

## The Quit For Life Program



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Serving more than 4 million tobacco users since 1985, the Quit For Life® Program (Quit For Life) is a clinically proven tobacco cessation program that uses an evidence-based combination of physical, psychological and behavioral strategies to help participants overcome their addiction to tobacco, including Electronic Nicotine Delivery Systems (ENDs) or e-cigarettes.<sup>1</sup>

Quit For Life offers multiple options to support participants on their quit journey through a critical, comprehensive mix of telephonic coaching, medication support and digital tools.

Smoking costs employers

**\$300B**

in lost productivity and health care costs every year.<sup>2</sup>

Tobacco use causes diminished overall health, increased absenteeism from work, and increased health care utilization and cost.<sup>3</sup>

**\$3,905**

excess cost to employers<sup>4,5,6,7</sup>  
per tobacco user, per year.



4.3	1,000+	1,016	54	36	175+	40+	30+	97%	95%	51%
million participants helped since 1985 <sup>8</sup>	participants helped per day <sup>9</sup>	employers <sup>10</sup>	health plans <sup>11</sup>	state quitlines <sup>12</sup>	industry publications	clinical trials	research partnerships	would recommend the program <sup>13</sup>	satisfaction rate <sup>14</sup>	steady 13-year quit rate <sup>15</sup>

## How it works for clients

Quit For Life is a turnkey solution with support to help drive participant awareness, engagement and results. Your Client Services Manager (CSM) will work closely with key tobacco cessation staff members and will help with:

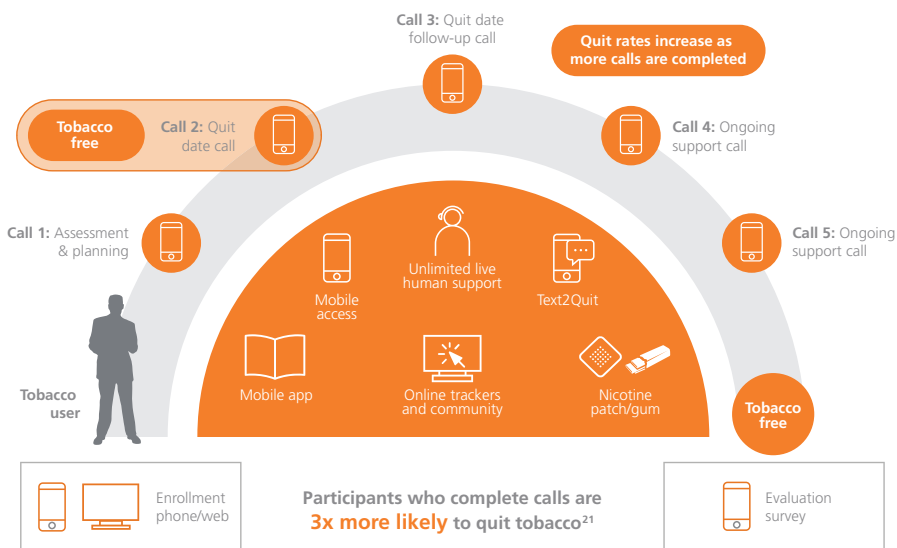
- Benefit design and worksite policy development
- Incentive design or premium differential strategy
- Vendor integration, referrals, promotional tools and campaigns to drive participation
- Reports on how your tobacco cessation program is performing

## How it works for participants

Quitting is hard and there is more than one way to quit successfully. That's why Quit For Life treats every tobacco user as a unique individual and tailors a personalized multi-channel quit plan based on the participant's needs, giving them:

- **Unlimited toll-free access** to proven clinical behavior change therapy approaches, delivered by certified Quit Coaches®
- **24/7 support** via a comprehensive set of engagement tools, including: telephonic, email, chat, text, mobile and online
- **Web portal online community access** with urge management tools and interactive content, that integrates with Quit Coach and Text2Quit® services
- **Text enrollment** to make getting started easy
- **Integrated mobile app** to help participants quit tobacco on the go
- **Expert-led online courses** that help foster behavior change
- **Specialized content** that supports individuals with behavioral health conditions
- **Nicotine replacement therapy (NRT) and medication support**, including up to eight weeks of home-delivered patches or gum, which may save employees up to \$800<sup>17</sup>
- **ENDs or e-cigarette support** to quit or switch to an FDA-approved medication
- **No judgement** as the quit journey is hard

## A seamless connection between coaching, content and digital support



Quit For Life provides a tangible **FINANCIAL RETURN**

## The average return on investment is 2x\*

within two years from program implementation for a single cohort of quitters and delivers potentially **lower chronic illness rates and medical expenses.**<sup>16</sup>

\*This is not a guarantee. Individual plan results will vary.



Five keys of a quit plan:

### 1. Set a quit date.

We help participants select a quit date and set them up for success through the right combination of support.

### 2. Manage urges to use tobacco.

Participants learn how to cope with urges to use tobacco, which may help them quit for good.

### 3. Use cessation medications effectively.

Participants learn how to enhance their quit attempt with the proper use of NRT and other FDA-approved cessation medications, which improves chances of quitting 2x or more.<sup>18</sup>

### 4. Tobacco-proof the environment.

Participants learn why getting rid of all their ashtrays and lighters can help them quit and stay quit.<sup>19</sup>

### 5. Use social support.

We help participants understand why it is important to ask their family and friends for support, and how to ask.<sup>20</sup>

## Reporting outcomes across Quit For Life clients have shown a six-month quit rate of 51 percent.<sup>22</sup>

You will receive accurate, timely and detailed reports via a convenient online self-service tool. And, you'll see confirmation of the clinical and scientific roots of Quit For Life in our evaluation methods:

- Outcomes are gathered via both telephonic and web-based outreach.
- Metrics are reported using the responder method and reporting quarterly.<sup>23</sup>
- Last tobacco use is measured at six months post-enrollment.
- Quit rate counts participants who have not used any form of tobacco in the last 30 days.

Quit For Life has been leading the way for more than 30 years with multiple, effective support resources to help participants quit tobacco for good. Empower your employees to live healthier lives by quitting tobacco use and becoming nicotine-free with Quit For Life.

To learn more about Quit For Life, contact your Optum sales representative. Call **1-866-427-6845**, email us at [engage@optumhealth.com](mailto:engage@optumhealth.com) or visit [optum.com](http://optum.com).

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Participants with a combination of engagement modalities are

**4.4x**  
more likely to quit.<sup>24</sup>

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