

American Cancer Society Quitline

Your tobacco cessation solution



What is the American Cancer Society Quitline®?

Quitline is a clinically proven, telephoned-based counseling program that helps employees who use tobacco double their chances of successfully kicking the habit so they can be healthier and more productive. With the use of counseling sessions,

self-help booklets, support programs in the community, and nicotine replacement therapy, participants can stay focused on their personal reasons for quitting tobacco.

The American Cancer Society in the Fight against Cancer

Tobacco use remains the No. 1 source of preventable morbidity and mortality in the United States. More than 70 percent of smokers want to quit and attempt to do so each year, but without help, most fail. Launched in May 2000, the Quitline program has provided service to more than 440,000 callers. Quitline has contracted with more than 110 corporations and health plans, the District of Columbia, and 11 states, including Delaware, Florida, Kansas, Louisiana, Michigan, Nebraska, New Jersey, Pennsylvania, Texas, Vermont, and Wyoming.

The American Cancer Society is the primary resource for tobacco cessation for more than 96 million people.

Your Company's Role

- Join companies and health plans across the nation by contracting with the American Cancer Society to offer the Quitline program to your employees.
- Tailor Quitline services to meet the needs of your employees and company; services may range from free nicotine replacement therapy mailed to eligible program participants to proactive follow-up in response to a fax referral or online registration.
- Promote Quitline to employees on an ongoing basis to ensure program utilization.

1.800.227.2345
cancer.org



Benefits of Our Industry-leading Program

Brand – Our industry-leading program is from the largest voluntary health organization in the country dedicated to saving lives from cancer, with 96 percent brand name recognition.

Price – The American Cancer Society offers its Quitline service at the lowest possible price. Companies pay per monthly utilization rather than a per member monthly fee; there are no pre-payments required for participants – only one-time program setup fees – and there are no minimum monthly, quarterly, or annual service levels.

Results – We offer scientifically proven effectiveness and the highest quit rates in the industry.

Reach – Our program is available to more than 30 percent of the US population.

Experience – Our Quitline counselors receive more than 187 hours of comprehensive training, and enrollment in the program is available 24 hours a day, seven days a week.

Support – We are uniquely able to work with American Cancer Society staff throughout the country to offer local and national support for promotion and ongoing account management.

Strengths of Our Service

- Clinically proven tobacco counseling program provided over the telephone and resulting in industry-leading quit rates
- Monitoring and reporting of constituent utilization and the effectiveness of promotional initiatives
- Self-help materials designed to help tobacco users effectively plan for their quit attempt and reduce the likelihood of relapse
- A follow-up call to all enrollees at three, six, and 12 months to evaluate the effectiveness of our program
- Free access to our Web site – FightCancer.org, which offers state-of-the-science tobacco cessation information and the ability to register online for Quitline
- Smoke-free Families protocol specifically designed for pregnant smokers

Customized Services

Companies across the nation are contracting with the American Cancer Society Quitline to tailor their tobacco control activities to the unique needs of their employees. Quitline provides customized services to most corporate and health plan contracts. The level of customization is dependent upon company size.

Quitting and the Bottom Line

Tobacco cessation continues to be one of the most cost-effective measures to reduce health care costs and increase productivity at your company. For every employee who smokes, businesses incur nearly \$3,800 in excess health care costs and lost productivity annually.

"We have enjoyed the Quitline program. I have had some longtime smokers quit – which thrills me."

– Benefits Manager