

# Quit For Life<sup>®</sup> Program for Tobacco Cessation

Do you have patients with PacificSource coverage who are struggling to quit tobacco? We encourage you to tell them about this free program.

## How does the program work?

The Quit For Life<sup>®</sup> Program, developed by Alere Wellbeing and the American Cancer Society, consists of phone-based, one-on-one treatment sessions with a professional Quit Coach<sup>®</sup>. During the initial call, which typically takes 25–30 minutes, the Quit Coach will review your patient's tobacco use history and help them develop a personalized quit plan. If they are not quite ready to quit, the Quit Coach will work with them to get closer to making that decision. Quit For Life's toll-free number offers additional support between scheduled calls.

When members enroll in the Quit For Life Program, they receive:

- One-on-one phone-based sessions.
- Unlimited toll-free telephone access to the Quit Coaches while enrolled in the program.



**Direct:** 541.684.5582  
**Toll Free:** 800.977.9299

**PacificSource.com**

- Membership to Web Coach, where they can build their own Quitting Plan, track progress, and interact with other participants and Quit Coaches.
- Recommended nicotine replacement products, such as an 8-week supply of nicotine patches or gum, or a 12-week supply of bupropion (generic of Zyban) or Chantix (when prescribed by their doctor and subject to pharmacy copayments).
- A Quit Kit of materials designed to help them stay on track.

## Who is eligible for the program?

This benefit is offered to all PacificSource members with medical coverage. There is no charge to participate in the program, and PacificSource covers two quit attempts.

## How do members enroll?

Members are not required to see their doctor to enroll. Doctor visits for smoking and tobacco cessation may not be covered by their plan. To enroll,

they simply call Quit For Life toll-free at (866) QUIT-4-LIFE (784-8454) or enroll online at [www.quitnow.net](http://www.quitnow.net). After enrolling, everything needed to participate is sent directly to the member's home. A Quit Coach is available from 5:00 A.M. to 9:00 P.M., Pacific Time, seven days a week.

## About the Quit For Life<sup>®</sup> Program

The Quit For Life<sup>®</sup> Program is brought to you by the American Cancer Society<sup>®</sup> and Alere Wellbeing. The two organizations have 35 years of combined experience in tobacco cessation coaching and have helped more than one million tobacco users. Together they will help millions more make a plan to quit, realizing the American Cancer Society's mission to save lives and create a world with more birthdays.

