

# QuitNet<sup>®</sup>

## Tobacco Cessation Program

More than 70 percent of U.S. smokers say they want to quit, but fewer than 5 percent who try to quit on their own succeed. The QuitNet program can dramatically improve the chances of quit success through a comprehensive and high-touch approach.

### More appeal, better results

QuitNet allows participants to choose the interventions that most appeal to them.

All program registrants may choose any of the following support services:

- Online and mobile support via QuitNet.com, offering anytime expert and peer support from a vast community of quitters
- Telephone-based coaching from a highly trained tobacco treatment specialist
- Personalized email and SMS text support for relapse prevention and retention in the program.



**45 percent of participants  
reported quit success within  
seven months of enrolling**

## The QuitNet solution

The QuitNet program is founded on behavior change science, research and best-practice recommendations, including the U.S. Public Health Service guidelines. Services are based on proven strategies for tobacco dependence treatment and leverage established counseling techniques including cognitive behavioral coaching, motivational interviewing, and other strategies shown to create effective, productive relationships between participant and coach and to keep individuals motivated and committed to their quit process.

In addition to expert counseling, QuitNet online and mobile experiences serve individual needs with engaging communications, online tools, anytime peer-to-peer support and access to counselors for advice and encouragement. Participants set personal quit dates and prepare and track progress online.



**QuitNet.com**

- *Largest online global community of quitters with over 1,000,000 members and a proven sustainable social network to promote tobacco cessation*
- *Peer-to-peer connections to provide intersession and long-term, relapse prevention support*
- *Personalized quit guide and tracking tools*
- *Expert advice from trained online counselors*
- *Active forums with more than a thousand posts per day, available 24/7*

### Phone-based coaching

- *25 years of telephonic tobacco cessation counseling experience*
- *Accredited Tobacco Treatment Specialist Coach Training program*
- *Highly trained tobacco treatment specialists (coaches)*
- *Up to 5 proactive calls at strategic intervals during the quit process*
- *Unlimited inbound support calls*



The CareFirst BlueCross BlueShield  
family of health care plans

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