



Help employees quit tobacco and nicotine with Quit For Life

The facts are clear: Approximately 46 million U.S. adults use tobacco products. And tobacco is the leading cause of preventable disease, disability and death in this country.¹

It can be extremely challenging to stop using tobacco, especially without the proper help and resources. Quit For Life[®] is a clinically proven program that uses physical, psychological and behavioral strategies designed to help employees overcome nicotine dependency.

So many ways to receive support

Quit For Life treats every tobacco user uniquely, tailoring a quit plan based on their needs. Employees have access to a coach to help make a plan, set a quit date and receive ongoing support. They also receive unlimited inbound phone and digital support, including an app, online learning, texting support,* interactive content and urge-management tools.

With multiple communication channels, employees can more easily connect with a coach and other resources – helping to keep them engaged and on track with their quit plan.



The impact of tobacco use on employers

\$300_B

in lost productivity and health care spend²

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Healthcare[®]**
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How Quit For Life works

A coach develops a plan for each employee based on their goals. The plan includes 5 key elements:

- 1 Set a quit date** – We help employees choose a quit date and set them up for success through coaching, text messaging and online support
- 2 Manage urges** – Employees receive strategies for coping with urges to use nicotine, no matter when or where they have them
- 3 Use cessation medications** – Employees find out how the proper use of nicotine-replacement therapy and other FDA-approved cessation medications may support them
- 4 Tobacco-proof the environment** – Employees learn why getting rid of all tobacco, ashtrays and lighters may help them quit
- 5 Use social support** – Employees are taught why and how to ask family and friends for help

Driving positive behavior change for 30+ years

6M+
lives helped⁵

50%
quit rate³

93%
participant satisfaction⁴

Designed to support overall health outcomes

Employer benefits

- Evidence-based program
- Integration with other UnitedHealthcare resources
- Potentially lower chronic illness rates and medical expenses

Learn more

Contact your Oxford representative

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*Data rates may apply.

¹ <https://www.cdc.gov/mmwr/volumes/72/wr/mm7218a1.htm>. Content source: Centers for Disease Control and Prevention. Accessed July 8, 2024.

² <https://www.cdc.gov/policy/polaris/healthtopics/tobacco/index.html>. Page last reviewed: Sept. 30, 2021. Content source: Centers for Disease Control and Prevention, Office of Policy, Performance, and Evaluation.

³ Quit For Life employer book of business cumulative results: 2006–Q1 2024. Results measured among responders of a survey at 6 months post program enrollment with quit rate success defined as 30+ days of abstinence from all forms of tobacco.

⁴ Quit For Life employer book of business cumulative results: 2006–Q1 2024. Results measured among responders of a survey at 6 months post program enrollment who reported being “very satisfied,” “satisfied,” and “somewhat satisfied.”

The Quit For Life Program provides information regarding tobacco-cessation methods and related well-being support. Any health information provided by you is kept confidential in accordance with the law. The Quit For Life Program does not provide clinical treatment or medical services and should not be considered a substitute for your doctor’s care. Please discuss with your doctor how the information provided is right for you. Participation in this program is voluntary. If you have specific health care needs or questions, consult an appropriate health care professional. This service should not be used for emergency or urgent care needs. In an emergency, call 911 or go to the nearest emergency room.

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