

Quit For Life[®]



Empower your employees to overcome tobacco and nicotine dependence with Quit For Life[®] on Rally Coach[™]. As a leader in digital coaching programs, Quit For Life delivers unmatched participant engagement and outcomes based on clinically-proven methodology.

Quit For Life's milestone-driven experience provides participants a clear path to quitting and remaining nicotine-free. Each person receives:

- ✓ **Abundant support** along the way via phone, video, chat or text
- ✓ **Real-time digital access** to program incentives and trackers
- ✓ **Nicotine replacement therapies** in conjunction with a quit plan

Not only does Quit For Life help your employees become — and stay — nicotine-free, but your company could enjoy a projected 2:1 ROI in two years.¹

4.3 million

People who have overcome nicotine dependence with Quit For Life to date²



51%

 Quit rate of participants at six months post-program³

Recommendation rate by participants⁴

97%



200

 Peer-reviewed publications supporting Quit For Life⁵

Why Quit For Life works



Unrivaled peer-reviewed outcomes

First developed from a National Cancer Institute grant more than 30 years ago, Quit For Life uses best practices in study design supported by 30+ clinical trials, 200 peer-reviewed publications and federally funded studies of vulnerable populations.



Clinically proven engagement methodology

Quit For Life's engagement methodology has been consistently validated by top institutions such as the Centers for Disease Control and Prevention (CDC), Harvard University and MD Anderson Cancer Center at The University of Texas.



Modern, mobile, digital delivery

Quit For Life is available on Rally Coach, a seamless digital experience that blends clinical expertise with user-first design to drive engagement. Your employees can easily access Quit For Life at any time on their phone or preferred device for a personalized experience.

Employer support

Quit For Life also provides your business a clear path to successfully implement the program with:

Incentives

Quit For Life can help you design, implement and fulfill the optimal incentive program for your employees.

Engagement

Quit For Life leverages multiple practices to maximize participant enrollment, engagement, completion and outcomes.

Reporting

Quit For Life reporting details key performance indicators, including enrollment, utilization and outcomes.

Integration

Quit For Life works with other Rally programs as well as other third-party wellness vendor offerings.

How nicotine use affects you

Over-indexed in vulnerable populations

- ↓ 13.7% U.S. adults 18 years or older who smoke⁶
- ↑ 21% LGBTQ+^{7,8}
- ↑ 29% Veterans^{7,8}
- ↑ 32% Behavioral health conditions^{7,8}

Short- and long-term health impact

Nicotine use is linked to^{10,11}

- Higher risk of respiratory infection
- Lower immune system response
- Lower infection response and recovery from COVID-19 and other infectious diseases

Productivity impact⁹



Research estimates companies **pay in excess of \$3,905 per year, per smoker** when adding up medical expenses, lost productivity and smoking breaks.

The participant experience



A clear path to quit

Each milestone in the program, based on Quit For Life’s proprietary 5 Keys to Quit Plan methodology, is built to provide participants with the confidence they need to quit and remain nicotine-free as they progress through the program.

Abundant support

Participants have opportunities for engagement and support at every step in their path to quit, whether it’s unlimited 1:1 coaching access, group video sessions, nicotine replacement therapy or relevant courses through a central digital dashboard.

A 1:1 experience

The Quit For Life program caters to the needs of each participant, whether they are thinking about quitting, ready to quit or need extra support after relapsing. This includes reactivation strategies to enroll program completers into other health programs — or back to Quit For Life, if needed.

Quit For Life is available on Rally Coach

Rally Coach offers a unified suite of well-being and chronic condition prevention programs that empower people to take control of their health. Each program is road-tested, coach-connected and evidence-based to deliver unparalleled results. Rally Health, Inc., is part of Optum, a UnitedHealth Group company.

To learn more about Quit For Life, contact your Optum sales representative, call 1-866-427-6845 or email us at engage@optumhealth.com.

Sources:

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