



A tobacco cessation program offered in collaboration with the American Cancer Society.[®]

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

Quit For Life is a clinically proven tobacco cessation program offered in collaboration with the American Cancer Society. The program uses an evidence-based combination of physical, psychological and behavioral strategies designed to help employees overcome their tobacco addiction.

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 the employee's needs.

Employees have access to a Quit Coach for the duration of the program to help make a plan, set a quit date and provide ongoing support. Beyond coaching, employees receive a Quit Guide, access to the Text2Quit[®] text messaging program* and nicotine replacement therapy throughout the process to help improve their confidence and motivation to quit. They also receive digital support, including expert-led online learning, interactive content and urge-management tools.

With multiple communication channels, employees can more easily connect with the Quit Coach and all the 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.



3.5 million lives helped since 1985.

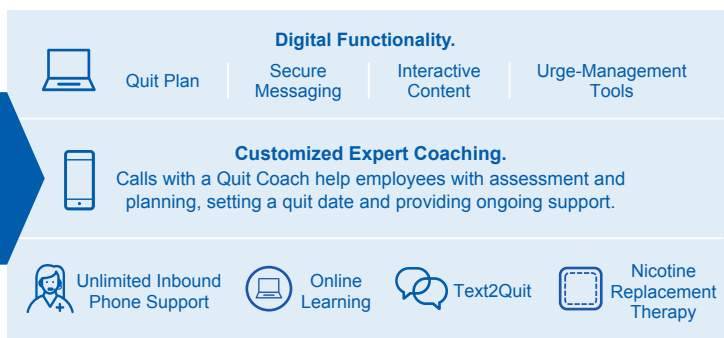
49% quit rate.²

95% participant satisfaction.³

97% would recommend the program.⁴



Tobacco User



Tobacco-Free

Here's how Quit For Life works.

Behavior-change strategies are developed for each employee based on their quit-tobacco goals. A **Quit Plan** is developed to help keep them on track and includes:

- 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 is important to ask their family and friends for support, and 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 specific needs.
- **Integrated online and telephonic experiences** provide behavior-change strategies.
- **24/7 support** for easier access to confidential services.
- Support to highlight the importance of **nicotine replacement therapy and prescription medications.**



Employer benefits:

- **Evidence-based, accredited program** from a trusted source.
- **Turnkey program** with minimal oversight needed.
- **Promotional tools** that help encourage employee participation.
- **Integration with other UnitedHealthcare resources** helps drive results.



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

The high cost of tobacco use to employers.



\$3,160

in medical expenses.⁵

\$146

in workers' compensation.⁵

\$1,066

in lost productivity.⁵

\$1,903

in smoking breaks.⁶

\$6,275

As your employees quit tobacco and become healthier, you may see potentially lower chronic illness rates and lower medical expenses.



* 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 six months post-program enrollment, with quit-rate success defined as 30+ days of abstinence from all forms of tobacco, cumulative from 2006 to 2016.

³ Quit For Life employer book of business survey results. Results measured among responders to a survey at six months post-program enrollment, who report being "very satisfied," "satisfied" and "somewhat satisfied" with the program, cumulative from 2006 to 2016.

⁴ Quit For Life employer book of business survey results. Results measured among responders to a survey at six months post-program enrollment, who reported they would recommend the program, cumulative from 2006 to 2016.

⁵ http://www.cdc.gov/tobacco/data_statistics/fact_sheets/adult_data/cig_smoking

⁶ <http://www.surgeongeneral.gov/library/reports/50-years-of-progress/fact-sheet.html>

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