

Breaking Tobacco Addiction



A psychologically based tobacco cessation course that eliminates the core reason people can't break their addiction.

"I smoked for over 40 years and now I don't. I have attempted to stop smoking literally hundreds of times. You showed me a different way ..."

The Core Reason Most Tobacco Users Cannot Quit

According to the American Cancer Society, “About 2 out of 3 of smokers say they want to quit and about half try to quit each year, but few succeed without help. This is because smokers not only become physically dependent on nicotine. **There’s also a strong emotional (psychological) dependence.**”¹

The presence of this second dependence—an emotional dependence on tobacco use—helps to explain the finding that the marginal treatment effectiveness of nicotine replacement therapy (NRT) is only 5.8%².

The reason most tobacco users cannot stay quit for any length of time is that their methods or treatments address the *physical* aspects of their addiction but not the deep-seated *emotional* dependence that perpetuates it.

The bottom line: Unless a smoking cessation program deals with a tobacco user’s emotional dependence on smoking (or chewing, or even vaping for that matter), they will almost always return to their health-robbing habit within just a few weeks or months after quitting.

¹ <https://www.cancer.org/cancer/cancer-causes/tobacco-and-cancer/why-people-start-using-tobacco.html> (6/4/19)

² Potential Costs and Benefits of Smoking Cessation for California, Penn State University, April 2010

Course Overview

The backbone of the LivingFree tobacco cessation course from Avidon Health is a highly effective video-driven online course that employs a proprietary evidence-based cognitive behavioral training process. The process combines the tenets of Cognitive Behavioral Therapy (CBT) with health coaching best practices and empowers participants to **permanently end their physical and emotional dependence** on tobacco in as little as 3 weeks.

The course was successfully taught live in **hospitals, clinics, and large corporations** for nearly two decades prior to being converted to a cost-efficient online video format. A mobile companion app and useful support tools are also included for participants, and the course comes with robust participation/progress/completion reporting, downloadable completion certificates, attractive promotional collateral and live user and client-level support.

Unique Differentiators

Simply put, LivingFree allows smokers (and chewers, and vapers) to break free of their tobacco addiction at the **lowest possible cost per successful intervention**. For example, in a study conducted by San Diego State University, the 6-month post-course quit rate for LivingFree was triple the 6-month post-course quit rate for the control group (American Cancer Society self-help intervention).

The success of LivingFree is driven by two main factors:

1. **Effective Behavior Change Process:** Rather than trying to rely on willpower, drugs, or gimmicks, LivingFree addresses the tobacco addiction issue head-on, going beneath the surface to expose and transform the core beliefs, thoughts, and emotional response mechanisms that cause a person to smoke (or chew, or vape). The course's step-by-step cognitive behavioral training process and tools empower participants to quit tobacco--and stay quit--in as little as 5 days **without the need for Nicotine Replacement Therapy (NRT).**

The truth is that tobacco addiction is primarily a psychological addiction, rather than a physical nicotine addiction alone. The LivingFree video-based online cognitive behavioral training course equips participants with the knowledge, cognitive skills, and tools needed to **change their brain's programmed emotional response to tobacco**, thereby empowering them to eliminate their tobacco cravings and break free of their addiction permanently - **no matter how many times they've failed in their past attempts to quit.**

2. **Engaging Online Delivery Format:** LivingFree is delivered using a highly engaging, user-friendly online format that simulates live coaching sessions by combining pre-recorded videos of a live cognitive behavioral training expert with smart technology. The course is accessible conveniently and privately 24/7 via desktop, tablet, or smartphone - the user simply clicks 'Start a Session' and the software takes over and guides them from there. The 100% digital delivery format makes LivingFree cost-effective, easy to implement, and seamlessly scalable over multiple locations.

Sample Participant Feedback

"What an awesome program! Like mental Ju Jitsu for gnarly habits!"

"I smoked for over 40 years and now I don't. I have attempted to stop smoking literally hundreds of times. Sometimes I lasted an hour and sometimes a day. I have always known all the reasons to quit but you showed me a different way. Which set me FREE."

"This program completely changed my way of thinking about smoking and about self-induced habits overall. Concepts learned in this course not only helped me become an ex-smoker, they are helping me in just about every other aspect of my life. The skills learned are transferable, and I've downloaded the audio files so I can listen to them again and again. I would highly recommend this program to anyone who is truly serious about becoming an ex-smoker."

"I honestly had not decided to quit when I started the program but it was required by my employer for insurance purposes. After the second session, I was all in! How could I not do this? It made perfect sense. I smoked for 43 years and am now in to my 3rd week smoke free!! Thank You!!!!!"

"The idea that most helped was that I was NOT deprived or "having to" quit. I was CHOOSING health and longer life. Also the mantra-"a puff away from a pack a day", helped me in tough spots! It has been 6 months for me so far, and going strong! I was a 40 year smoker that hadn't tried to quit in the last 27 years until this program-my expectations were low that it would work- but it DID!! Thank you!!"

"I am 52 years old and have smoked since I was about 15. I tried to quit one time when I was in my 30's and failed after a week. This program has worked for me so far. I am on my third week free and I feel pretty good about it. I still have moments, not many, that the urge to smoke seems to hit me out of nowhere, but when I started seeing these as mere thoughts, combined with the creed, it became so easy to get through each one."

"Very grateful my employer offered this program. I'm finally free."

"I think this program is excellent. I have used it twice now. The first time I quit smoking for 15 years. But the mantra 'I'm a puff away from a pack a day' is oh so very true and I found myself smoking again. After trying many other ways to quit I knew I had to go back to what I knew was the only way I was ever successful. I'm 22 days into my quit and I feel great. Thank you so much!"

"Very impressed with the overall approach of the program being totally opposite of any nicotine replacement therapies that I had participated in, in the past. Focus on behavioral modification, self-reflection, personal empowerment, and mind/thought change process was refreshing."

"I was coming off a heart attack and a smoker. Three months' smoke free and this self-help worked. Without this program, I would not have been able to quit smoking. Yes I smoked for 42 years, took this program 2.5 years ago. I needed this again to reinforce what I learned before."

Background & Clients

LivingFree is offered by Avidon, the leading provider of video-based digital (online) interventions for reducing behavioral health risk. Avidon was established for the purpose of developing and delivering scalable online versions of evidence-based cognitive behavioral training courses that had been taught live in hospitals, clinics and large corporations since 1979.

LivingFree was the first course developed, and its success laid the groundwork for a suite of several targeted interventions for hard-to-break unhealthy habits.

Avidon's online interventions are primarily used and/or offered by hospitals and clinics, health plans, leading corporate wellness vendors and employers – often under private label. The company serves the needs of over a thousand end-client organizations in all, and its online interventions have touched the lives of more than a million participants over the years.

Outcomes

NOTE: More than 30 years of experience working with tobacco addicts has taught us that the **real issue for tobacco users is not quitting but rather staying quit**. We have learned that there is very little recidivism among those who are able to stay quit for 6 months.

University Study: In a randomized trial conducted by San Diego State University, the 6-month post-course quit rate for participants who completed at least through Session 1 of LivingFree was 38.1%. By contrast, the 6-month post-course quit-rate for the control group (American Cancer Society self-help intervention) was 13.4%.

Hospital Study: In a study conducted at St. Luke's Hospital & Medical Center, the 6-month post-course quit rate for those completing at least through Session 1 of LivingFree was 38.6%. The 6-month quit-rate for those completing all 12 sessions (including the post-quit support sessions) was 78%.

Large-Scale Case Study: A large national wellness vendor compared the back-to-back annual Health Risk Assessments (HRA's) of over 2,000 individuals who had taken LivingFree. The wellness vendor informed us that the self-reported results of the follow-up annual HRA reflected a quit rate of 1 in 3 LivingFree participants.

Completion Rates: Across Avidon's entire book of business, approx. 40% of those participants who show up and complete the initial online coaching session go on to complete the entire course (12 sessions, including 7 post-quit support sessions).

Participant Feedback: Each participant is invited to take an anonymous exit survey upon completion. Below is a book-of-business summary of responses to five key questions included in the survey, followed by sample feedback shared by participants:

Anonymous exit survey responses		
Overall, did the course help you meet or move toward your goal?	Yes	93%
Overall, did the course help improve your motivation?	Yes	94%
Overall, did the course help you feel more confident / in control?	Yes	92%

Do you feel more positive about your future health than before you started the course?	Yes	92%
Would you recommend the course to a friend or family member?	Yes	96%

Course Details

LivingFree is a robust, stand-alone online tobacco cessation course that meets the Reasonable Alternative standards for incentivized wellness programs and **does not require the use of nicotine replacement therapies** or other smoking cessation aids.

The course consists of an evidence-based online cognitive behavioral training course and ancillary support tools. It is **designed to break down the cognitive and emotional barriers** that keep tobacco users from being able to successfully quit tobacco and remain quit. During the course, participants will discover the real reason they smoke, chew, or vape, and they will master new techniques that change the way they think about and react to tobacco. The techniques they will learn in LivingFree are most likely very different from any approach they have tried before and may **positively impact other area of their lives as well**.

The LivingFree course is curriculum-based and consists of 12 sessions – 5 pre-quit learning sessions and 7 post-quit support and mastery sessions. The curriculum is driven by a flexible course calendar and takes most participants anywhere from 3 – 12 weeks to complete depending on their schedule.

Each session consists of pre-recorded training/coaching videos featuring a live expert, online quizzes, interactive exercises, reading materials, and simple assignments to put the key concepts into practice in day-to-day life. Avidon's questionnaire-driven proprietary intelligent software, PersonalCoach™, provides personalized situation-specific coaching content to keep participants on track after their 'quit day'. Additional tools including a companion mobile app, support audios, reminder emails, support emails through 180 days after quit day, and other feature sets.

Summary of LivingFree Course Components

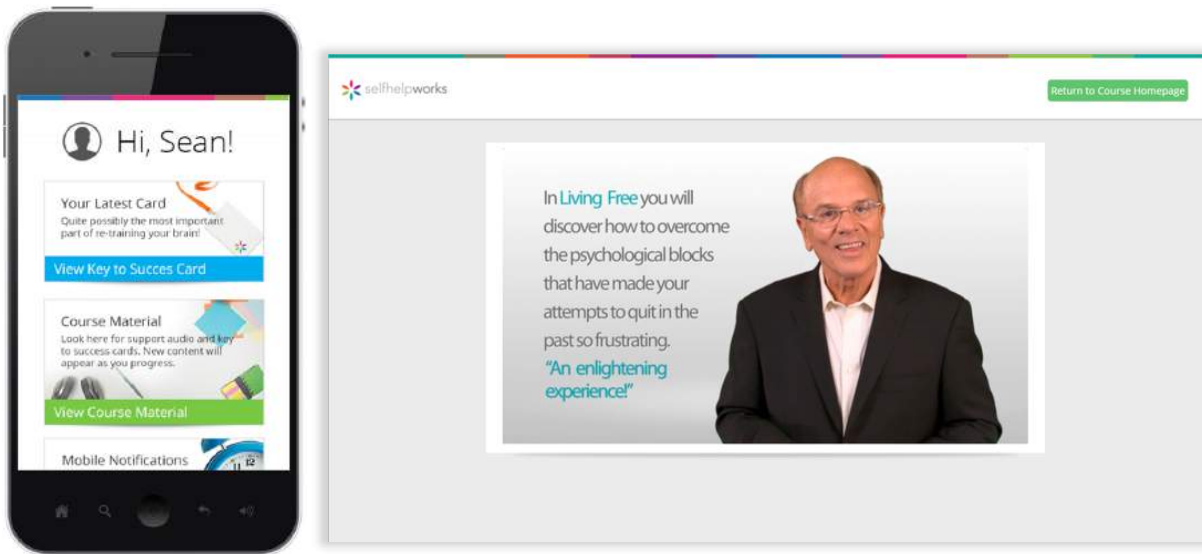
Mobile-Compatible Portal with Smoking Cessation Course	
Calendar-driven online delivery of sequential pre-recorded 'live' expert-led video, audio, and written content for tobacco cessation. Includes PersonalCoach™ software to keep participants on track after "quit day" and rules-driven email reminders and support.	
Additional Feature Sets	
Some feature sets, such as trackers, are configurable and may be omitted from the portal if desired	Companion mobile phone app (iOS and Android)
	Push notifications and support emails
	Support coaching audio library
	Trackers (weight, cholesterol, blood pressure, blood glucose)
	BMI Calculator
	Exercise tracker
	Personal journal
	Exercise video library (16 easy exercise videos)

Reporting

Standard Participant Progress & Completion Reports

Automated data feeds are also available

Sample Screenshots



User Support

PersonalCoach™ – At the beginning of each post-quit support session the participant completes a questionnaire. Avidon's proprietary PersonalCoach software interprets the participant's mindset based on their responses and delivers email and audio coaching support that fits their specific support needs at that point in time.

Live Course Support – Trained Avidon personnel answer routine questions regarding course content by telephone and e-mail. Complex issues are escalated to trained Avidon subject matter experts as needed.

Live Technical Support – In addition to online help screens, technical staff are available to provide support by telephone and e-mail for computer-related issues such as updating outdated web browsers.

Automated Course Compliance Support - Periodic reminder emails are delivered to inactive participants, and course support emails are delivered to participants based on preset rules. Follow-up emails are periodically sent to participants until the 180th day after their quit day.

Client Support

Continuous system monitoring is in place and the Avidon technical support team is available by email and phone. Response times are commensurate with severity of system-related issues.

A dedicated account manager will also be easily accessible.

Promotional Collateral

The following promotional collateral is available upon request at no extra charge to drive employee participation in the LivingFree smoking cessation course:

- Set of 3 customizable email templates for launching the course – Word format
- Attractive full color 8 ½" x 11" two-page flyer with login URL – PDF format (high-res and low-res available)



Reporting Capabilities

Real-time participant progress and completion reporting (individual and aggregate) will be made available online, 24/7, to the company's designated smoking cessation course administrator(s).

NOTE: In order to display Personally Identifiable Information (PII) on reports, Avidon will need each administrator to sign a HIPAA Request form authorizing Avidon to disclose the PII to them.

Fully Included at No Extra Cost

- Participant Support
- Client Support
- Robust Reporting
- Promotional Collateral

Electronic Completion Certificate

Each participant who completes the LivingFree online smoking cessation course will receive a completion certificate in the form of a congratulatory email.

Implementation

User access is managed by eligibility file or, if you have a wellness portal you would like us to integrate with, we can do a single sign-on (SSO) integration at no additional charge.

Implementation time varies by method. As a rule of thumb, it is usually completed within 1 – 3 weeks depending on responsiveness of your team (and your vendor, if applicable).

Pricing

The extensive use of smart technology enables Avidon to deliver an engaging and effective ‘live’ coaching experience without the high costs of live or telephonic coaching.

To deliver the greatest value, pricing is typically structured on a capitated basis across the entire population (per employee per month, or PEPM).

Per-participant pricing is also available for small businesses with less than 50 employees, or for specialized use with targeted populations. For example, organizations with incentivized wellness programs may offer specific Avidon courses to comply with the Affordable Care Act’s Reasonable Alternative Standards requirements.

Need More Information?

Let’s Talk: <https://avidonhealth.com/contact-us>

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