

# THE SMOKE STOPS HERE

## Cigna Tobacco Cessation Program



It's no secret that tobacco use can cause serious health issues. Smokers are more likely to suffer from cancer, heart disease, stroke and lung disease.<sup>1</sup> And when your employees use tobacco, it can also impact your organization's health. You may be surprised to learn just how much.

### People who smoke

Smoking-related illnesses in the United States cost more than \$300 billion each year.<sup>1</sup>

- › Nearly \$170 billion for direct medical care for adults<sup>1</sup>
- › More than \$150 billion in lost productivity<sup>1</sup>

More than 34 million U.S. adults still smoke.<sup>1</sup> It's likely that some of your employees are among that group. But the Cigna Tobacco Cessation Program can help. We work with your employees to break bad habits. And start a healthy life.

### Your employees have what it takes to quit tobacco. And you can help.

Having the desire to quit is half the battle. The other half is having the right support. So when you combine the Cigna Tobacco Cessation program with the fact that about 70% of smokers want to quit,<sup>1</sup> success is likely.

### The strategy: Tackle the emotional and physical side of addiction.

Each year, fewer than one out of ten adults successfully quit smoking without help.<sup>2</sup> That's why our program uses two key strategies, shown through research to nearly double a person's success.<sup>3</sup>

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

### The approach: Give support every step of the way.

Cigna's program gives participants what they need to help them quit, including support for all forms of tobacco use, as well e-cigarettes and vaping.

- › Knowledge
- › Skills
- › Motivation
- › Tools
- › Support

### Personalized plans

Quit plans and coaching determined by participant's unique goals, challenges and readiness to change.

Together, all the way.®



Offered by: Cigna Health and Life Insurance Company, Connecticut General Life Insurance Company or their affiliates.

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## Flexible programs

Over the phone or online. We're here for you 24/7/365.

## Useful communications

Workbooks help participants:

- › Think in a new way
- › Stay focused
- › Track their progress

## Helpful tools

Behavior-change aids for employees – at no extra cost.

- › Nicotine replacement patches or gum
- › Relaxation content

## Advocacy

One-on-one support from specially trained health advocates.

## Ongoing support

Postgraduation assessments and support help overcome new roadblocks and avoid relapses. It also helps employees continue their new healthy lifestyle. Health advocates can make referrals to Employee Assistance Programs (if available) and behavioral health specialists, as needed.

### Your goal: Tobacco-free employees. And lower costs.

Quitting tobacco has major benefits. Both in health and in cost savings. For each smoker who completes the program – and stays tobacco-free – you could save up to \$3,446<sup>4</sup> in future annual medical costs.

Our average program results show that:

**95.1%** of participants remain tobacco-free during outcome call after graduation<sup>5</sup>

**100%** report being “very satisfied/satisfied” with the program<sup>5</sup>

**Making lifestyle changes can be hard. But your employees don't have to do it alone. We're with them every step of the way with the Cigna Tobacco Cessation Program. Contact your broker or your Cigna representative today to get started.**

To comply with federal requirements, clients that administer their own outcomes-based incentives using Cigna's Tobacco Cessation Program must offer a participant a reasonable alternative way to earn the incentive if he or she is not successful completing the program by quitting or reducing tobacco use. Examples of acceptable alternatives are:

- Complete x number of tobacco cessation coaching calls, but participant does not have to quit tobacco.
- Complete an online coaching program that isn't health-contingent, such as nutrition, physical activity or positive mood.
- Acceptance of a health care provider recommended alternative or waiver, if the participant elects to ask his or her health care provider for a recommendation or waiver. Note that this cannot be the only alternative offered.

Clients offering outcomes-based incentives must include a Notice of Reasonable Alternatives informing all participants of these alternatives on **each and every** hard copy and web page communication tied to the program, even if the communication is not specific to the tobacco cessation incentive (e.g., brochures, enrollment materials, plan comparison or rate differential sheets). The Notice must include how a participant can request the alternative and corresponding contact information.

1. Centers for Disease Control and Prevention, “Smoking and Tobacco Use. Fast Facts” 2018. Web. Accessed June 9, 2020.
2. Centers for Disease Control and Prevention, “Smoking Cessation: Fast Facts.” 2018. Web. Accessed June 9, 2020.
3. Treating Tobacco Use and Dependence: 2008 Update. Content last reviewed February 2020. Agency for Healthcare Research and Quality, Rockville, MD. <https://www.ahrq.gov/prevention/guidelines/tobacco/index.html>
4. Estimate adjusted for trend based on “The Health Consequences of Smoking – 50 Years of Progress: A Report of the Surgeon General,” 2014. Results may vary.
5. Cigna Operations, all segment book of business results derived from Lifestyle Management Program results, 2018.

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