

We've Packed our Programs with Prevention Strategies

QuitLogix Includes:

- Tobacco Cessation Coaches and Customer Service Representatives available 7 days per week
- Up to 5 proactive coaching sessions with unlimited inbound calls
 - eCoach, a web-based, text messaging, email, and mobile program available 24 hours 7 days per week
 - Structured clinical protocols that incorporate culturally appropriate messages for sub-populations
 - Clinical oversight and training in behavioral change and Motivational Interviewing by National Jewish Medical and Behavioral Health faculty
- National Jewish faculty collaborates with our QuitLine programs for ongoing research in tobacco cessation
- Fax referral and feedback program
- Nicotine Replacement Therapy program
- Full Reporting Capabilities



40% of participants quit smoking (30-day 7 month responder rate)

840,000+ participants coached in their quit attempts

90% satisfaction rate among participants

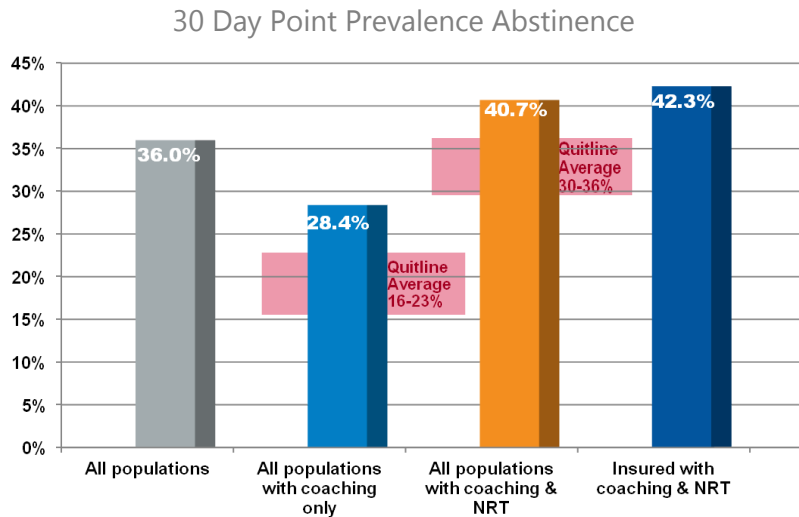
2.11 ROI achieved by companies after the first year of participation

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QUITLOGIX[®]

QuitLogix[®] Outcomes & ROI



Return on Investment

2,000 enrollments x \$219 = \$438,000

42% Quit Rate = 840 Quitters

Medical Cost Savings (840 x \$1623) = \$1,363,320

Savings - Cost = \$925,320

ROI = 2.11

A Healthy Business Starts with Healthy Employees

- Data from the CDC (1999) estimate that only 2.5% of smoker permanently quit each year without assistance.
- Each smoker costs employers \$1,623 more per year than a non-smoker
- Smokers are absent 50% more often than non-smokers
- Businesses pay \$2,189 in annual worker's compensation costs for smokers versus \$175 for non-smokers
- For individuals with distinguishing circumstances, we have customized programming designed to address the individuals' needs while ensuring the best quit outcomes.
 - Pregnancy and Postpartum
 - Mental Health Illnesses
 - Limiting Weight Gain while Quitting
 - Smokeless Tobacco Users
 - Respectful Cessation for American Indians

With QuitLogix, you get access to a range of programming options, to anticipate your costs and ensure higher quit rates.