



Help employees quit tobacco with this clinically proven cessation program

Although smoking rates have declined, 1 out of 7 American adults still smokes.¹ It can be difficult for employees to stop smoking or using tobacco, especially without proper help and resources.

Quit For Life[®] is a clinically proven tobacco cessation program that uses physical, psychological and behavioral strategies designed to help employees overcome their nicotine dependency.

Multiple support options help employees end tobacco use

Quit For Life treats every tobacco user uniquely, tailoring a quit 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. Employees also receive a Quit Guide and digital support, including a mobile app, online learning, texting support,* interactive content and urge-management tools. For those who qualify, nicotine replacement therapy is available.**

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.

The high-stakes impact of tobacco use on employers

\$300B

in lost productivity and health care spend²

Employees who smoke cost employers

\$4,064 more

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

- Smoking breaks²
- Health care³
- Lost productivity²



Interactions with a Quit Coach help employees with assessment and planning, setting a quit date and getting ongoing support:

- Unlimited inbound phone support
- Texting support
- Online learning
- Nicotine replacement therapy**



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 may 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 your employees to end tobacco use.

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

Employer benefits:

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

Driving positive behavior change for 30+ years

4.3M
lives helped

51%
quit rate⁴

95%
participant satisfaction⁵

97%
would recommend the program⁶

Learn more

Contact your UnitedHealthcare representative

United
Healthcare

*Data rates may apply.

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

¹ Centers for Disease Control and Prevention. Current Cigarette Smoking Among Adults in the United States. [cdc.gov/tobacco/data_statistics/fact_sheets/adult_data/cig_smoking/](https://www.cdc.gov/tobacco/data_statistics/fact_sheets/adult_data/cig_smoking/). Last reviewed Dec. 10, 2020.

² Berman M, Crane R, Seiber E, et al.: Estimating the cost of a smoking employee. *Tob. Control* 2014; 23(5):428-433.

³ Mitchell R: Rally Dose Response Study, Healthcare Analytics, February 2018.

⁴ 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.

⁵ 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.

⁶ 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.

The Quit For Life Program provides information regarding tobacco cessation methods and related well-being support. Any health information provided by you is kept confidential in accordance with the law. The Quit For Life Program does not provide clinical treatment or medical services and should not be considered a substitute for your doctor's care. Please discuss with your doctor how the information provided is right for you. Participation in this program is voluntary. If you have specific health care needs or questions, consult an appropriate health care professional. This service should not be used for emergency or urgent care needs. In an emergency, call 911 or go to the nearest emergency room.

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