

The Quit For Life® Program



Proven effective nationwide: **The Quit For Life Program**, in collaboration with the American Cancer Society

Serving more than 2 million tobacco users since 1985, the Quit For Life Program (Quit For Life) is a tobacco cessation program that has been proven effective in multiple clinical trials. Quit For Life uses an evidence-based combination of physical, psychological and behavioral strategies to help participants overcome their addiction to tobacco. A critical mix of phone-based coaching, text messaging, online learning, medication and support tools produces an **average quit rate of 49 percent.**¹

How it works for clients

Your assigned account executive will work closely with key tobacco cessation staff members who have expertise in the Quit For Life Program and will help with:

- Benefit design and worksite policy development
- Premium differential strategy
- Vendor integration, referrals, promotional tools and campaigns
- Reports on how your tobacco cessation program is performing

How it works for participants

Quit For Life treats every tobacco user as a unique individual and tailors a quitting plan based on the participant's needs, giving them:

- Multiple outbound coaching calls
- Unlimited toll-free access to Quit Coach® staff for the duration of the program
- Access to our web portal online learning community that integrates with Quit Coach coaching services and the Text2QuitSM text messaging program

Skills: Five keys of a quit plan

1. Set a quit date.

We help participants select a quit date and set them up for success through coaching, text messaging and online support.

2. Manage urges to use tobacco.

Participants learn how to cope with urges to smoke, no matter when or where they have them. This may help tobacco users quit for good.

3. Use cessation medications effectively.

Participants 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.

Participants learn why getting rid of all their tobacco, ashtrays and lighters can help them quit and stay quit. We help each participant create a plan for success.

5. Use social support.

We help participants understand why it is important to ask their family and friends for support, and how to ask.



Reporting outcomes across Quit For Life clients have shown a six-month quit rate of 49 percent.¹

You will receive accurate, timely and detailed management reports via a convenient online reporting tool. And, you'll see confirmation of the clinical and scientific roots of Quit For Life in our evaluation methods:

- Metrics are reported using the responder method, which gathers satisfaction and quit data via telephonic and web-based outreach to your participants.
- Last tobacco use is measured at six months post-enrollment.
- Quit rate counts participants who have not used any form of tobacco in the last 30 days.

To learn more about Quit For Life, contact your Optum sales representative. Call **1-866-427-6845**, email us at engage@optumhealth.com or visit optum.com.

1. 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 2015.
2. Quit For Life employer book of business survey results. Results measured among responders to a survey at six months post-program enrollment, who reported being "very satisfied," "satisfied" and "somewhat satisfied" with the program, cumulative from 2006 to 2015.
3. 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 2015.

95%

Satisfaction²

49%

Quit rate¹

97%

Would recommend the program³



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