

NOW'S THE TIME Quit tobacco for good



Dramatically increase your odds of quitting tobacco – at no extra cost¹

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 QuitlineNC²
- + Tobacco cessation screenings
- + FDA-approved tobacco cessation drugs through your pharmacy benefit provider³

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.³ When people combine QuitlineNC with 12 weeks of Nicotine Replacement Therapy, the quit rate is 45.5 percent.⁴

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

QuitlineNC offers you:

- + Confidential tobacco cessation counseling
- + Combination of nicotine patches with nicotine gum or lozenge²
- + Highly trained, multilingual Quit Coaches
- + 24/7 availability
- + 45.5 percent quit rating⁴
- + 93 percent satisfaction rating⁵

Help is here!

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

¹ 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).

² Free Nicotine Replacement Therapy through the QuitlineNC is not available for State Health Plan, Medicare Advantage or Prescription Drug Plan members.

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

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

⁵ North Carolina State Employee Quitline Surveys, 2010-2017.

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

BLUE CROSS®, BLUE SHIELD® and the Cross and Shield symbols are registered marks of the Blue Cross and Blue Shield Association, an association of independent Blue Cross and Blue Shield Plans. Blue Cross and Blue Shield of North Carolina is an independent licensee of the Blue Cross and Blue Shield Association. U10665a, 8/19



BlueCrossNC.com



**BlueCross BlueShield
of North Carolina**