



Tobacco Cessation:

QuitNet® Comprehensive Kicks Habits with Greater Support

Seventy percent of U.S. smokers say they want to quit, but fewer than 5% who try to quit on their own succeed. Seven months after enrolling in Healthways QuitNet Comprehensive program, 45% of participants reported success.

The Centers for Disease Control and Prevention cites evidence-based counseling, behavioral cessation therapies, medication, and social support as treatments that increase the chances of tobacco cessation. QuitNet Comprehensive integrates all of these elements for the greatest impact.

QuitNet Comprehensive is the industry’s leading tobacco cessation program:

- Delivering the highest quit rates.
- Offering coaching—by phone and online—tailored to individual preferences and stage of change.
- Including access to the world’s largest and most active online behavior change community of quitters which has been shown to produce high quit rates.
- Offering brand-name GlaxoSmithKline quit medication with no markup*

Varied solution options meet the population and programming needs of employers, health plans, and public entities.

More than a Telephone Quitline: More Appeal, More Results

Why offer only a phone-based tobacco cessation program when your members want a relevant 21st century experience? Furthermore, success rates are better when members are offered multiple forms of interaction with a cessation program. With Healthways QuitNet Comprehensive, participants can seek support by phone, on the web, or both. A study of QuitNet Comprehensive participants by the Healthways Center for Health Research found comparable quit rates among those preferring phone support and those preferring the web. Participants using both phone and online support had even higher quit rates.

In phone and online interactions, Healthways uses a proven approach to behavior change that recognizes stages of change, supports the decision-making process, builds self-confidence, and incorporates motivational interviewing techniques.

QuitNet Online: Interactive, Individual, Social

For sponsors who wish to provide only an online option, QuitNet Online can be configured without the quitline phone coaching services. Beginning with an interactive questionnaire that directs participants to tailored resources, QuitNet Online serves individual needs with engaging communications, online tools, and access to counselors for advice and encouragement. Participants set personal quit dates and prepare and track progress online.



“To try and quit one way doesn’t work for everybody.”

--Ivie Smart, Idaho Department of Health and Welfare

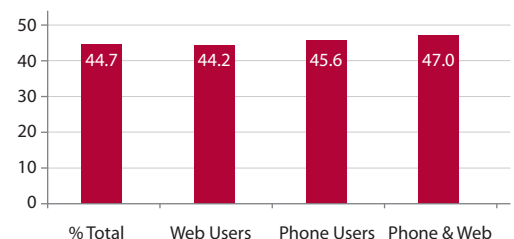
50% of Wyoming’s QuitNet enrollees are taking advantage of medication support to improve quit success.

“We want to keep things as easy for them as we can and give them the best program we can.”

--Kathi Wilson, Wyoming Department of Health

QuitNet Comprehensive Quit Rates:

30-Day Abstinence Among QuitNet Survey Responders, 7 Months After Enrollment





QuitNet is the only tobacco cessation program with an active online community of participants supporting each other's success.

- More than one million people enrolled
- Active forums with more than 1,000 posts per day, available 24/7

Surveyed QuitNet participants show active or passive social networking—participating in or viewing online forums or chat groups—boosted quit rates 13 to 15%.

Fully Integrated, Including NRT

Much research backs the CDC's statement that medication and counseling is more effective for tobacco cessation than either medication or counseling alone. Healthways makes it easy to boost quit success with appropriate nicotine replacement therapy (NRT) and prescription medication vouchers:

- Providing online or phone help selecting non-prescription NRT
- Simplifying access to NRT for eligible members, directly shipping to homes
- Providing a voucher system for discounted prescription medication if the sponsor desires

Program Options

Healthways provides tobacco cessation services to thousands of members through more than 85 employer, health plan, and public agency customers in the United States and Canada. Program features vary by customer choice.

QUITNET ONLINE

Largest online community in the world with over 1,000,000 members and over 1,000 posts per day

The only national tobacco cessation network with the characteristics required for a sustainable social network to promote tobacco cessation

Personalized quit guide and tracking tools

Daily emails (member opt-in)—personal quit stats, certificates of achievement, tips, and other motivators—up to 170 communications over 5 years

Expert advice from trained online counselors

Unlimited access to member forums and online chat features

QUITNET COMPREHENSIVE

QuitNet Online features *AND*

25 years of telephonic tobacco cessation counseling experience

Telephonic coaching by trained tobacco cessation counselors

5 proactive calls (over 60 days) during highest relapse-prone time points

Unlimited inbound support calls

Healthways coaches cross-trained in other behavior change conditions such as weight management, nutrition and stress reduction

QUITNET COMPREHENSIVE WITH NRT*

QuitNet Comprehensive features *AND*

NRT medication screening/questionnaire

NRT order support, optional home delivery, and reorder reminders

The Power of Social Networks:

Researchers analyzing communication patterns among active QuitNet Online participants over 60 days found 103,592 connections among 7,569 members. Higher integration within the network was associated with a higher likelihood of not smoking. Published conclusion: "The QuitNet community is a large-scale social network with the characteristics required for sustainability of social support and social influence to promote smoking cessation and abstinence."¹

*Approved GlaxoSmithKline products including: the Nicoderm® Patch, Nicorette® Gum, Commit® Lozenge, and Nicorette® Mini Lozenge.

¹Cobb, N.K., Graham, A.L., Abrams, D.B., "Social Network Structure of a Large Online Community for Smoking Cessation," AM J Public Health, Jul 2010; 100: 1282 – 1289.