

Medica[®] Tobacco Cessation Program

Select one of the following two program options:



1. **Pick up the phone**

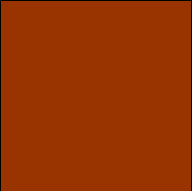
Help for you to quit tobacco is just a phone call away. The Medica QuitLine is a free coaching service designed to help tobacco users quit. This confidential service connects tobacco users with a trained coach who will guide and support them through the process of becoming tobacco-free.



When to call?

Monday – Friday 8:00 a.m. – 10:00 p.m. (CST)
Saturday and Sunday 9:00 a.m. – 5:30 p.m. (CST)

1-800-934-4824 quit coaches are available:



24-hour voicemail – if you call when we are closed, just leave a message and we will call you back.

What to expect?

When you call the Medica QuitLine, you'll receive:

- Up to five coaching sessions with trained cessation counselors
- A personalized quit plan and self-help materials
- Information about medications that can help you quit
- If medically appropriate, an 8-week supply of nicotine replacement therapy (gum, patches, or lozenges) is mailed directly to your home in two shipments at no cost to you.



Translation services are available for over 150 languages.

2. **Visit our Website** (www.medica.com)

The Medica Tobacco Cessation Program is also available through the Medica web site, www.medica.com. In addition to periodic phone calls, Medica members can receive expert advice on quitting, online support from other tobacco users who are trying to quit as well as information about medications that may make quitting easier. The online program is available 24 hours a day.

The online program offers:

- Quitting guides that help you plan your quit attempt
- A special quitting calendar that outlines the day-to-day steps for quitting tobacco
- Information about medications that make quitting easier
- Web links to news about tobacco and other valuable information
- Expert cessation coaches who provide support throughout the quitting process
- Online chat rooms and forums where individuals trying to kick the habit share their struggles and successes and offer each other support
- Tools – such as those that can track the time added to your life or money saved by not smoking
- Quit tips and anniversary e-mails that offer long-term support

When you enroll through the online program, you can also receive an 8-week supply of nicotine replacement therapy (gum, patches or lozenges) at no cost to you. This will be mailed directly to your home in two shipments.

24-hour Internet access available 365 days a year.

Please act today ... you won't regret it!

3 good reasons to quit:

- 1. Your health.** Tobacco use causes cancer, heart disease, chronic bronchitis, asthma and emphysema.
- 2. Your family.** Live a healthier, longer life. Did you know quitting could add 10-15 years to your life?
- 3. The cost.** The average smoker spends as much as \$5,000 a year on cigarettes. The average spit tobacco user spends up to \$2,000 a year on chew.

Quitting is difficult. On average, former tobacco users attempt to quit 8-11 times before succeeding. Telephone, group or individual coaching, along with a supportive physician and nicotine replacement therapy can double or even triple your chances of quitting for good.