



Quit For Life[®] Program



The Quit For Life[®] Program

Brought to you by the American Cancer Society and Alere Wellbeing, the Quit For Life[®] Program is offered by more U.S. states and employers than any other tobacco cessation program.

The Quit For Life[®] Program is the nation's leading tobacco cessation program offered by 28 states and more than 800 employers and health plans throughout the U.S. Brought to you by a collaboration between the American Cancer Society and Alere Wellbeing, the program is built on the organizations' 35 years of combined experience in tobacco cessation. The Quit For Life[®] Program employs an evidence-based combination of physical, psychological, and behavioral strategies to enable participants to take responsibility for and overcome their addiction to tobacco. A critical mix of medication support, phone-based cognitive behavioral coaching, text messaging, web-based learning, and support tools produces an average responder quit rate among employer clients of 48 percent.

95%
Satisfaction

48%
Quit Rate (employer)

97%
Would recommend the program¹

The 4 Essential Practices to Quit For Life[®]:

1. Quit at your own pace.

Participants learn how to quit on their own terms and get the help they need, when they need it through coaching, text messaging and online support.

2. Conquer your urges to smoke.

Participants gain the skills they need to control cravings and urges and learn how to successfully navigate situations involving tobacco.

3. Use quit medications so they really work.

Participants learn how to supercharge their quit attempt with the proper use of nicotine replacement therapy and FDA approved cessation medications.

4. Don't just quit, become a nonsmoker.

Participants learn to never again have that "first" cigarette once they have stopped using tobacco.

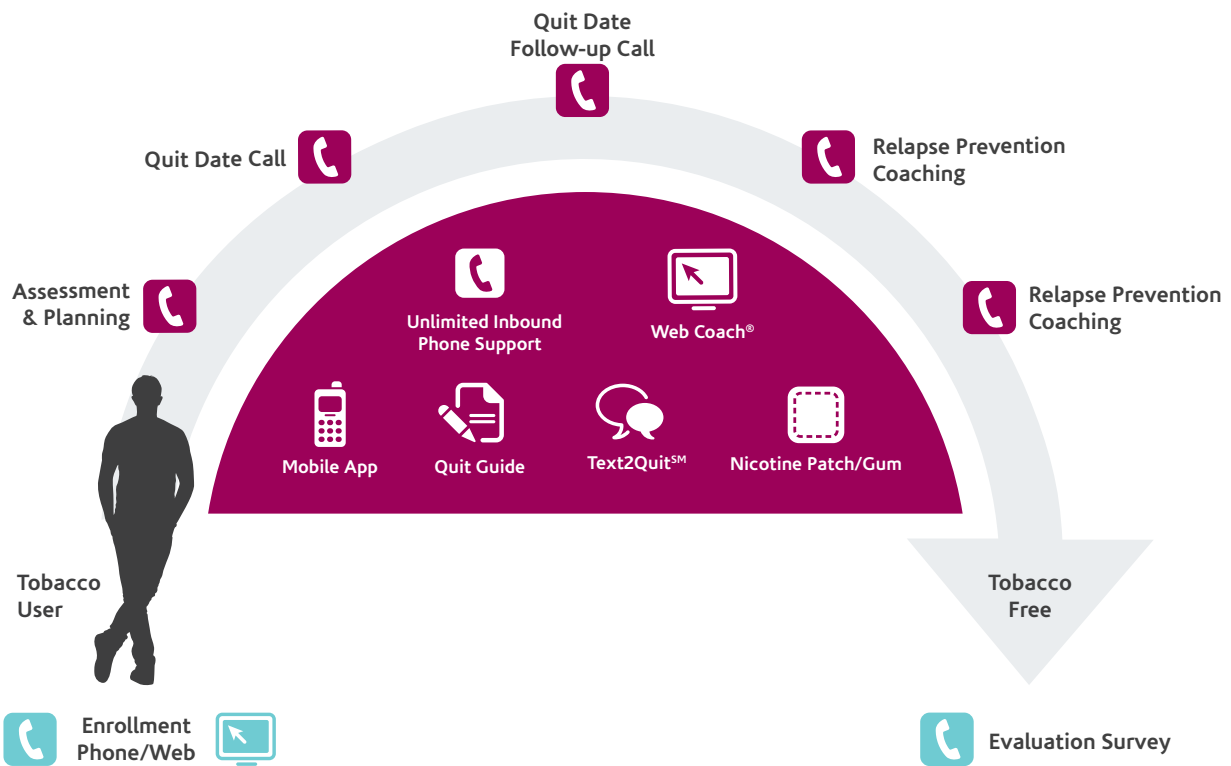
¹ Alere Wellbeing data on file. Employer book of business survey results. Results measured among responders to a survey at 6 months post program enrollment, with quit rate success defined as 30+ days of abstinence from all forms of tobacco, cumulative from 2006 – 2013.

HOW IT WORKS FOR EMPLOYERS

For employers, Alere Wellbeing provides a Client Services Manager who has expertise in implementing comprehensive programs, policies, and best practices for driving participation. They assist with benefit design and medication coverage, policy development, incentives planning and management, premium differential strategy and implementation, nicotine testing policy development, vendor integration and referrals, employee communications, promotional materials, custom campaigns, and an online recruitment toolkit. They also provide monthly reporting so that you have a clear picture of how your tobacco cessation program is performing.

HOW IT WORKS FOR PARTICIPANTS

The Quit For Life® Program treats every tobacco user as a unique individual and tailors a quitting plan that is based on the participant's lifestyle, preferences, and tobacco use history. Participants receive multiple outbound coaching calls and unlimited toll-free access to Quit Coaches for the duration of the program. They also have access to our Web Coach® online learning community that integrates seamlessly with Quit Coach® coaching services, our mobile app, and the Text2QuitSM interactive text messaging program.



OUTCOMES

Alere Wellbeing provides accurate, timely, and detailed management reports via our Vital SignsSM online reporting tool. Our quit rates, customer satisfaction, participation rates, and service levels continue to surpass industry standards. Using the responder method for measuring and reporting outcomes across our employer client base, Alere Wellbeing has shown a 6-month quit rate of 48 percent.

Our clinical and scientific roots are evident in the rigor of our evaluation methods:

- Our metrics are reported using the responder method (gathering data from those who respond to an end-of-program survey and report their quit status).
- Last tobacco use is measured at 6 months post-enrollment.
- Participants are considered successfully quit only if they have not used any form of tobacco in the last 30 days.

Don't just pay for a program, pay for performance.
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