



healthy habits

We know it isn't easy to quit smoking. It can take several attempts to quit before you are successful. And research shows the cost of tobacco cessation services and products is often the greatest barrier to quitting smoking. Now the CareAllies Healthy RewardsSM program can make it easier (and less expensive) for you, with two new cessation discount programs.* Use one, or use both in combination.

Use the Tools, Enjoy the Rewards QuitNet[®]: Online smoking cessation program

QuitNet is based on the same approaches recommended by the U.S. Surgeon General, combining expert counseling and social support into one easy-to-use online program. You'll receive an online membership, giving you 24/7 access to social support, reliable personalized content, professional counseling and more.

Tobacco Solutions: Nicotine replacement patch program

Studies show that pharmaceutical support is fundamental to success. The cornerstone of this program is the Novartis Habitrol[®] Take Control Support Program[®]. You will receive:

- An eight-week supply of the Novartis Habitrol Nicotine Transdermal System (patches) featuring the gradual step-down method of dealing with nicotine withdrawal. The 56 nicotine patches cover eight weeks of step-down therapy for people who smoke at least 10 cigarettes per day.
- A comprehensive educational booklet that contains information to guide you through the quitting process as well as instructions for proper use of the patch.
- A compact disc providing you more information about the patch and the six states of change that you will go through to successful quitting.
- A toll-free telephone support center staffed by health professionals.
- A comprehensive and confidential website for additional support and information.

Let Healthy Rewards help you save money and quit smoking for good. For more information, visit www.myCareAllies.com.

Did you know your CareAllies Quit Today[®] tobacco cessation program could help?

Quit tobacco today. Live better tomorrow.

You know you want to quit. Now the CareAllies Quit Today[®] program can help you develop a personal plan to become and remain tobacco-free. Choose from two convenient options – a telephone program featuring a dedicated wellness coach or an online eight-week self-paced program – or use both.

Get the support you need and the results you want. Call [000.000.0000] or go online: [www.myCareAllies.com] and enter the password: [xxxxxxxx]

* Healthy Rewards[®] is a discount program. Some Healthy Rewards programs are not available in all states. If your CIGNA HealthCare plan includes coverage for any of these services, this program is in addition to, not instead of, your plan benefits. Healthy Rewards programs are separate from your Medical benefits. **A discount program is NOT insurance, and the member must pay the entire discounted charge.**

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