

Here's how the program works:

Quit the Nic, offered as part of your BCN coverage, is a telephone-based program to support your efforts:

- During the first call, a nurse health coach will discuss your readiness to quit using tobacco and help you develop an action plan.
- In subsequent calls, your nurse health coach will guide you through a series of topics to help you quit.

Each session is designed to help you deal with the urge to use tobacco as well as develop alternative coping responses. You'll also receive educational materials.

Why do you want to quit using tobacco?

Here are some reasons why people want to quit using tobacco. What are your reasons?

- I want to feel better and enjoy a healthier lifestyle.
- I want to set a good example for my children.
- I want to save money.
- I want my clothes and hair to smell better.
- I want to decrease my risk of getting cancer, heart disease and lung disease.
- I want whiter teeth and fresher breath.
- _____
- _____
- _____

BlueHealthConnection®

If you're ready to quit, call Quit the Nic today!

800-811-1764



Blue Care Network of Michigan

A nonprofit corporation and independent licensee of the Blue Cross and Blue Shield Association



Quit the Nic

Are **you** ready to quit?



Blue Care Network of Michigan

So you want to stop using tobacco? We can help you.

You've heard the expression "your health is your greatest wealth." Well, it's true. That's why Blue Care Network wants to help you quit using tobacco. We can provide you with all the tools you need to be successful.

Since Quit the Nic started in 1999, it has helped nearly 8,000 members quit using tobacco. Studies show that people who participate in tobacco cessation programs, combined with drug therapy, have a better chance of success. Quit the Nic addresses all forms of tobacco, including cigarettes, cigars and chewing (also called "spit") tobacco.

Are you ready to become tobacco-free and start a healthier lifestyle?

Quit the Nic can help.

Drug coverage

If you have our commercial BCN prescription drug benefit, you're eligible for coverage for smoking-cessation drugs, including over-the-counter (OTC) nicotine replacement products. You're also eligible for Chantix™ when you join our Quit the Nic program. Your normal prescription copays apply.

- Your prescription drug benefit includes three months of coverage for the following nicotine replacement drugs:
 - OTC gum, such as generic versions of Nicorette®
 - OTC patch, such as generic versions of Nicoderm®
 - OTC lozenge, such as generic versions of Commit®
 - OTC Nicotrol® Nasal Spray and Nicotrol Inhaler (nonformulary)

You can receive coverage for three more months after six months, if necessary.

- Other smoking-cessation products:
 - Chantix™: NEW — Members must join Quit the Nic after their first prescription to continue this coverage for two more months. A total of three months of coverage is provided. Please note that Chantix™ should not be taken with a nicotine replacement drug.
 - Zyban® : Members can receive coverage for generic Zyban (bupropion) without restriction.

Reminders:

- A prescription is required for coverage of all products, including OTC patches, gum and lozenges.
- Only one nicotine replacement product should be used at a time.

For more information, please call the number on the back of your Blues ID card.



Did you know that 20 minutes after you stop smoking, your body begins to heal?

After 20 minutes, your heart rate has a favorable response.

After eight hours, the carbon monoxide level in your blood drops to normal.

After one to nine months, coughing and shortness of breath decrease.

After five to 15 years, your stroke risk is reduced to that of a nonsmoker.

After two weeks to three months, circulation and lung function improve.

After one year, your risk of having coronary artery disease is half that of a smoker's.

After 10 years, your risk of lung cancer is about half that of a continuing smoker. Your risks of mouth, throat, esophagus, bladder, cervix and pancreas cancer also decrease.

After 15 years, your risk of coronary heart disease is similar to that of someone who has never smoked.