

# ANTHEM.COM offered programs

Anthem offers numerous tobacco cessation programs that can meet your member's smoking cessation needs based on their personal preferences for interaction.

## Online Programs

### ***Butt Out***

Available at [anthem.com](http://anthem.com) now through [SpecialOffers@Anthem](mailto:SpecialOffers@Anthem), our e-retail site, Butt Out allows members to save money on a comprehensive smoking cessation program that offers educational resources and discounts on the products that can help the member become smoke-free, such as nicotine patches and gum.

### ***Ready, Set, Stop!***

Offered through [MyHealth@Anthem](mailto:MyHealth@Anthem) at [anthem.com](http://anthem.com), Ready, Set, Stop! is available to all members at no additional cost. This program is an online course that takes members through the various steps involved in quitting smoking and includes sessions entitled "I'm Ready, Let's Go!", "Planning for Triggers and Coping," and "Survival Tips: Hang in There, Baby!" The 10-session course is offered through Anthem's partnership with WebMD and is available to all members who are enrolled in our health plans at no additional cost.

### ***Online Quit Kit***

An internally created set of resources, which is made available to all members free of charge through [anthem.com](http://anthem.com), this online resource provides members with a toll-free wellness line and access to smoking cessation resources that support individual cessation efforts. Anthem's "Quit Kit" includes tips for what to expect when the member becomes tobacco free, a step-by-step guide to help start the quit process, and coping skills to assist members in nurturing the non-smoking habit.

Members can download the following tools from our website:

- Smoking Cessation Resources – web-based and toll-free phone numbers to national smoking cessation organizations and services
- Tips You Can Use – Tips for what to expect when the member becomes tobacco free
- Preparing to Quit – A step-by-step guide to help start the quit process
- Benefits of Smoking Cessation – A detailed diagram listing risk reductions that occur with tobacco cessation
- What Happens When You Quit? – A minute-by-minute list of positive health changes that occur as soon as the last cigarette is smoked
- How to Dampen The Urge – Seven major coping skills to assist members in nurturing the non-smoking habit
- Five Key Steps for Quitting – Valuable strategies for quitting smoking in five easy steps
- What's In Cigarette Smoke? – Cigarette smoke is made up of tar which is made up of more than 4,000 chemicals including 60 known or to cause cancer
- Relapse: If You Smoke Again? – Strategies for the individual that slips and smokes a cigarette
- Reinforce Your Efforts – A tool to create a written tobacco cessation plan for a successful quit effort

The member is directed to the National Quit Line 1-800-QuitNow. The free telephone program routes callers to their respective state-sponsored quit line which offers callers a variety of services ranging from one-on-one telephonic counseling to resources for local, state and national smoking cessation programs. We also provide other smoking cessation

resources available online and links to local and national programs and organizations to help smokers get and stay tobacco-free.

### **Optional Resources (Additional Cost May Apply)**

Additional resources such as telephonic counseling and wellness seminars are available to assist members in their efforts to quit smoking. These programs may involve an additional cost.

#### *ConditionCare*

Members who receive health coaching through our ConditionCare programs are asked if they smoke and, if so, are then encouraged toward cessation efforts through individualized interventions. Members who agree to consider quitting will receive the "Quit Kit," information about their state-sponsored telephonic quit program and website information. Smoking members living with chronic conditions including asthma, diabetes, chronic obstructive pulmonary disorder, coronary artery disease and heart failure, who have not begun to consider quitting receive health coaching that provides tailored conversations about the personal benefits of quitting.

#### *Healthy Lifestyles*

Our Healthy Lifestyles smoking cessation program employs telephonic, online, and print interventions, and tools to help participants achieve their goals. Clients can choose from three standard product levels (Healthy Lifestyles Online, Healthy Lifestyles One-on-One, Healthy Lifestyles Complete) with each progressive level offering additional outreach/communications and more enhanced reporting capabilities. Telephonic counseling from a certified health coach supports members in making positive lifestyle behavior changes.

Additional resources available through our Healthy Lifestyles smoking cessation program include:

- Web Support – interactive tools, social networking (i.e. chat rooms), expert advice, and health content
- Quit guide booklet
- Nicotine Replacement Therapy (NRTs)

#### *Worksite Wellness*

Through our Worksite Wellness program, we bring a multidisciplinary team of health education specialists to [CLIENT]'s worksite to offer a "Quit Smoking" seminar. This seminar provides a more intense overview of the benefits of quitting, including key factors that increase the likelihood of success in quitting, and provides attendees with resources for when they are ready to quit. As a result of participating in this seminar, participants will:

- Increase their awareness and understanding of the health risks of smoking and the benefits of quitting.
- Identify personal benefits of quitting smoking.
- Be aware of the challenges of quitting (physical addiction, psychological addiction and the ingrained habit)
- Be able to identify key success factors in quitting.
- Be aware of the various nicotine replacement therapies and stop smoking medications that are available.
- Receive a list of stop smoking resources.
- Determine their next step for moving closer to becoming a non-smoker.
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