

Tobacco Cessation

It's estimated that one in four working adults in the United States still smokes.¹ Tobacco use among your people hurts your organization's health, productivity and costs. Consider this, people who smoke:

- Get sick more often and are more likely to suffer from chronic conditions like asthma, emphysema, acid reflux and cancer.
- Spend \$1,623 more in excess medical costs each year than nonsmokers.²
- Miss more days of work and experience more unproductive time at work, driving higher productivity loss.
- Incur \$1,807 higher productivity loss per year compared to nonsmokers.³

If you are not helping your people kick the habit, you'll likely face a continued rise in disease and disability and, with it, continued increasing costs.



Act Now. Save More.

Acting now to help people change their unhealthy lifestyle habits and avoid disease and illness delivers immediate and sustainable cost savings that can help your company's bottom line.

Contact your broker or your CIGNA representative today to get started.



Why Going It Alone Doesn't Work

About 70% of smokers want to quit, and about 40% try each year. Unfortunately, only about 5% succeed each year without help.⁴

That's because tobacco use is both a physical and emotional addiction. Without support to combat these addictions, the chance of long-term success is slim.

Components

Our tobacco cessation program addresses both addictions by incorporating two key strategies shown through research to double a person's quit rate success:⁵

- Nicotine replacement therapies to address the physical addiction
- Counseling and social support to address the emotional addiction

Our Program

We provide support every step of the way to ensure participants receive the necessary tools, motivation and skills they need to quit – for life:

- 91.8%** still tobacco free 30 days after graduation
- 81.6%** still tobacco free one year after graduation
- 96%** report being "highly satisfied/satisfied" with the program
- 93%** would recommend to a friend⁶

Personalized Support, Every Step of the Journey

Helping people change their unhealthy lifestyle habits and overcome their dependency on tobacco helps them avoid costly disease, illness, absence and lost productivity. Our program offers continuous, personalized support to help drive sustainable lifestyle change:

Start: Unhealthy Lifestyle

Personalized assessments to understand each participant's unique goals, challenges and readiness to change so we can tailor his/her quit plan and our coaching approach.

Choice of flexible programs – delivered by phone or online, day or evening – so people can customize their coaching sessions to meet their schedules and preferences.

Helpful communications to help individuals learn new ways of thinking, stay focused and track their progress. Workbooks and toolkits for people who participate by phone, and online quizzes and routine emails for online participants.

Free behavior change aids – such as nicotine replacement patches or gum and relaxation CD – to provide additional day-to-day support.

One-on-one support from specially trained health advocates to help people overcome the emotional, physical and social barriers, and achieve lasting success. Weekly telephone support groups are also available.

Ongoing and post-graduation assessments and support to help people resolve new roadblocks, avoid relapses, and continue their new healthy lifestyle. Health advocates also can make referrals to EAP and behavioral health specialists as needed.

End: Healthy Lifestyle – for Life

Sources:

¹ Milliman report, "Covering Smoking Cessation as a Health Benefit: A Case for Employers"; Kate Fitch, RN, Med; Kosuke Iwasaki, FIAJ, MAAA; Bruce Pyenson, FSA, MAAA; New York, 2006; ² CDC estimates of smoking related medical costs; ³ *Journal of Occupational and Environmental Medicine*, 2006-10-01; ⁴ American Cancer Society; ⁵ Corinne Husten, Acting Director, Centers for Disease Control and Prevention, as quoted in *USAToday*, "It Takes a Village to Quit"; ⁶ Book of business results, December 2008.

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