



# Quitting Tobacco with Quit for Life<sup>®</sup>

## Helping you quit tobacco for good

Quitting tobacco is like learning to ride a bike. Nobody does it perfectly the first time, and it's easier with someone there to help you. Many people try to quit several times before they finally succeed.

## What's "Quit For Life," and how does it work?

The Quit For Life Program, brought to you by Optum<sup>®</sup>, is a six-month program that consists of phone-based, one-on-one treatment sessions with a professional Quit Coach<sup>®</sup>. During the initial call, which typically takes 25 to 30 minutes, your Quit Coach will review your tobacco-use history and help you develop a personalized quit plan.

If you're not quite ready to quit, your Quit Coach will work with you to get closer to making that decision. You can always call Quit For Life's toll-free number at **866-QUIT-4-LIFE (866-784-8454)** for additional support between your scheduled calls. A coach is available 24 hours a day, 7 days a week.

## When you enroll in the Quit For Life program, you'll receive:

- One-on-one, phone-based sessions scheduled at your convenience, usually taking 10 to 20 minutes.
- Unlimited toll-free telephone access to Quit Coaches while you're in the program.
- Membership to Web Coach, where you can build your own Quit Plan, track your progress, and interact with other participants and Quit Coaches.
- A Quit Kit of materials designed to help you stay on track.
- A Quit Coach is available to serve your needs 24 hours a day, 7 days a week.

### Questions?

Talk to a Quit Coach:  
866-784-8454



## What if I start using tobacco again while I'm in Quit For Life?

The Quit Coaches are available by phone whenever you need them. Just as they helped you quit initially, they are there to help you get back on track if you start using tobacco again.

## Who is eligible for Quit For Life?

The Quit For Life program is offered to most PacificSource members with medical coverage. There is no charge to participate, and PacificSource covers unlimited quit attempts.

## How do I enroll in Quit For Life?

You are not required to see your doctor to enroll. To enroll, simply call Quit For Life toll-free at **866-QUIT-4-LIFE (866-784-8454)** or enroll online at [QuitNow.net](http://QuitNow.net). After you enroll, everything you need to participate will be sent directly to your home.

## More on the Quit For Life Program

The Quit For Life program is brought to you by Optum, who has more than 30 years of experience in tobacco-quitting coaching, and has helped more than 3.5 million tobacco users.\*

Together, you and your coach will discover strengths, successes, motivations, support systems, and obstacles. Your Quit Coach will work closely with you to help you quit tobacco for good.

## How do I get gum, patches, and other medication?

Your doctor can prescribe medications to help you quit tobacco. If you have prescription drug coverage, many are covered at no cost, such as nicotine patches and gum, bupropion, bupropion SR, and Chantix®.

\*Quit For Life employer book of business survey results. Results are measured among survey respondents at six months after their Quit For Life enrollment. Quit-rate success is defined as 30+ days of abstinence from all forms of tobacco, cumulative from 2006 to 2015. [Optum.com/business/solutions/government/federal/population-health-federal/prevention-well-being/smoking-cessation.html](http://Optum.com/business/solutions/government/federal/population-health-federal/prevention-well-being/smoking-cessation.html)