

PIVOT breathe

# Helping people quit using tobacco is just smart business

Pivot Breathe helps people quit using tobacco — at a scale that makes a difference



## Tobacco and vape use is costing your employees and your business.

One in five adults in the U.S. smoke cigarettes. Nicotine addiction continues to grow, with almost 11 million adults using vape products today. Such statistics showcase why tobacco cessation is essential to overall employee wellness, spanning issues including chronic conditions, financial freedom, and mental health. An estimated 96% of tobacco-using employees admit to using tobacco while at work.<sup>1</sup> Such behavior can have an impact on your bottom line.



**Healthcare:** Employers pay \$4,000 per year, per smoker in excess healthcare costs (diabetes, cardiovascular, musculoskeletal, cancer, COPD, and mental health).



**Productivity:** Absenteeism, presenteeism, and sick days add up to \$5,000 per year, per smoker.



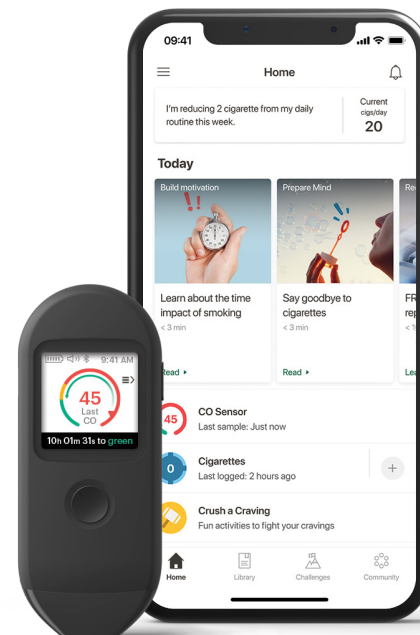
**Financial:** Employees spend an estimated \$150,000 on cigarettes and vape products in their lifetime.



**Family Health:** Family members suffer more respiratory and ENT conditions. They are also more likely to become people who smoke.



Pivot Breathe clients note between a **5-10X increase** in program enrollment from prior programs.



Learn more about Pivot Breathe today!

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<sup>1</sup>Pivot: Attitudes Towards Tobacco Use in the Workplace, 2022

# The Pivot Breathe Program

## Personalized, intensive behavior support

Pivot Breathe applies a holistic approach based on proven behavioral science theories including a human-centered mobile app and an engaging, handheld FDA-cleared carbon monoxide (CO) breath sensor revolutionizing the market. With its interactive, insightful content that informs users in real-time how their CO levels are affected by

smoking, Pivot Breathe empowers individuals to embrace wellness, while enabling corporations to transform the health of both employees and their families. Pivot Breathe supports all stages of a person's quit journey, including pre- and post-quit assistance.



**Mobile App:** Evidence-based program with user-specified content for all levels of quit readiness. Available on iOS and Android.



**NRT:** Patches, gum, or lozenges, proven to decrease cravings, delivered direct to users.



**Human Coaching:** Dedicated one-to-one coaching delivered via in-app messaging. Active coach use increases success rates by four times.



**Community:** Peer-to-peer support for motivation and encouragement.



**FDA-Cleared Breath Sensor:** Discrete, engaging, and fun — consumer-grade carbon monoxide device helps users visualize progress towards quitting. Clinically proven to increase motivation to quit by 75%.<sup>2</sup>

<sup>2</sup> JMIR, Assessment of a Personal Interactive Carbon Monoxide Breath Sensor in People Who Smoke Cigarettes: Single-Arm Cohort Study, 2020.



## Pivot Breathe Reaches More Tobacco Users

**Enrollment Marketing Team:** Tap into our team of specialists, experts at engaging tobacco and vape users. Access seasonal campaigns consistently optimized to drive engagement.

**Client Success Team:** Utilize our assigned quarterback that keeps your tobacco cessation program running smoothly.

**Reporting:** Receive detailed insights into your program's performance, including savvy, data-driven outcomes and success measures through demographic and reasonable alternative reporting.

**Budget Flexibility:** Optimize your medical budgets with the option to bill through claims, or simply pass through your wellness account.

## Give Your Wellness Program a Breath of Fresh Air



**Onboard with ease**  
in 60 days or less



**33% quit rate**  
the only solution with clinically-validated 3-year quit data



**95% user satisfaction rate**  
to delight and engage your employees

Learn more about Pivot Breathe today!  
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