



We want you to know[®]



Quit&Fit[®]

Tobacco Cessation Program

Welcome to Quit&Fit®

Dear Member:

Do you ever feel like you're on a roller coaster? You start with the best intentions, resolving to finally stop smoking and improve your health. But, after experiencing a couple of days or even weeks of success, you find yourself slowly reverting to old habits.

If you've been searching for an effective way to kick the tobacco habit for good, look no further—your solution is here.

Welcome to the Healthyroads Quit&Fit Program for Tobacco Cessation!

We realize that a “one-size-fits-all” approach to healthy living isn't adequate. That's why this program offers a variety of techniques and tools tailored to your personal needs. We also understand that healthy living is difficult. That's why we'll stand by your side, supporting you on your road to better health. We are here for you.



Putting It in Perspective

You've been smoking for years, or maybe for just a few months. This could be your fifth attempt to kick the habit, or maybe just your first. Whatever your situation may be, Quit&Fit is here to help.

Have you ever thought about what your life could be like without tobacco? Imagine this: No more sneaking cigarettes outside or trying to hide the smell of tobacco smoke from your family and friends. No more spending your hard-earned dollars on cigarettes or smokeless tobacco each week—or maybe even every day. No more feeling run down or out-of-breath from daily activities.

With Quit&Fit, your dream of a life without tobacco can become a reality. If you're ready to make a change, we'll be here every step of the way. The Healthyroads Quit&Fit Program for Tobacco Cessation offers personalized coaching and in-depth educational materials to help you set—and stick with—a quit plan that works for you.

Smoking claims more than 400,000 American lives each year, but yours doesn't have to be one of them. We're here to help you live a healthier, tobacco-free life both now and into the future.

What Do I Get When I Enroll?

Telephone-Based Coaching Sessions

Kickoff

One coaching session (up to 30 minutes) with a health coach (dietitians, personal trainers, nurses, or others) to receive an overview of available services, set initial goals, review confidentiality, and get to know each other.

General Assessment

One coaching session (up to 30 minutes) per year with a health coach to conduct a general assessment, establish baseline data, and review medical history and any pharmaceutical prescriptions.

Motivational Coaching

Up to four coaching sessions per month with a health coach to set goals, assess progress, provide ongoing education, eliminate barriers, solve problems, and provide encouragement.

Tobacco Cessation Education

One pre-quit coaching session (up to 50 minutes) per quarter with a tobacco cessation coach, plus coaching sessions to support the quitting process and develop strategies and coping skills for successful tobacco cessation.

Support Services

Educational Materials

Program materials include:

- One tobacco cessation program guide and one stress-tobacco connection provided at no charge upon completion of the kickoff call
- Supplemental diet and educational exercise guides to help members cope with specific medical conditions, provided at no charge
- One self-care mental imagery or relaxation skills module provided upon request—when related to a specific medical condition or need—at no charge (choose one module per year)

Customized Planning and Analysis Services

Choose one of the following per quarter:

- Customized seven-day meal plan
- Customized seven-day fitness routine
- Fitness analysis
- Diet analysis

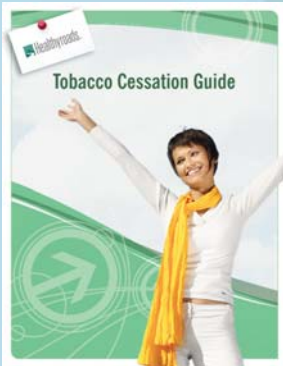
Web Services

No-cost subscription to QuitandFit.com, including:

- Interactive tools, health status trackers, message centers, and appointment scheduling
- Discounts on more than 2,400 health and wellness products, with free shipping on most orders
- Access to educational resources such as *Physicians' Desk Reference on Dietary Supplements* and other sources

Program Guide

This guide for tobacco cessation includes sections on diet, exercise, and behavior modification, and also incorporates an audio CD to teach you relaxation skills and mental imagery techniques.



Supplemental Guides

If you have an existing medical condition, Quit&Fit offers guides on nutrition and exercise for better coping with:

- Arthritis
- Asthma
- Bariatric surgery
- Cancer
- COPD
- Diabetes
- Fibromyalgia
- Food hypersensitivities
- Gout
- Headaches
- Hyperglycemia
- Hypertension
- IBS
- Low back pain
- Nutritional anemias
- Osteoporosis
- Pregnancy
- Preparing for surgery
- TMJ
- Weight gain



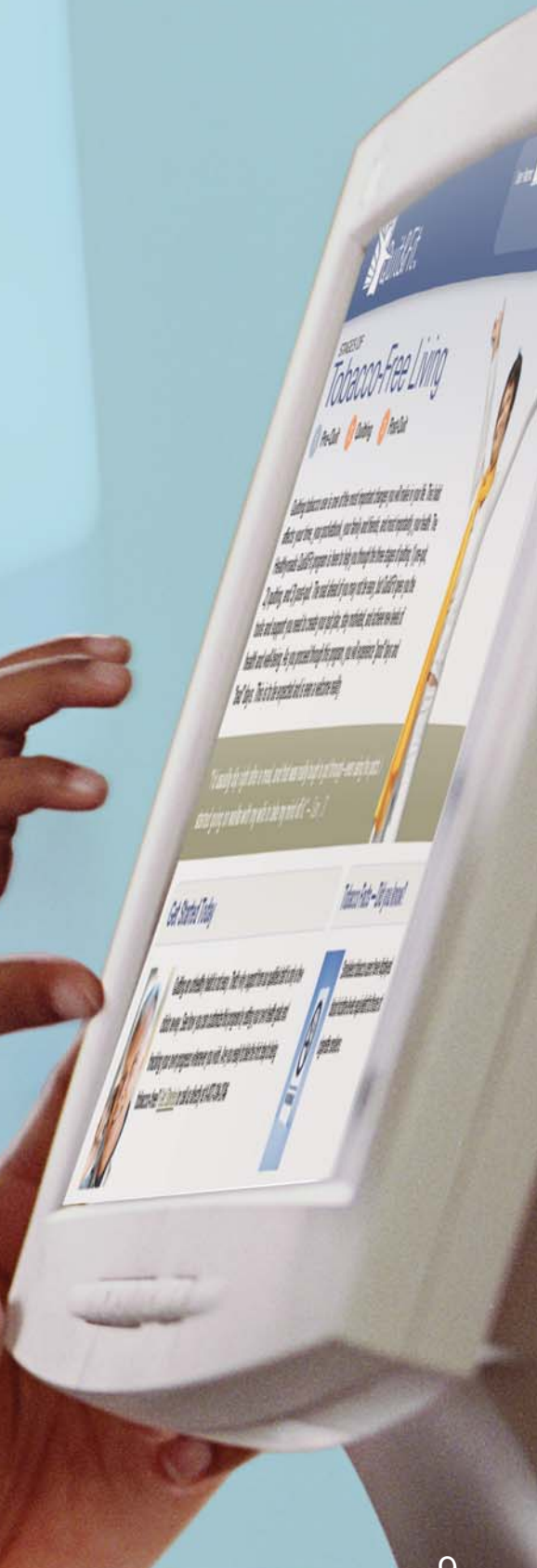


Quit&Fit Online

At QuitandFit.com, you have access to a wide variety of online interactive tools, health status trackers, a message center, and our online library featuring more than 1,500 articles. Our online store offers more than 2,400 health and wellness products. Most products have discounts of 15–40 percent off MSRP (free shipping included on most products).

Self-Care Modules

Our self-care modules provide relaxation skills and mental imagery exercises to help you cope with pain such as back or neck pain, or to cope with chronic conditions such as diabetes, or to prepare you for medical procedures such as surgery. Each module includes an audio CD and a companion guidebook. Choose one module per year at no cost when related to a specific medical condition for which you have been diagnosed.



Rewards and Awards

Get Started! Reward

Sometimes it's tough to get started quitting tobacco. To help you, we are offering a six-week supply of nicotine replacement as a reward when you complete the kick-off call, general assessment, and one (1) coaching session.

Share Results! Reward

At the end of each year, an e-mail reminder is sent only to members who qualified for the Get Started! Reward, offering them a \$25 American Express branded reward card. It is available at the end of each year to members who received the Get Started! Reward and complete a follow-up outcomes sampling Health status questionnaire.

How to Get Started

- 1** Call us at **800.650.2747** from 5 a.m. to 6 p.m. (Pacific) Monday–Friday, or visit us online at www.QuitandFit.com/aetna.
- 2** We'll describe the program and answer your questions. We will also schedule your first coaching session.
- 3** After you start the coaching program, a program manual may be sent to you at no charge.
- 4** At your scheduled appointment time, our coaches will call you. If you must cancel or reschedule a session, please let us know at least 24 hours in advance.
- 5** You can schedule additional coaching sessions simply by requesting a session from your coach or calling our customer service department.





Frequently Asked Questions

Why should I enroll in the program?

The benefits of exercising, eating better, and/or quitting tobacco may include having more energy and strength, feeling better about yourself, and, most importantly, living a longer and healthier life. We understand that these goals can be challenging; however, investing in your own health could be one of the smartest choices of your life.

How does the program work?

That's one of the great things about this program—how it works is largely up to you! Your health coach will assess your individual needs and goals—and then work with you to create a program that is right for you.

How much does the program cost?

There's no cost to you. There are no copayments, deductibles, or coinsurance for this program. Your financial responsibility is limited to any supplemental products that you may choose to purchase (e.g., nicotine replacement patches, meal replacement bars, additional self-directed modules, workout aids, etc.).

When will I start to see results?

If you are serious about making changes, you'll find that our programs are designed to reward you with both short- and long-term results. We will be by your side, committed to helping you achieve your health goals.



Is your program safe?

Your long-term health and wellness is our number one priority. We use evidence-based research to help you achieve your goals. Before starting any weight loss, exercise, or health improvement program, you should first consult your physician.

When can I start the program?

To determine the effective date of this program, speak with the benefits manager in your company's human resources department or call our customer service department at **800.650.2747**.

Is my confidentiality protected?

Yes, Quit&Fit will protect your confidentiality. Your personal health information will remain confidential and will not be shared without your permission.

If you'd like a copy of our Privacy Statement, or have questions about our privacy practices, please feel free to contact Healthyroads.

What if I still have questions?

If you have further questions, please contact us at **800.650.2747** from 5 a.m. to 6 p.m. (Pacific) Monday–Friday, or visit us online at www.QuitandFit.com/aetna.

Covered Services

No Cost to Enroll in Quit&Fit.
No Copayments, Deductibles or
Coinsurance

- One 30-minute kickoff and one 30-minute general assessment telephone-based coaching sessions
- Up to four 30-minute telephone-based coaching sessions per month
- One 50-minute coaching session per quarter for tobacco cessation
- A program manual for tobacco cessation that provides support to develop a quit plan and support for diet, exercise, and stress management
- A supplemental guide (when related to a specific medical condition) that provides specific diet and exercise recommendations for your medical condition
- One self-care module for relaxation skills or mental imagery to cope with a specific medical condition; includes audio CD and workbook
- One of the following services per quarter:
 - Customized seven-day meal plan
 - Customized seven-day exercise plan
 - Three-day diet analysis
 - Restaurant menu analysis (up to three menus)
- Access to QuitandFit.com online personal health tools and trackers

Other Value-Added Services

- Discounts of 15–40 percent off more than 2,400 health and wellness products, with free shipping on most orders



Exclusions and Limitations

The following services are not offered:

- Services or supplies provided by any person, company, or provider other than a Healthyroads™ coach
- Group health education classes or programs of any type
- All auxiliary aids and services including, but not limited to: written or other educational materials not supplied by the Healthyroads transcription services, written materials other than those produced by Healthyroads, telecommunications devices, telephone handset amplifiers, television decoders, and telephones compatible with hearing aids
- Services not approved by Healthyroads
- Health care guidebooks, books, or educational materials other than Healthyroads guidebooks or modules
- Body-composition assessment
- Health services rendered in a hospital or other inpatient or institutional setting
- Education program services, guidebooks, and modules for individuals other than the member
- Telephone sessions for more than one member at a time or in excess of any applicable maximum per calendar year or per month
- Prescription drugs, over-the-counter products, dietary supplements, herbal supplements, vitamins, minerals, weight-control products, meal-replacement beverages or powders, prepackaged meals, or any other type of food or food product, whether or not it is recommended, prescribed, or supplied by a health care provider or program
- Weight-loss programs or weight-loss counseling, except for those weight management services and educational resources provided by the Healthyroads education program
- All listening devices, including but not limited to, audiotape and CD players
- Services for members with serious medical conditions for which telephone-based health education services are not appropriate

Healthyroads makes no recommendations, representations, claims, or guarantees regarding its services or products.



www.QuitandFit.com/aetna

800.650.2747

Monday–Friday

5 a.m.–6 p.m. (Pacific)

6 a.m.–7 p.m. (Mountain)

7 a.m.–8 p.m. (Central)

8 a.m.–9 p.m. (Eastern)

Healthyroads, Inc. is a subsidiary of American Specialty Health Incorporated. Healthyroads is a health education and wellness program. It is not insurance.

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