



The Quit Coach[®]

Skilled, professional, passionate, and highly trained, our coaches are best in class. Coaches use a variety of strategies including cognitive behavioral therapy, motivational interviewing, education, skill building, reinforcement, and modeling. Our reputation and success depend on the quality of their work.

WHO THEY ARE

Our Quit Coaches[®] share a passion to help people overcome addiction to tobacco use and improve the quality of their lives. Our coaches are individuals of multiple ethnicities who speak 10 different languages, range in age by several decades, and have lived in over 40 states. Coaches are highly educated, many at the graduate level. Over 50 percent of our coaches have at least three years prior experience in counseling and many volunteer or work for other organizations dedicated to helping people. Like most of us, virtually all of our Quit Coaches have been personally affected by the negative impact of tobacco either as former smokers or by having lost a loved one to chronic disease.

HOW THEY DO IT

Highly trained in facilitating insight and behavior change, our Quit Coaches are experts in helping participants over the phone and online to gain the knowledge, behavioral strategies, and cognitive skills necessary to successfully quit tobacco. Coaches are trained to use motivational interviewing strategies to help the participant identify and resolve any ambivalence about quitting or to reinforce existing motivation to change. Coaches are also trained to use cognitive behavioral coaching strategies to help the participant gain awareness about how thoughts and behaviors are connected. Depending on the participant's unique situation, the coach will select the appropriate intervention strategy and tailor a plan to overcome that individual's specific barrier to change.

WHAT THEY DO

- Provide coaching via scheduled outbound calls and unlimited inbound calls throughout the program.
- Engage participants through motivational interviewing strategies.
- Teach participants new ways of thinking using techniques based on cognitive behavioral therapy.
- Provide personalized help to up to 1,500 people every day.
- Moderate and contribute to online discussions on Web Coach®.
- Advise participants on the selection and use of nicotine replacement therapy and other medications.

Our coaches must complete over 270 hours of rigorous training and evaluation before they are qualified to speak independently with participants. Our training program has three steps:

1 INSTRUCTION

Over the course of three weeks, trainees learn how to assess participants' medical contraindications, how to properly instruct participants to use medications, and how to assist participants in developing plans and problem-solving skills to overcome road blocks that may arise as they progress through the program.

2 SKILL ASSESSMENT

Quit Coaches must successfully pass a skill assessment review before delivering supervised calls. This process involves written examinations and a series of progressively more complex role playing sessions. Each of these sessions has a defined skill set that must be performed with a satisfactory level of competency before the Quit Coach can move on to the next level.

3 SIMULATION

Following classroom training, coaches spend three weeks making calls in a supervised setting. During this time calls are monitored to strengthen the skills learned in training. Quit Coaches must demonstrate a mastery of both the counseling and database/application skills required to effectively treat participants.

After successfully completing the training program, Quit Coaches must continue to meet ongoing quality and productivity measures and attend ongoing training sessions to learn about pharmacotherapy updates, coaching techniques, and technology developments. Alere Wellbeing is committed to employing the industry's most highly trained and effective Quit Coaches. Our comprehensive training curriculum reflects the competencies established by the Association for the Treatment of Tobacco Use and Dependence (ATTUD). The former president of ATTUD is a veteran Alere Wellbeing employee and plays an integral role in developing the content of our training materials and coaching techniques.