



# NOW'S THE TIME Quit tobacco for good



## Dramatically increase your odds of quitting tobacco – at no extra cost<sup>1</sup>

Ready to get off tobacco for good? Get the support you need at no extra charge. As a Blue Cross and Blue Shield of North Carolina (Blue Cross NC) member, you have 100 percent coverage for:

- + Four telephone counseling sessions with QuitlineNC – a state-based tobacco cessation program
- + Extra calls for members who are pregnant or have certain behavioral health conditions
- + 12-weeks of nicotine patches and nicotine gum or lozenge through QuitlineNC<sup>2</sup>
- + Tobacco cessation screenings
- + FDA-approved tobacco cessation drugs through your pharmacy benefit provider<sup>1</sup>

## Tools you can use

- + **Text2Quit:** Texts tailored to your quitting plan along with coaching call and medication reminders, games to manage urges, and mobile tracking of use, cost savings and other measures
- + **Web Coaching:** Web application that integrates seamlessly with Quit Coach sessions and offers e-learning tools, social support, and information about quitting

## Getting the right help makes a huge difference

The fact is that only about 4 to 7 percent of people are able to quit smoking without medicines or other help.<sup>3</sup> When people combine QuitlineNC with 12 weeks of Nicotine Replacement Therapy, the quit rate is 45.5 percent.<sup>4</sup>

Available to all Blue Cross NC members, QuitlineNC has a 93 percent satisfaction rating by program participants.<sup>5</sup> And more than half of those were “very satisfied.”

## QuitlineNC offers you:

- + Confidential tobacco cessation counseling
- + Combination of nicotine patches with nicotine gum or lozenge<sup>2</sup>
- + Highly trained, multilingual Quit Coaches
- + 24/7 availability via phone or text
- + 45.5 percent quit rating<sup>4</sup>
- + 93 percent satisfaction rating<sup>5</sup>

## Help is here!

**Call QuitlineNC at 1-844-862-7848.**  
**Your Quit Coach is ready to help you succeed.**

<sup>1</sup> These preventive care costs are covered at 100 percent only on plans that comply with health care reform preventive benefits as part of the Affordable Care Act (ACA).

<sup>2</sup> Free Nicotine Replacement Therapy through the QuitlineNC is not available for State Health Plan or Prescription Drug Plan members.

<sup>3</sup> The American Cancer Society, [www.cancer.org/healthy/stay-away-from-tobacco/guide-quit-smoking/deciding-to-quit-smoking-and-making-a-plan.html](http://www.cancer.org/healthy/stay-away-from-tobacco/guide-quit-smoking/deciding-to-quit-smoking-and-making-a-plan.html) (Accessed June 2019).

<sup>4</sup> Results calculated from a combination of QuitlineNC counseling and Nicotine Replacement Therapy. North Carolina State Employee QuitlineNC survey, November 2016 to August 2017.

<sup>5</sup> North Carolina State Employee Quitline Surveys, 2010-2017.

Quitline is an independent company providing tobacco cessation services on behalf of Blue Cross NC.

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