherrxaccess.com](http://www.togetherrxaccess.com)

**What?**

This program offers savings on Varenicline (Chantix) and Wellbutrin (Zyban).

**How?**

- This program is for legal U.S. residents with no health insurance and who are not eligible for Medicare.
- Your household income must be at or below the eligibility chart
- You may enroll by mail or through the Together RX Access website.

**How much does it cost?**

Savings vary by medication and location.

**Is there financial assistance available?**

N/A

**Partnership for Prescription Assistance**  
**(Patient Assistance Program) -**  
**Nicotine Replacement Therapy**

**Who?**

Partnership for Prescription Assistance  
1-888-477-2669  
[www.pparx.org](http://www.pparx.org)

**What?**

This program will help you learn whether you're eligible for help to pay for prescription medications.

In a few minutes, Partnership for Prescription Assistance will help you determine if you're eligible for programs like Connection to Care, Bridges to Access, Together RX Access and more.

**How much does it cost?**

FREE

**Is there financial assistance available?**

N/A