

Now is the time to quit

Dramatically increase your odds of quitting tobacco - at no additional cost¹

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

100% coverage for:

- + Four telephone counseling sessions with QuitlineNC – a state-based, tobacco-cessation program
- + Tobacco-cessation screening
- + FDA-approved prescription tobacco-cessation drugs
- + Over-the-counter Nicotine Replacement Therapy drugs (requires a prescription for 100% coverage)

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.¹ When people combine QuitlineNC with Nicotine Replacement Therapy the quit rate is 41.8 percent.³

Available to all BCBSNC members, QuitlineNC has a 93 percent satisfaction rate by program participants.³ And more than half of those were “very satisfied.”

GET
HELP
NOW

Call QuitlineNC at **1-844-8NCQUIT**

Your Quit Coach is ready to help you succeed.

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

² Source: The American Cancer Society www.cancer.org/healthy/stayawayfromtobacco/guidetoquittingsmoking/guide-to-quitting-smoking-success-rates (accessed March 2015).

³ Results gained through a combination of QuitlineNC counseling and Nicotine Replacement Therapy. Source: North Carolina State Employee QuitlineNC survey, January 2010 to September 2012.

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QuitlineNC offers you:

- + Confidential tobacco-cessation counseling
- + Highly trained, multilingual Quit Coaches
- + 24/7 availability
- + 41.8% quit rate³
- + 93% satisfaction rate

