



Free & Clear, Inc. – Quit For Life® Program Snapshot

Overview

Tobacco is the #1 cause of preventable death and disease in the U.S. and costs employers more than \$196 billion per year in excess medical costs and lost productivity.


The Quit For Life® Program, brought to you by a partnership between Free & Clear and the American Cancer Society®, is the nation's leading tobacco cessation program. The program helps people overcome their physical, psychological and behavioral addiction to tobacco using a seamlessly integrated mix of medication support, phone-based cognitive behavioral coaching and web-based learning and social support. A specialized, highly trained Quit Coach® helps participants gain the knowledge, cognitive skills and behavioral strategies necessary to successfully quit tobacco for life. Developed by nationally recognized experts and subject to continuous improvement over the past 25 years, the program reflects Free & Clear's standards of excellence in industry-leading outcomes, service quality and transparent reporting.

Services

A specialized highly trained Quit Coach® helps participants gain the knowledge, cognitive skills and behavioral strategies necessary to successfully quit tobacco for life. Participants in the Quit for Life® Program receive up to five outbound coaching calls and unlimited toll-free access to a Quit Coach® for the duration of the program. They are also provided stage-appropriate printed materials and access to Web Coach®, an online community comprised of e-learning tools, social support and information about quitting.

Reasons to Believe

- Since 2004, more than 500,000 people have enrolled in the program and more than 200,000 have successfully quit
- 43 percent Quit rate (eight times more effective than “cold turkey”)
- 93 percent participant satisfaction

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- Quit Coaches are specialized in tobacco cessation and highly trained in cognitive behavioral techniques

Scientific Evidence

With 25 years of experience in tobacco cessation, Free & Clear is a national leader in the delivery of evidence-based programs to address tobacco addiction. The Quit for Life® Program has been developed by nationally recognized experts and its quit rates have been repeatedly validated by independent research. Endorsed by the American Cancer Society, Centers for Disease Control and Prevention, the Robert Wood Johnson Foundation and the National Cancer Institute, the program is based on the most up-to-date, clinically proven science available on tobacco cessation.

For a full overview of research visit Free & Clear's Research Library at www.freeclear.com.

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