

Healthy Lifestyles

TOBACCO FREE



A healthy commitment to your business

Healthy Lifestyles Tobacco Free is a smoking cessation program designed to help your employees quit smoking, stay quit for good as well as improve their lifestyle and changing behaviors - ultimately helping you control the cost of medical care and enhance employee productivity.

For employees who smoke, quitting is the single most important action they can take for a healthier life. The benefits of quitting are both immediate and long term. With the Healthy Lifestyles Tobacco Free program, employees don't have to quit alone.

The program provides your employees with expert counseling by phone, through the web or both. Around-the-clock website support offers a full range of features and interactive tools to help employees set a quit date, select the right medication, get encouragement from fellow quitters and track their progress.

The online quitting tools, resources and personal health coaches help support and motivate your employees to succeed in smoking cessation:

- **Personal Coaching** — team-based phone coaching from qualified professionals using the newest behavior change principles.
- **Quitting Tools** — fully integrated platform designed specifically to support tobacco cessation and other aspects of health and well-being.
- **QuitNet Community** — support from online Quit Buddies.
- **QuitGuide** — comprehensive guide to quitting smoking.
- **Milestone Celebrations** — individual success celebrations like the number of days quit.
- **Nicotine Replacement Therapy (NRT)** — employers have the option of including a full cycle of NRT to the program components.

Healthy Lifestyles also provides targeted marketing and promotion as well as quarterly reporting.



Healthy Lifestyles Tobacco Free also provides a suite of online tools and resources that support well-being improvement, including:

- **Health Risk Assessment** — the initial step for participants to identify personal health conditions and obtain access to all the online tools. The online health assessment also provides employers with insight to changes in their population's well-being year after year.
- **Well-Being Plan** — a progressive and tailored map to help members improve their lifestyle and changing behaviors.
- **Nutrition and Exercise Trackers** — access to online health trackers and activity logs to help participants track their progress.
- **Cool Features** — such as an iPhone app, a personalized home page, appointment and medication reminders, healthy recipes and much more!
- **Rewards** — a points-based system is available for purchase. The system lets participants earn points that are redeemable for great prizes.