



Help employees quit tobacco using this clinically proven tobacco cessation program.

Although smoking rates have declined over the years, 1 out of 6 American adults still smokes.¹ It can be difficult for your employees to stop smoking or using any form of tobacco, especially without proper help and resources.

Quit For Life[®] is a clinically proven tobacco cessation program that uses an evidence-based combination of physical, psychological and behavioral strategies designed to help employees overcome their tobacco addiction, including electronic nicotine delivery systems (ENDS) or e-cigarettes.

Multiple support options help employees end tobacco use.

Quit For Life treats every tobacco user as a unique individual and tailors a quitting plan based on their needs. Employees have access to a Quit Coach[®] to help make a plan, set a quit date and receive ongoing support. Beyond coaching, employees receive tools to help improve their confidence and motivation to quit, including a Quit Guide and access to Text2Quit[®].^{*} For those who qualify, nicotine replacement therapy is also available. Employees also receive digital support, including expert-led learning, interactive content and urge-management tools.

With multiple communication channels, employees can more easily connect with a Quit Coach and other resources in a way best suited to their preferences—helping keep them engaged and on track with their cessation plan.

Driving positive behavior change for 30+ years.

4.3 million lives helped since 1985.

51% quit rate.²

95% participant satisfaction.³

97% would recommend the program.⁴



*Employees need to consult their primary care provider and prescription drug benefit.

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Here's how Quit For Life works.

A Quit Coach develops a plan for each employee using behavior-change strategies based on their goals. The plan includes 5 key elements:

- 1 Set a quit date.** We help employees choose a quit date and set them up for success through coaching, text messaging and online support.
- 2 Manage tobacco urges.** Employees learn how to cope with urges to smoke, no matter when or where they have them.
- 3 Use cessation medications.** Employees learn how to supercharge their quit attempt with the proper use of nicotine replacement therapy and other FDA-approved cessation medications.
- 4 Tobacco-proof the environment.** Employees learn why getting rid of all their tobacco, ashtrays and lighters can help them quit and not start again.
- 5 Use social support.** Employees learn why it's important to ask their family and friends for support, as well as how to ask.

Help empower employees to end tobacco use.

The program's design makes it easier to implement, administer and participate.

Employee benefits:

- Personalized action plan tailored to their needs.
- 24/7 support via mobile app, online and telephone access.
- Access to nicotine replacement therapy and prescription medications (for those who qualify).

Employer benefits:

- Evidence-based, accredited program.
- Integration with other UnitedHealthcare resources.
- Potentially lower chronic illness rates and medical expenses.

The high-stakes impact of tobacco use on employers.

\$300 billion

in lost productivity and health care spend.⁵

Employees who smoke cost employers

\$4,064 more

per user per year in direct and indirect expenses such as:

- Smoking breaks⁵
- Health care⁶
- Lost productivity⁷



For more information on Quit For Life, contact your UnitedHealthcare representative.



*Data rates may apply.

¹ http://www.cdc.gov/tobacco/data_statistics/fact_sheets/adult_data/cig_smoking/

² Quit For Life employer book-of-business survey results. Results measured among responders to a survey at 6 months post-program enrollment, with quit-rate success defined as 30+ days of abstinence from all forms of tobacco, cumulative from 2006 to 2018.

³ Quit For Life employer book-of-business survey results. Results measured among responders to a survey at 6 months post-program enrollment, who report being "very satisfied," "satisfied" and "somewhat satisfied" with the program, cumulative from 2006 to 2018.

⁴ Quit For Life employer book-of-business survey results. Results measured among responders to a survey at 6 months post-program enrollment, who reported they would recommend the program, cumulative from 2006 to 2018.

⁵ Berman M, Crane R, Seiber E, et al.: Estimating the cost of a smoking employee. *Tob. Control* 2014; 23(5):428-433.

⁶ Mitchell, R: Rally Dose Response Study, Healthcare Analytics, February 2018.

⁷ Baker C, Bruno M, Birol E, et al.: Smoking Cessation Is Associated with Lower Indirect Costs https://journals.lww.com/joem/Fulltext/2018/0600/Smoking_Cessation_is_Associated_with_Lower.2.aspx.

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