

# CUSTOMER SUCCESS STORY

## Joan breaks a 30-year bad habit with Cigna's Tobacco Cessation Program



### Meet Joan

- › 51 years old
- › Smoked for 30 years



### Her risk factors

- › High blood sugar
- › Overweight
- › High cholesterol and triglycerides
- › High blood pressure

### It's never too late to get healthy

Joan smoked about a pack of cigarettes a day for 30 years. She never tried to quit before. And at age 51, she found herself facing several serious health problems. She had a high risk of heart attack, stroke and diabetes. She knew she needed to make a change.

Joan felt very alone, but she wasn't. Cigna's Tobacco Cessation Program was there for her. For every step of her journey.

### Help was just a call away

Joan contacted Cigna's Tobacco Cessation Program and talked with a wellness coach. On the first call, Joan's coach told her about different ways to quit smoking.

- › Joan chose a method known as nicotine fading.
- › She eventually moved to nicotine replacement therapy gum.
- › She got down to 1-2 cigarettes a day.
- › Joan worked with her coach about how to quit completely.
- › She struggled with not smoking at work.

### Overcoming barriers

Not smoking at work was hard for Joan. Her coworker wasn't supportive of her healthy changes. And when she stopped taking smoke breaks, she stopped taking breaks altogether. This increased her stress levels. Together, Joan and her coach worked to:



Manage stress triggers



Take regular breaks during her workday

Together, all the way.®



Offered by: Cigna Health and Life Insurance Company or its affiliates.



## Breathing in success

Joan weaned herself off cigarettes and quit for good. She also gained new confidence in herself. She told her coworker that she was quitting and would not be joining her for smoke breaks. Just three days later, her coworker also quit smoking.

Joan reached her goal. She felt so good about herself that she also joined Cigna's Weight Management Program.

**To learn more, call 800-900-3791.**

To comply with federal requirements, clients that administer their own incentives using Cigna's Tobacco Cessation Program must offer a participant a reasonable alternative way to earn the incentive if he or she is not successful completing the program by quitting or reducing tobacco use. Examples of acceptable alternatives are:

- Complete x number of tobacco cessation coaching calls, but participant does not have to quit tobacco.
- Complete an online coaching program that isn't health-contingent, such as nutrition, physical activity or positive mood.
- Acceptance of a health care provider recommended alternative or waiver, if the participant elects to ask his or her health care provider for a recommendation or waiver. Note that this cannot be the only alternative offered.

Clients must include a Notice of Reasonable Alternatives informing all participants of these alternatives on **each and every** hard copy and web page communication tied to the program, even if the communication is not specific to the tobacco cessation incentive (e.g., brochures, enrollment materials, plan comparison or rate differential sheets). The Notice must include how a participant can request the alternative and corresponding contact information.

This example is used for illustrative purposes only and is not an actual Cigna customer experience.



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