Return on Investment for Tobacco Cessation

Tobacco use is the single most preventable cause of death and disease in the U.S., causing over 6,300 deaths each year in Minnesota.[1]

Tobacco use has substantial direct and indirect costs for the state and the public, health care providers, employers, insurers and individuals. People who smoke have estimated health care costs that average 34 percent higher than nonsmokers.[2] Spending on health care due to a smoking-related illness is estimated to cost Minnesota $3.19 billion each year.[1] In addition, smoking costs Minnesota $4.3 billion in lost productivity each year.[1] In total, annual costs to Minnesota's economy from smoking are estimated in excess of $7 billion.[1]

In Minnesota, over $563 million of smoking-related health care costs are covered by Medicaid.[3]

Tobacco dependence treatment is one of the most cost-effective preventive services, providing substantial return on investment in the short and long term.[4] Investments in smoking cessation lead to improved health outcomes, resulting in lower health care costs and more affordable health insurance premiums.[2]

Return on Investment for Providers, Health Systems, and Clinics

An estimated 70 percent of the 40 million adult smokers in the U.S. see a health care provider each year, representing over 28 million opportunities for brief intervention and treatment. Data show that advice from health care providers increases the use of evidence-based cessation treatments and improves outcomes.[5, 6]

Tobacco use screening and brief intervention is one of the three most cost-effective clinical preventive services.[7, 8]

Research shows that people are much more likely to successfully quit tobacco use if they receive help.[4] In 2018, nearly have Minnesota's adult smokers, reported making a quit attempt in the past 12 months.[9] Data show that advice from health care providers increases the use of evidence-based cessation treatments and improves outcomes.[10]

Return on Investment for Insurers and Employers

For most smoking cessation treatments, the benefits of providing such treatments greatly outweigh the cost of providing them.[11]

Cessation program expenditures can be fully offset in three years.

Over a three-year period, expenditures for smoking cessation programs in the range of $144 to $804 per smoker can be fully offset by health care cost savings.[2] Greater savings will likely occur within special populations, such as pregnant women ($3 in health care costs for every $1 invested in smoking cessation treatment[12]) and persons with cardiac conditions ($47 during the first year and about $853 over the following seven years[13]).

Smoking cessation increases productivity.

It is estimated that employees who smoke will cost self-insured employers an additional $5,816 annually, on average, including absenteeism, smoking breaks, healthcare costs and other benefits.[14]

Learn more at www.health.mn.gov/cessation.

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