Is this measure reportable via claims?  
Yes.

The measure says once per performance period. Is the performance period a year?  
The reporting period for this measure is 24 months.

What if screening is completed and the patient is identified as a tobacco user, but then the patient refuses to receive the tobacco cessation intervention. Would the performance not be met for criteria 2?  
If a patient screens as a tobacco user, then a cessation intervention must be implemented or else the measure will count against you. Cessation interventions include brief counseling (3 minutes or less) or pharmacotherapy.

Does a patient need to meet all criteria (1, 2, & 3) in order to meet performance for this measure?  
Yes. A patient needs to be identified as a tobacco user, and receive cessation intervention, or a patient will identify as a non-user and not receive cessation counseling.

What qualifies as providing a patient with tobacco cessation intervention?  
Cessation intervention is brief counseling (3 minutes or less) or pharmacotherapy. Self-help materials or alternative therapies do NOT qualify as cessation intervention.

If we screen the patient and they respond they do not smoke, and therefore we do not provide any cessation information, will that be accepted for these measures?  
This qualifies as the performance met. Cessation information would not be provided because the patient is not a tobacco user.

I completed the first criteria of the measure but criteria 2 and 3 seem the same.  
Reporting criteria 2 is for all patients who were identified as a tobacco user and who received tobacco cessation intervention. Reporting criteria 3 is for all patients who were screened for tobacco use and, if identified as a tobacco user, received tobacco cessation intervention OR the patient identified as a tobacco non-user.