



MARQUEE HEALTH

U BREATHE

TOBACCO SURCHARGE RAS ADMINISTRATION



Tobacco surcharges are increasing in popularity as employers continue to find ways to provide affordable health coverage for employees and family members. Effective January 1, 2014, as a function of the Affordable Care Act (ACA), insurers and employers are able to charge tobacco users up to 50% more than non-users. A key component to the ACA regulations that many employers overlook is the requirement within the ACA that forces an employer to provide access to a tobacco cessation program as a Reasonable Alternative Standard (RAS) to a tobacco surcharge.

Marquee Health's 'U Breathe' tobacco cessation program, combined with complete RAS administration, provides employers with a turn-key solution for the ACA requirement.

LIVE TO BREATHE

The 'U Breathe' tobacco cessation program is designed to offer participants ongoing support and resources throughout their quest to quit. All Marquee health educators who deliver the 'U Breathe' Program are Certified American Lung Association Facilitators. All health educators also hold a master's degree in Public Health, or another health related field.

ACCESS

Participants may elect to engage telephonically with a health educator or complete an eight-week web-based tobacco cessation program.

ADMINISTRATION AND REPORTING

Marquee Health offers complete program administration of a client's tobacco surcharge RAS, including program promotion, enrollment, tracking and reporting.

PLAN DESIGN

Marquee Health's RAS Administration product for tobacco surcharges is embedded within both the Enhanced and Premier wellness plan design models. It is also available for purchase as a stand-alone product.

TESTIMONIAL

"I enrolled in 'U Breathe' in December. I quit smoking by cutting back until I eliminated all cigarettes on January 1st. I was so motivated and encouraged by the fact that I was able to quit during the holidays that I made changes to my eating and physical activity and also lost 15 pounds in 2 months. This further motivated me to also cut out all alcohol from my life. I have learned so much about myself and what I am capable of. I have strengths I never dreamed I possessed, but will use in all aspects of my life moving forward."

RESULTS

Marquee Health's 'U Breathe' program delivers outstanding results:

- 59% of Program Participants Quit Using Tobacco Products
- 37% of Program Participants Remained Tobacco-Free After Six Months
- 33% of Program Participants Remained Tobacco-Free After Twelve Months