



Targeted support to help employees quit for good

Healthy Lifestyle Coaching Tobacco Free

Focusing on tobacco-free living

Your goal is to help your employees enjoy tobacco-free living. Our goal is to help them get there.

It starts with our health coaches. They're all certified tobacco cessation specialists. And they all have at least three to five years coaching experience. Our coaches support your employees every step of the way, helping them to:

- Examine the pros and cons of kicking the habit
- Set a quit date
- Understand the mental, physical and social aspects of using tobacco
- Develop strategies to overcome their urges
- Create a plan for staying tobacco free

Providing extra support

Nicotine can be powerfully addictive, physically and mentally. So, some of your employees might need extra help. The Healthy Lifestyle Coaching Tobacco Free program delivers added support with eight weeks of nicotine-replacement therapy. This treatment lets program participants more comfortably break the habit. It gradually lessens the positive effects they feel with nicotine and eases them through withdrawal.

Participants can pick the nicotine replacement therapy that works for their lifestyle: gum, lozenges or patches. There's even a choice in flavors. And they can look to their health coach to answer their questions about the treatment. The goal is to make it as easy as possible for them to stay on course.

This program is all about getting — and keeping — your employees tobacco free. That's why we address the daily pressures that can sabotage progress. When it comes to sticking to their quit plan, your employees might need extra support. We have specialty coaches to help. Referrals to wellness counselors or nutrition specialists may help participants stay the course. Our goal is to help them with their goal. And that's to quit — for good.

Offering them choices

Some of your employees might like the interaction that comes with group coaching. Others might prefer one-to-one coaching by phone. Still others prefer a little of both. With the Tobacco Free program, the choice is theirs. Participating employees get the support they need, their way.

PLUS, additional reinforcement is available, including:

- Online wellness programs they sign up for and participate in, at their own pace
- Online communities, moderated by our health coaches and accessible 24/7, for peer support

Pair the program with any health plan

You can add the program to your Aetna health benefits and insurance plan. Or even add it to a non-Aetna plan. And you'll get tools and communications materials to help promote the program in your workplace. Your Aetna representative can tell you more.

How your employees can participate

The Tobacco Free program is available to your employees and their covered family members age 18 and older. They can sign up for the program by calling a toll-free number.

Or, if they have filled out their online health assessment on their secure Aetna Navigator® website and noted tobacco use, they may get a phone call from Aetna about the program. Encouraging them to register for Aetna Navigator and fill out a health assessment might be the gentle push that helps them give up tobacco for good. Send them to www.aetna.com.

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Policy forms issued in Oklahoma include: HMO/OK COC-5 09/07, HMO/OK GA-3 11/01, HMO OK POS RIDER 8/07, GR-23 and/or GR-29/GR-29N.

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Cut the risk and the costs.
Add the Healthy Lifestyle
Coaching Tobacco Free program
to your benefits package.

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