

TOBACCO

Cessation Program Options from Highmark

When you're ready to quit tobacco, Highmark Blue Cross Blue Shield Preventive Health Services offers real support to help you quit for good.

Choose the programs that best meet your needs. Participate in any or all of the programs, whatever works. There is no fee for Highmark members to participate.

HealthMedia[®] Breathe[™] is an online smoking cessation that provides a customized, four-part action plan. The program length is based on your chosen quit date. Participants receive one initial and three follow-up tailored action plans. The follow-up plans promote confidence and motivation, increase active participation in the change process and help prevent relapse. To get started, log onto www.highmarkbcbs.com and complete the login process. Click on "Improve Your Health" and select "Breathe - Stop Smoking."

Telephonic Smokeless[®] offers two options for smoking cessation. This telephone-based program can be self-guided at your own pace or coordinated and scheduled by a professional tobacco cessation specialists. Helpful topics include behavior modification, coping with withdrawal, stress reduction and weight management. Participants have unlimited toll-free access to a qualified tobacco cessation specialist to address additional concerns. Discounted nicotine replacement products are available to enrolled participants. For more information or to enroll, call Telephonic Smokeless at 1-800-345-2476.



An Independent Licensee of the Blue Cross and Blue Shield Association



For questions or additional information, please contact the Wellness Resource Center at 1-800-650-8442.

Highmark is a registered service mark of Highmark Inc.

Blue Cross, Blue Shield and the Cross and Shield symbols are registered service marks of the Blue Cross and Blue Shield Association, an association of independent Blue Cross and Blue Shield plans.

HealthMedia and Breathe are registered trademarks of HealthMedia, Inc.

Guided Self-Help Smokeless and Telephonic Smokeless are registered trademarks of the American Institute for Preventive Medicine.