



The Quit For Life[®] Program

Brought to you by the American Cancer Society[®] and Alere Wellbeing, the Quit For Life[®] Program is offered by more U.S. states and employers than any other tobacco cessation program.

The Quit For Life Program is the nation's leading tobacco cessation program offered by 27 states and more than 600 employers and health plans throughout the U.S. The program employs an evidence-based combination of physical, psychological, and behavioral strategies to enable participants to take responsibility for and overcome their addiction to tobacco. An integrated mix of medication support, phone-based cognitive behavioral coaching, and web-based learning and support tools produces an average quit rate among employer clients of 45 percent, making the Quit For Life Program 9 times more effective than quitting without support. We are so confident in our industry-leading performance that we are willing to put our fees at risk for agreed-upon service levels and outcomes.

Participants learn how to become experts in living without tobacco using “The 4 Essential Practices to Quit For Life”:

1. Quit at your own pace.

Participants learn how to quit on their own terms and at their own pace, and to get the help they need, when they need it.

2. Conquer your urges to smoke.

Participants gain the skills they need to control cravings and urges and learn how to behave in situations involving tobacco.

3. Use quit medications so they really work.

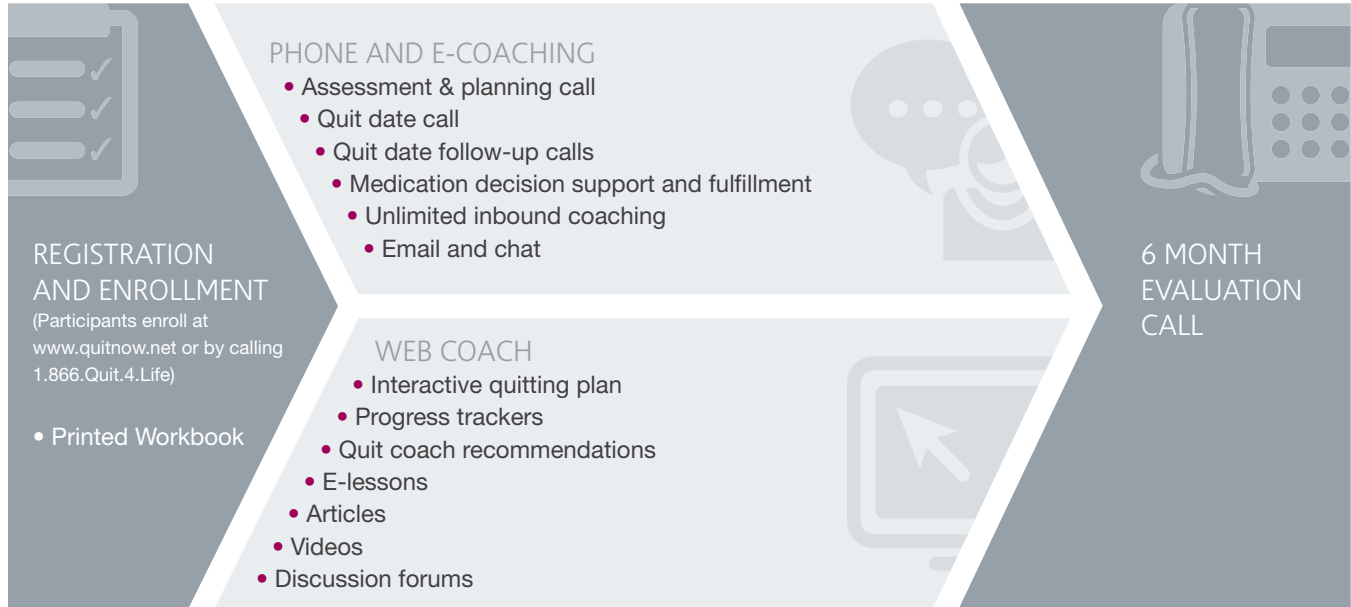
Participants learn how to supercharge their quit attempt with the proper use of nicotine substitutes or medications.

4. Don't just quit, become a nonsmoker.

Participants learn to never again have that “first” cigarette once they have stopped using tobacco.

HOW IT WORKS

The Quit For Life Program treats every tobacco user as a unique individual and tailors a quitting plan that is based on the participant's lifestyle, preferences, and tobacco use history. Participants receive multiple outbound coaching calls and unlimited toll-free access to a Quit Coach® for the duration of the program. They are also provided with access to Web Coach®, our proprietary, interactive, fully featured online community that integrates seamlessly with Quit Coach sessions and offers e-learning tools, social support, and information about quitting.



RESULTS

Alere Wellbeing provides accurate, timely, and detailed management reports via Vital Signs™, our online reporting tool. Our quit rates, customer satisfaction, participation rates, and service levels continue to surpass industry standards. Using the responder method for measuring and reporting outcomes across its employer client base, Alere Wellbeing has shown a 6-month quit rate of 45 percent which is more than triple the standard of 13 percent set by the U.S. Public Health Service. Our clinical and scientific roots are evident in the rigor of our evaluation methods.

- Our metrics are reported using the responder method (gathering data from those who respond to an end-of-program survey and report their quit status).
- Last tobacco use is measured at 6 months post-enrollment.
- Participants are considered successfully quit only if they have not used any form of tobacco in the last 30 days.

93%

Satisfaction

45%

Quit Rate (employer)

10%

Participation