

A Tobacco Cessation Program



Quit For Life[®] Program

The Quit for Life Program is a telephone-based tobacco cessation counseling program that helps individuals on the path to a tobacco-free life. This program can help keep employees healthier and more productive. The Quit for Life Program is a clinically proven program that provides support to the participants to help them focus on their personal reasons for quitting tobacco use.

The Quit for Life Program is only available to self-funded groups and is billed per participant. There are two levels of benefits for this program, counseling only or counseling with nicotine replacement therapy. Groups will be billed only one time per year for each active participant's involvement in the program. The cost per active participant varies based upon their needs as outlined below.

Counseling Program

Tobacco Treatment Telephone Counseling

- **\$157** for 5 counseling sessions, self-help materials, and 12 months of unlimited inbound calls for members who currently use tobacco or who have recently quit and need additional support.

Counseling plus Nicotine Replacement Therapy Program

The per participant cost for one of the following Nicotine Replacement Therapies is in addition to the cost for counseling:

- **Nicotine patches**
 - \$130*** – 21 mg / 8 week supply
 - \$140*** – 14 mg or 7 mg / 8 week supply
- **Gum**
 - \$150*** – 4 mg or 2 mg / 8 week supply
- **Lozenges**
 - \$150*** – 4 mg or 2 mg / 8 week supply

Example: The cost for counseling plus nicotine replacement therapy using nicotine gum would be **\$307**. (\$157 counseling fee and \$150 for an 8 week supply of gum)

**Pricing for the Nicotine Replacement Therapy program is under a contractual agreement with the Quit for Life Program and is subject to change at the discretion of Free and Clear.*



**BlueCross BlueShield
of Alabama**

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ACS Quit For Life® Program Fact Sheet

- Member calls **1-888-768-7848** and is welcomed by registration representative: *"Thank you for calling the Blue Cross and Blue Shield of Alabama Quit For Life® Program provided in partnership with the American Cancer Society and Alere Wellbeing."*
- Program details are provided to member and asked if they would like to register in the program.
 - If member declines enrollment, there is **no charge** to group and member is encouraged to call back when ready to enroll.
 - If member enrolls, registration representative will:
 - check eligibility
 - gather demographic information
 - ask best time to call
 - enroll member in program
 - transfer member to a counselor for first counseling session
 - *group is charged \$157.00 for five counseling sessions and unlimited inbound coaching calls for 12 months after enrollment*
- Quit coach conducts initial intervention and determines necessary plan.
 - Participant is mailed a quit guide within 48 hours.
 - If benefit applicable, nicotine replacement therapy is discussed: patch, gum or lozenges, prices vary depending on NRT (eight-week supply offered).
 - Member engages in follow-up sessions.
 - Four additional outbound calls after initial intervention (five-call program) available to participants (outbound calls completed within four to six months).
 - **Unlimited** inbound coaching calls for **12 months after enrollment.**
 - Accessibility to a quit coach.
 - Outbound support completed within the first six months. Program is tailored to each participant's quit plan. Can be typical for a participant to complete the remaining four calls within the first two to four months and then receive an End of Program (EOP) survey at six months.
 - Six-month Survey: Participant is called six months after initial intervention, a 30-day quit status (asking the participant if they have been tobacco-free for at least 30 days), and satisfaction with the program are assessed.
 - Groups that have purchased the Tobacco Cessation program with nicotine replacement therapy (NRT), may be charged an applicable NRT sales/use tax. All NRT products (gum, patch or lozenges) are subject to this tax when purchased in the following states: **Washington, Indiana and Oklahoma.** The sales/use tax rate is based upon the city, county and state where the member actually resides. Currently, the tax rate for the above mentioned states varies from 4%-11%.
 - No charge for unlimited inbound support for 12 months after enrollment:
 - After 12 months in program, if a member would like additional outbound support and additional course of NRT if applicable, the eligible member can re-enroll (Group will be charged \$157.00 plus NRT).
 - According to the Alere Wellbeing Clinical Team, only 5-10% would choose to re-enroll after 12 months.
 - Support is available Monday – Sunday, 7 a.m. – 2 a.m. CST.
(Closed Holidays: Independence Day, Thanksgiving Day, and Christmas Day)
 - A 30-day notification is required to enroll a group in the ACS Quit For Life Program. Contact Meg Baker, Health Management, to communicate to Alere Wellbeing.