



Quit For Life Behavioral Health Program

Helping those who need extra support become tobacco-free

Of tobacco users who call a state tobacco cessation quitline, about 45% have at least one behavioral health condition, such as depression, anxiety or PTSD. They also have quit rates that are 10% lower than average.¹

That's why Optum developed the Quit for Life® Behavioral Health Program. Participants get a clinically-proven tobacco cessation program that uses a combination of physical, psychological and behavioral strategies.²

They can also count on extra, individualized support with stress management, nicotine replacement therapy (NRT) and coordination with the member's mental health care provider.

35% of U.S. adults

with at least one behavioral health condition use tobacco and account for 38% of cigarette consumption.³

With **3X** more tobacco use vs. the national average, those with behavioral health conditions need a more tailored approach to quitting.



All the support they need to become — and stay — tobacco-free

Quit For Life has served more than 4 million tobacco users since 1985. The Quit For Life Behavioral Health Program offers a comprehensive mix of telephone or text coaching, medication support and digital tools, plus unique add-ons.



Analyze, pilot, enroll

Optum developed enhanced services based on a pilot program that showed improved outcomes.



Self-report of behavioral health conditions to determine eligibility

Participants answer one question that helps us assess whether the Quit For Life Behavioral Health Program is right for them.



Combination nicotine replacement therapy

Participants receive 12 weeks' worth of combination nicotine replacement therapy (NRT), including four additional weeks of patches and gum or lozenges.



Enhanced provider support

Participants can benefit from supportive conversations with their provider, since we inform providers about their patient's program enrollment.



Additional coaching support

Participants with a behavioral health condition receive two extra sessions to help support their unique needs, along with standard base program calls.



Specialized coaching

Participants with behavioral health conditions receive personalized support from expert coaches, who can adapt their content and style to address unique needs.

Boosting engagement and results

For tobacco users with at least one behavioral health condition, a seven-month Quit For Life Behavioral Health Program pilot resulted in^{4,5}:

- **Nearly 90%** of those offered the program accepting
- **Completed calls increased**
- **94% participant satisfaction**
- **30% quit rate vs. 22%** for base program participants

Learn more about how the Quit For Life Behavioral Health Program can help people quit tobacco for good.

Call: 1-866-427-6804

Visit: [optum.com](https://www.optum.com)



11000 Optum Circle, Eden Prairie, MN 55344

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Sources:

1. Vickerman KA, Schauer GL, Malarcher AM, Zhang L, Mowery P, Nash CM. Quitline Use and Outcomes among Callers with and without Mental Health Conditions: A 7-Month Follow-Up Evaluation in Three States.
2. Optum. Quit For Life book of business, as of December 2018.
3. Centers for Disease Control and Prevention. National Center for Health Statistics. National Health Interview Survey, 2017. Analysis performed by the American Lung Association Epidemiology and Statistics Unit using SPSS software.
4. Kelly M Carpenter, Chelsea M Nash, Robert A Vargas-Belcher, et al. Feasibility and early outcomes of a tailored quitline protocol for smokers with mental health conditions. *Nicotine and Tobacco Research*. 2019; 21(5):584-591.
5. Based on state quitline participants, other market results may vary.