



## Free & Clear® Data Shows Effectiveness of Chantix™ When Used in Combination with Phone-Based Behavioral Counseling


**SEATTLE, Wash., June 5** – Free & Clear, Inc., the national leader in evidence-based tobacco cessation programs delivered via the phone and internet, today released an analysis of data from nearly 8000 participants that shows Varenicline, marketed as Chantix, is an effective tool for quitting tobacco when used in conjunction with intensive phone-based behavioral counseling. An analysis of Free & Clear’s Quit For Life® Program data showed that the use of Chantix in combination with behavioral counseling provides the highest average quit rate, as measured six months post-registration (50.11%) after 30 days, compared to bupropion SR (43.7%), patches (42.8%), nicotine gum (45.4%) and nicotine lozenge (44.3%). Overall satisfaction with the program among participants who used Chantix was 93%, a comparable level to participants using other medications.

Quit For Life Program participants who used Chantix completed more counseling calls on average than participants who used alternate medications. The analysis also shows that higher numbers of counseling calls resulted in higher quit rates—participants using Chantix who completed 5 or more calls had an average quit rate of 61.5%, versus 42.1% for those taking 1-2 counseling calls. Participants using medications other than Chantix had a quit rate of 53.4% with 5 or more calls which dropped to 32.7% for 1-2 calls.

Participants in the Quit For Life Program are responsible for making their own prescription and over the counter medication choices after being provided with decision support by their Free & Clear Quit Coach® and discussing treatment options with their physician. Depending on coverage, participants may choose from up to 7 different kinds of medications, of which Chantix is one option.

“Free & Clear has one of the largest real world outcomes databases on Chantix use available, currently one-third of Quit For Life Program participants use Chantix. Since becoming available in 2006, Chantix has become one of the most commonly used medications in the program, even surpassing the previously most common nicotine patch,” said Dr. Susan Zbikowski, Free & Clear’s Vice President of Clinical and Behavioral Sciences. “According to our analysis, Chantix is an effective tool for tobacco cessation when used in combination with intensive phonebased behavioral counseling.”

The U.S. Public Health Service’s Clinical Practice Guideline *Treating Tobacco Use and Dependence* also recommends a combination treatment plan of medication and intensive counseling as the most effective method for quitting tobacco. According to the Guideline, “the combination of counseling and medication is more effective than either alone. Thus, clinicians should encourage all individuals making a quit attempt to use both counseling and medication.”



The Quit For Life Program helps people overcome their addiction to tobacco using a combination of phone-based cognitive behavioral coaching, medication support and web-based learning and social support. The Quit For Life Program has helped more than 200,000 Americans successfully quit smoking since 2004, translating to over two million years of life added and \$1 billion in cost savings. Free & Clear's Quit For Life Program is currently offered by over 200 employer, health plan and government clients. The analysis was conducted on data collected from nearly 8,000 program participants who used Chantix between March 2007 and May 2008. Analyses were limited to those participants using a single medication only (e.g., Chantix, bupropion, nicotine patches, nicotine gum, nicotine lozenge) while receiving behavioral counseling through the Quit For Life Program. Medication use and quit rates (30-day prolonged abstinence, responder rate) were measured among participants who responded to a follow-up survey administered six-months after registration in the Program.

While Free & Clear's data verifies the real-world effectiveness of Chantix when used in combination with counseling, Free & Clear makes no claims regarding Chantix' safety as a medication. Free & Clear is an independently owned entity, with no direct affiliation, financial or otherwise, with Pfizer.

**About Free & Clear, Inc.**

Free & Clear, Inc. is the nation's leading provider of tobacco treatment services for health plans, employers, and government organizations. Free & Clear helps its clients improve the health of their populations and control related costs by reducing the prevalence of tobacco use. More than 50 million people have access to the Free & Clear Quit For Life Program, which has had its proof of effectiveness published in multiple peer-reviewed, scientific journals over the course of over 20 years. Free & Clear is based in Seattle, Washington. More information about Free & Clear can be found at [www.freeclear.com](http://www.freeclear.com).

**For More Information:**

Sharen Ross  
Free & Clear, Inc.  
(206) 876-2276  
[Sharen.Ross@freeclear.com](mailto:Sharen.Ross@freeclear.com)  
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