

MY WELLCHOICE+ NOW OFFERS THE TOBACCO SOLUTIONS  
"SMOKING CESSATION PROGRAM" TO EMPLOYERS GROUPS  
& INDIVIDUALS

**98% Satisfaction Rate**

**PROGRAM SUCCESS:**

SATISFACTION RATE OVER 98%  
QUIT RATE IS 36% (RESPONDENT METHODOLOGY)  
AVERAGE ROI IS OVER 600%

**TOBACCO SOLUTIONS**

**The Tobacco Solutions Program provides:**

- Expert consultation
- Sample marketing materials and communications
- One-on-one, proactive telephonic coaching with reactive availability
- Educational tools
- Direct home delivery of Nicotine Replacement Therapy in the form of patches, gum, or lozenges
- Client specific reporting

- Smoking causes approximately \$157 billion in annual health related economic losses
- 22% of workers currently smoke. Total excess Cost per Smoker per Year = \$5,606
- Smoking can cause: Cardiovascular disease, Cancer, Chronic obstructive pulmonary disease
- In US – smoking causes an estimated 430,000 deaths each year
- The relative risk of lung cancer is 22 times higher in men and 12 times higher in women who smoke

For more information contact us at  
**866-719-WELL (9355)** or go to  
**[www.mywellchoiceplus.com](http://www.mywellchoiceplus.com)**

 **MY Wellchoice +**  
"Your Wellness Plan for Life"



**TOBACCO SOLUTIONS**

