



**Anthem's stop
smoking programs**





Quitting smoking is hard no matter how you look at it.

Which is why we look at it many different ways.

By now we all know that smoking is an unhealthy habit. Yet about one of every five American adults is a smoker.¹ Smoking is one of the key drivers of expensive, preventable illness in the U.S today.¹ And while we often hear about what smoking costs a person in terms of poor health, you might be surprised to learn what it costs businesses in terms of dollars and cents.

The hidden costs of smoking

- ▶ Yearly smoking-related productivity losses were around \$97 billion during 2000-2004¹
- ▶ Yearly smoking-related health care costs were around \$96 billion for 2000-2004¹

Help your employees become “quitters”

A Surgeon General’s report stated that cigarettes and other forms of tobacco are addictive. It’s the nicotine in the drugs that causes addiction. And certain characteristics of tobacco addiction are similar to those in heroin and cocaine.²

Our philosophy? “Whatever works!”

While the commitment to stop smoking may be a common bond among quitters, what works for one, may not work for another. Some people may want to go it alone; others may want group help. That’s why we offer programs and discounts with plenty of choices. Take a look.

1. Smoking Cessation Lifestyle Improvement Program

This self-paced program is offered through our partnership with WebMD. It’s an online, interactive program designed to reinforce positive behaviors and inspire members to quit smoking. This program helps members achieve success through educational and motivational readings, planners to track progress and the use of a personal journal. Members can access the programs from the health and wellness pages of anthem.com/ca.

360° Health® programs, such as Future Moms, ConditionCare and others, support members on their path to healthier living.³ Our registered nurses can help members quit smoking as part of their program goals.

2. Healthy Lifestyles: Tobacco Free⁴

This program gives members personalized one-on-one support via the phone or web. Members work with coaches to develop a personal quit plan and get access to QuitNet, featuring a wide range of interactive tools and resources. The program includes:

- ▶ Tips and advice from professional “Q-Counselors”: Members get their questions answered online or can chat over the phone 24/7.
- ▶ Support from quit buddies: Members can chat with others who are trying to quit and share their struggles and celebrations with people who understand what they’re going through. More than 10,000 new people join QuitNet each month.
- ▶ Nicotine Replacement Therapy (NRT)⁵: Can be used to help relieve withdrawal symptoms.
- ▶ As the employer, you’ll receive a variety of engaging marketing materials to help you promote the program.

The program’s success speaks for itself. Nearly half of QuitNet enrollees that were surveyed seven months after starting the program reported that they had not used tobacco products in the previous 30 days.⁶

3. Worksite wellness seminar⁴

Held at your workplace or virtually, this seminar makes it convenient for employees to get an overview of the benefits of quitting smoking and the keys to success. This is a great option for health fairs or open enrollment events.

4. Discounts through SpecialOffers

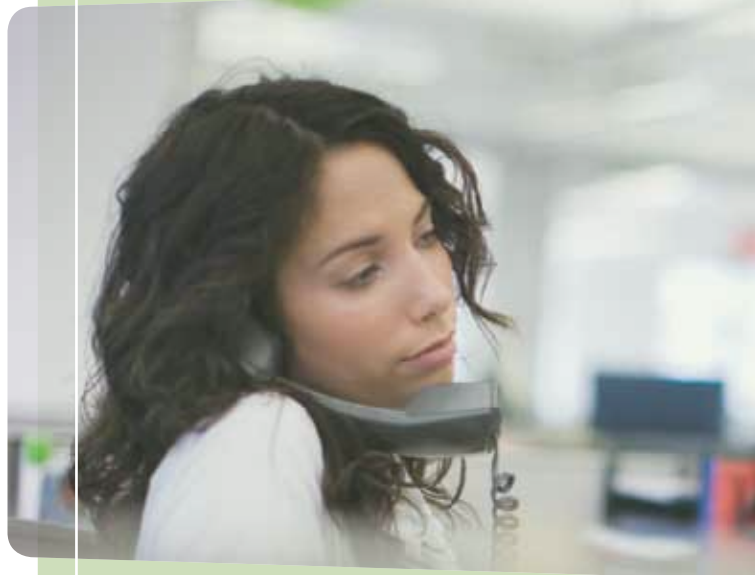
SpecialOffers is a discount program available only to members who register at anthem.com/ca.

- ▶ Members get 30% off programs from selfhelpworks™ – a program for smokers: Online program; no extra cost for employers
- ▶ Discounts through ChooseHealthy™: Savings on health and wellness products and, services including NRT, acupuncturists and massage therapists available online
- ▶ Discounts through drugstore.com™: Online store offers savings on health and wellness products, including NRT

Quick guide to quit smoking programs and discounts

Program name	Type of program	Length of time	Personal support	Online support	NRT	Languages
Smoking Cessation Lifestyle Improvement Program	Online	Self-paced	None	Online reading materials, planners and journals	No	English and Spanish
Healthy Lifestyles: Tobacco Free	Online and phone coaching	Customized to meet the needs of the member	One-on-one phone and e-mail counseling, online chat counseling with nurse	Links to message boards, online communities, Q-mail	Yes ⁵	English and Spanish
Worksite wellness seminar	Held at workplace or via the web	One hour	Members may ask questions during meeting	No	No	English
SpecialOffers	Online discount program	Varies	Online discounts on products and services from independent companies like selfhelpworks™ & drugstore.com to help stop smoking	Varies	Yes, available for employee purchase	English

For more information on these programs and discounts, contact your Anthem sales representative.



It's a smart business decision to urge
your employees to quit smoking.
Because your business can only be as
healthy as the employees behind it.

- 1 Centers for Disease Control and Prevention website: Smoking & Tobacco Use (November 14, 2008): cdc.gov
- 2 American Heart Association: Nicotine Addiction (February 2011): americanheart.org
- 3 360° Health availability varies by funding type. Please contact your account representative for more information.
- 4 Healthy Lifestyles: Tobacco Free, Worksite Wellness seminar may be purchased at an additional cost.
- 5 NRT is available at an additional cost when you buy the Healthy Lifestyles: Tobacco Free program
- 6 Based on an internal Healthways book of business study of 5,486 members,