

Quitting Smoking



Tools That Work!

Smoking Cessation Discounts, Programs, and Resources

"Quitting smoking is easy. I've done it thousands of times" Mark Twain

Even if you've tried and failed in the past, you CAN quit for good! Yes, quitting is tough, but it's worth the effort and now there are more tools than ever to help you quit.

Talk to your doctor about what treatment options are right for you

Nicotine Replacement Therapy (NRT)

Nicotine is the chemical in tobacco that causes addiction. Nicotine replacement therapies deliver small, measured doses of nicotine into the body which relieve the cravings and withdrawal symptoms that 70-90% of smokers say is their only reason for not giving up cigarettes. Research shows that nicotine replacement therapy can help people quit smoking.

Nicotine Patch: Available over-the-counter in varying strengths

With a physician's prescription you can get the store brand (generic) nicotine patch for a generic copay. The generic copay is generally much cheaper than the over-the-counter price.

Nicotine Nasal Spray (Nicotrol NS): Available by prescription with a tier-2 copay

Nicotine Oral Inhaler (Nicotrol Inhaler): Available by prescription with a tier-2 copay

Nicotine Lozenge and **Nicotine Gum:** Available over-the-counter in 2 and 4 mg. strengths

With a physician's prescription you can get the store brand (generic) for a generic copay.

*The NRT benefit is limited to a 90-day supply per calendar year maximum

Medication

Zyban® (generic name Bupropion) is a prescription antidepressant that can help reduce nicotine withdrawal symptoms and can be used with nicotine replacement therapy. Bupropion is available by prescription for a generic copay (brand name Zyban is a tier-3 drug).

Chantix® (chemical name Varenicline) was recently approved by the FDA. It works in two ways, it blocks the effects of nicotine from cigarettes, reducing the pleasurable effect of smoking. It also reduces the symptoms of nicotine withdrawal. Chantix can be used with nicotine replacement therapy. Several studies have shown that Chantix can more than double the chances of quitting smoking.

Available by prescription with a tier-2 copay.

*These smoking cessation medications have a 90-day supply calendar year maximum

Note: Coverage of smoking cessation products depends on individual benefit design. See your benefits manager or call Member Service at the number on your ID card for information on your coverage.



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Tools That Work!

Support – *Studies have shown that combining Nicotine Replacement Therapy with a program that helps change behavior can double your chances of quitting for good.*

Phone

Quitworks

1-800-879-8678 (Massachusetts residents)

1-800-784-8669 (non-Mass residents)

Quitworks offers free, multi-session telephone counseling. Quitworks provides trained counselors that help plan a quit method that fits each person's unique smoking pattern. With this customized help, quitters can avoid common mistakes that can undermine a quit attempt.

Online Programs

American Lung Association: www.lungusa.org (click on Quit Smoking)

National Cancer Institute: www.smokefree.gov

Surgeon General: www.surgeongeneral.gov/tobacco

American Cancer Society: www.cancer.org (click on Guide to Quitting Smoking)

QuitNet: www.mybluehealthma.com QuitNet provides a unique online community to help people on their way to a smoke-free life.

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