



NOW'S THE TIME Quit tobacco for good

Dramatically increase your odds of quitting tobacco – at no extra cost¹

Ready to get off tobacco for good? Get the support you need at no extra charge. As a Blue Cross and Blue Shield of North Carolina (Blue Cross NC) member, you have 100 percent coverage for:

- + Four telephone counseling sessions with QuitlineNC – a state-based tobacco cessation program
- + Extra calls for members who are pregnant or have certain behavioral health conditions
- + 12-weeks of nicotine patches and nicotine gum or lozenge through QuitlineNC²
- + Tobacco cessation screenings
- + FDA-approved tobacco cessation drugs through your pharmacy benefit provider¹

Getting the right help makes a huge difference

The fact is that only about 4 to 7 percent of people are able to quit smoking without medicines or other help.³ When people combine QuitlineNC with 12 weeks of Nicotine Replacement Therapy, the quit rate is 45.5 percent.⁴

Available to all Blue Cross NC members, QuitlineNC has a 93 percent satisfaction rating by program participants.⁵ And more than half of those were “very satisfied.”

QuitlineNC offers you:

- + Confidential tobacco cessation counseling
- + Combination of nicotine patches with nicotine gum or lozenge²
- + Highly trained, multilingual Quit Coaches
- + 24/7 availability
- + 45.5 percent quit rating⁴
- + 93 percent satisfaction rating⁵

Help is here!

**Call QuitlineNC at 1-844-862-7848.
Your Quit Coach is ready to help
you succeed.**

¹ These preventive care costs are covered at 100 percent only on plans that comply with health care reform preventive benefits as part of the Affordable Care Act (ACA).

² Free Nicotine Replacement Therapy through the QuitlineNC is not available for State Health Plan, Medicare Advantage or Prescription Drug Plan members.

³ The American Cancer Society <https://www.cancer.org/healthy/stay-away-from-tobacco/guide-quitting-smoking/deciding-to-quit-smoking-and-making-a-plan.html> (Accessed June 2019).

⁴ Results calculated from a combination of QuitlineNC counseling and Nicotine Replacement Therapy. North Carolina State Employee QuitlineNC survey, November 2016 to August 2017.

⁵ North Carolina State Employee Quitline Surveys, 2010-2017.

Quitline is an independent company providing tobacco cessation services on behalf of Blue Cross NC.

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