

## Enabling the quit: Engagement designed around consumer needs

When people are interested in quitting tobacco or vaping, getting them to interact with a cessation program is an important first step. Yet leaving the habit behind isn't as simple as deciding to quit one day and suddenly being done. It's a process that requires planning and ongoing support, as well as motivation and confidence. Staying engaged throughout it all is essential. Our Quit Services programs are designed around what consumers need most, allowing them to interact in the ways that best fit their lifestyle.

### BARRIERS TO QUIT:

### OPTUM SOLUTION:

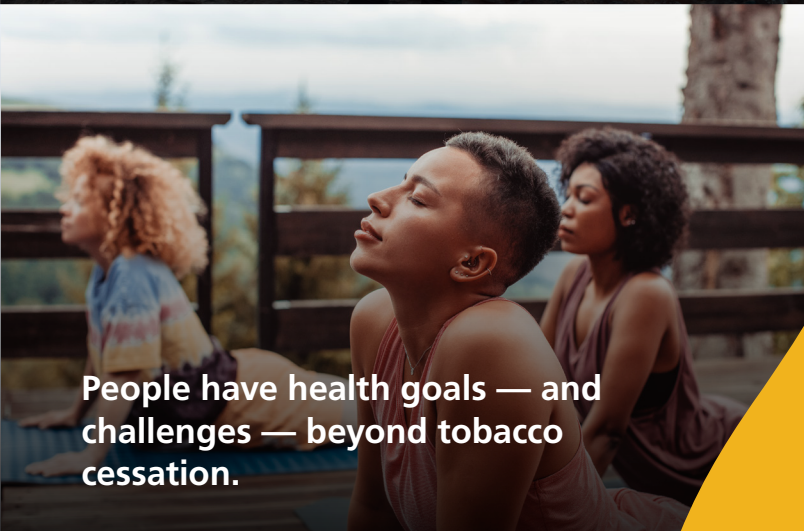


People quit for different reasons.

Understanding the motivation to quit

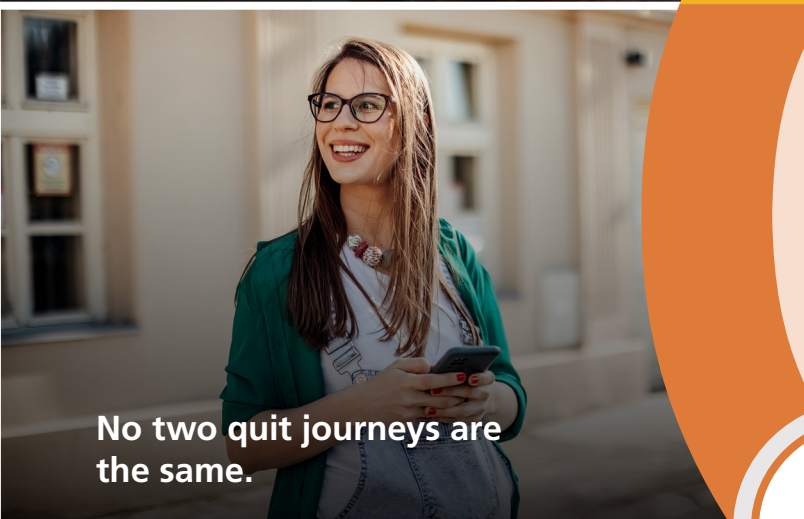
#### Each individual's why is key.

We help them uncover their reason for quitting and discuss both intrinsic and extrinsic rewards.



People have health goals — and challenges — beyond tobacco cessation.

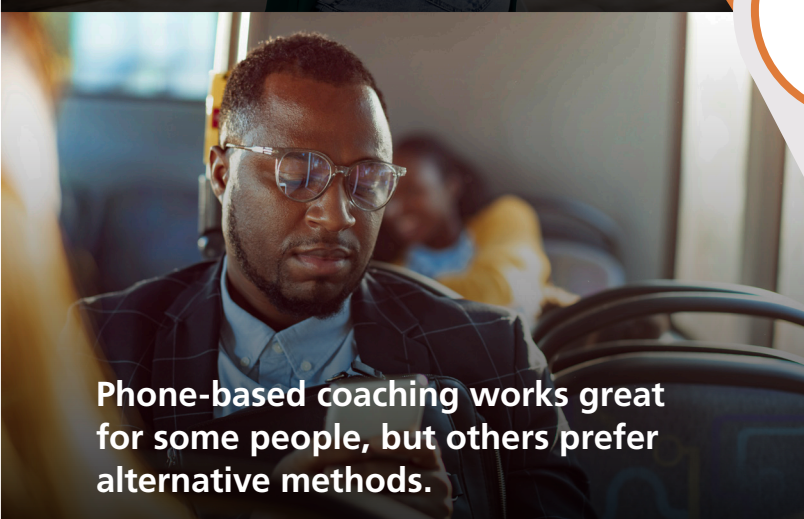
**A whole-person approach** to feeling healthier supports individuals with habits that can help them stay quit while addressing other barriers, such as stress and lack of nutritious food.



No two quit journeys are the same.

Making a plan

**An assessment** enables quit coaches to tailor resources to individuals' needs and, for those who qualify, connect them with tailored programs (e.g., pregnancy, behavioral health, LGBTQ+).



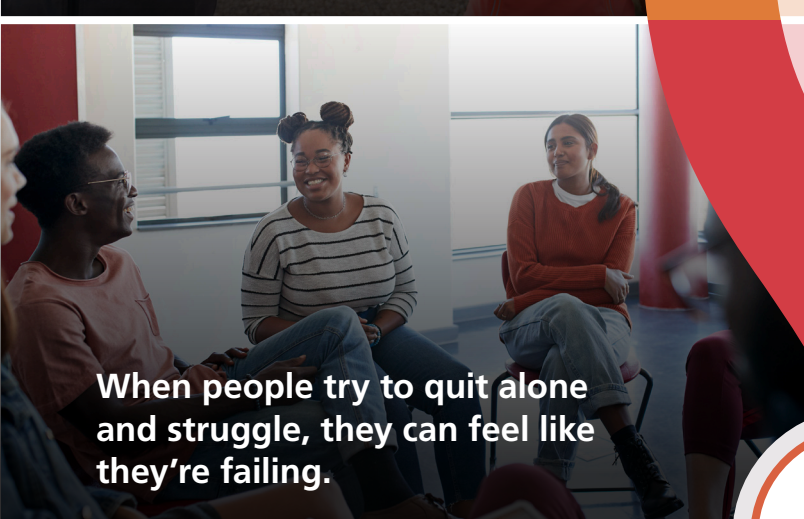
Phone-based coaching works great for some people, but others prefer alternative methods.

Offering **multiple engagement methods**, including phone, chat, text and app, allows people to choose the one most comfortable for them.



Quitting all at once is daunting.

**Mini-quits** help people build confidence and learn skills for identifying and responding to triggers.



When people try to quit alone and struggle, they can feel like they're failing.

Offering continued support

**Group sessions** connect people with others experiencing the same challenges, so they can share real-world advice.



People are busy, and quitting can feel overwhelming.

#### Thoughtfully timed, easily digestible content

delivered throughout the quit journey ensures that people encounter the information they need, when they need it.



Sometimes, people stop engaging.

**Reminder messages and encouragement** from coaches help people get reengaged.

To learn more, visit [optum.com/quit-services](https://optum.com/quit-services)

1. Patten CA, Boyle R, Tinkelman D, et al. Linking smokers to a quitline: Randomized controlled effectiveness trial of a support person intervention that targets non-smokers. *Health Educ Res.* 2017;32(4):318–331.
2. Chaiton M, Diemert L, Cohen JE, et al. Estimating the number of quit attempts it takes to quit smoking successfully in a longitudinal cohort of smokers. *BMJ Open.* [bmjopen.bmj.com/content/6/6/e011045](https://bmjopen.bmj.com/content/6/6/e011045). Accessed February 26, 2018.
3. Babb S, Malarcher A, Schauer G, Asman K, Jamal A. Quitting smoking among adults — United States, 2000–2015. *MMWR Morb Mortal Wkly Rep.* 2017;65(52):1457–1464. DOI: 10.15585/mmwr.mm6552a1.