

Quit For Life[®] Program for Tobacco Cessation

Helping You Quit Tobacco for Good

Quitting tobacco is like learning to ride a bicycle. Nobody does it perfectly the first time, and it's easier with someone there to help you. Many people try to quit several times before they finally succeed.

How does the program work?

The Quit For Life[®] Program, brought to you by Alere Wellbeing and the American Cancer Society, is a six-month program that consists of phone-based, one-on-one treatment sessions with a professional Quit Coach[®]. During the initial call, which typically takes 25–30 minutes, your Quit Coach will review your tobacco use history and help you develop a personalized quit plan. If you're not quite ready to quit, your Quit Coach will work with you to get closer to making that decision. You can always call Quit For Life's toll-free number for additional support between your scheduled calls.

When you enroll in the Quit For Life[®] Program, you'll receive:

- One-on-one phone-based sessions scheduled at your convenience. These calls usually take 10–20 minutes.



Direct: 208.333.1596
Toll Free: 800.688.5008

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- Unlimited toll-free telephone access to the Quit Coaches while you are in the program.
- Membership to Web Coach, where you can build your own Quitting Plan, track your progress, and interact with other participants and Quit Coaches.
- Recommended nicotine replacement products, such as an eight-week supply of nicotine patches or gum (sent directly to you from the program), or the medications bupropion, bupropion SR, or Chantix (when prescribed by your doctor).
- A Quit Kit of materials designed to help you stay on track.

What if I start using tobacco again while I'm in the program?

The Quit For Life Quit Coaches are available by phone whenever you need them. Just as they helped you quit initially, they are there to help you get back on track if you start using tobacco again.

Who is eligible for the program?

This benefit is offered to all PacificSource members with medical coverage. There is no charge to participate in the program, and PacificSource covers unlimited quit attempts.

Your Quit Coach will work closely with you to help you quit tobacco for good.

How Do I Enroll?

You are not required to see your doctor to enroll. Doctor visits for tobacco cessation may or may not be covered under your plan. Please call Customer Service to verify your benefit. To enroll, simply call Quit For Life toll-free at (866) QUIT-4-LIFE (784-8454) or enroll online at www.quitnow.net. After you enroll, everything you need to participate will be sent directly to your home. A Quit Coach is available to serve your needs 24 hours a day, seven days a week.

About the Quit For Life[®] Program

The Quit For Life[®] Program is brought to you by the American Cancer Society[®] and Alere Wellbeing. The two organizations have 35 years of combined experience in tobacco cessation coaching and have helped more than one million tobacco users. Together they will help millions more make a plan to quit, realizing the American Cancer Society's mission to save lives and create a world with more birthdays.

