

# Tobacco cessation program

Despite years of research and warnings about the dangers of its use, tobacco is still responsible for about one in five deaths annually.<sup>1</sup> In the workplace, tobacco users cost employers \$6,000 more each year due to tobacco-related health problems, breaks and healthcare costs.<sup>2</sup>

Magellan Healthcare's tobacco cessation program powered by Clicktotine® includes a clinically validated mobile application, nicotine replacement therapy (NRT) and coaching by licensed tobacco cessation specialists. The Clicktotine platform uses cognitive and neurobehavioral mechanisms to help users break habits.

## Key features include:

- ✓ **Personalized quit plan and messaging**—Members create a plan they can stick to with support and guidance.
- ✓ **NRT**—Members get eight weeks of NRT products (nicotine gum, patches or lozenges) delivered directly to their homes.
- ✓ **Coaching**—Licensed tobacco cessation coaches engage with members through proactive and reactive text messages.
- ✓ **Vaping module**—Members can access a specific program to help them quit vaping for good.
- ✓ **Digital diversions**—Games and activities distract users and help them earn points and badges that can be exchanged for rewards.
- ✓ **Targeted strategies**—Controlled, mindful breathing, coupled with multi-sensory stimuli, helps members reduce craving episodes.
- ✓ **Social engagement**—Members can invite friends and family to support them through the app.
- ✓ **Daily motivation missions**—Immersive, meditative experiences help members refocus on their goals each day.
- ✓ **Health outcome improvement monitoring**—Members can track improvements in pulse rate, oxygen level and body temperature.
- ✓ **Financial reward tracking**—Members can see how much money they are saving by quitting.

35.3% of program members successfully quit at the 6-month mark.<sup>3</sup> Traditional self-help programs result in a much lower 2–10% quit rate.<sup>4</sup> This solution is offered as a buy-up for Magellan eMbrace clients.



Ready to talk to someone about transforming your employee experience?  
Visit [MagellanHealthcare.com/eMbrace](https://MagellanHealthcare.com/eMbrace) or email [MHCinfo@MagellanHealth.com](mailto:MHCinfo@MagellanHealth.com).

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