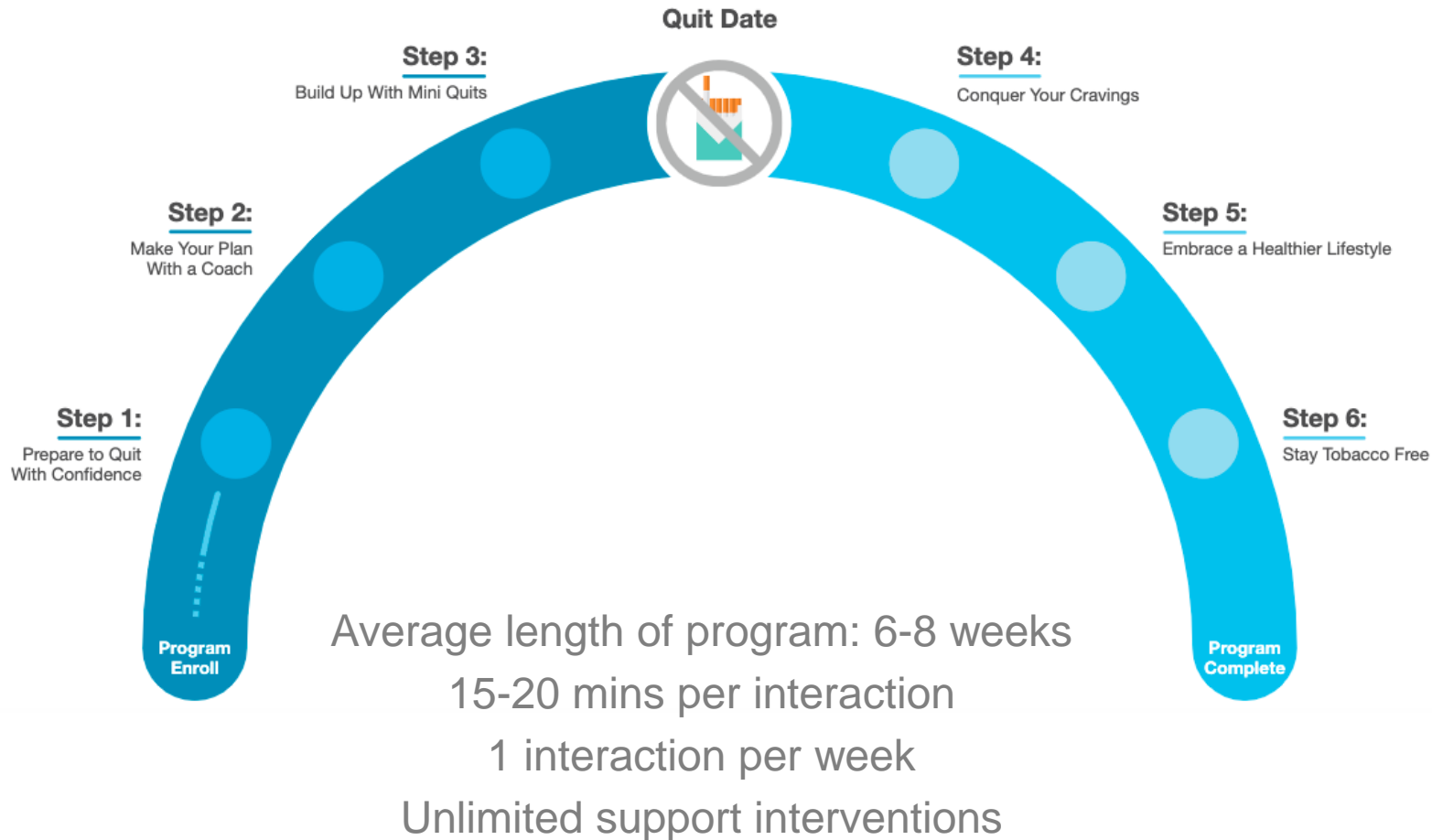


Quit For Life[®]



This material features licensed stock photography used for illustrative purposes.

A Clear Path To Quitting



- Milestone-driven to encourage participants to progress further in the program
- Every milestone has an intervention by a live coach, whether that be a 1-on-1 (via phone, chat, text) or group session
- Accommodates the personal and dynamic journey of each person
- Built using Quit For Life's proprietary 5 Keys to Quit Plan methodology

Multiple ways to engage to reach each milestone



- 5 coaching interactions guide participants through the quit process
 - 1:1 coaching interactions
 - Telephonic, chat and text are available
 - Group video sessions
 - Two group video sessions before and after quit date
- Online tools and resources
- Text-based tips and support

Quit Coaches[®] help employees on their quit journey

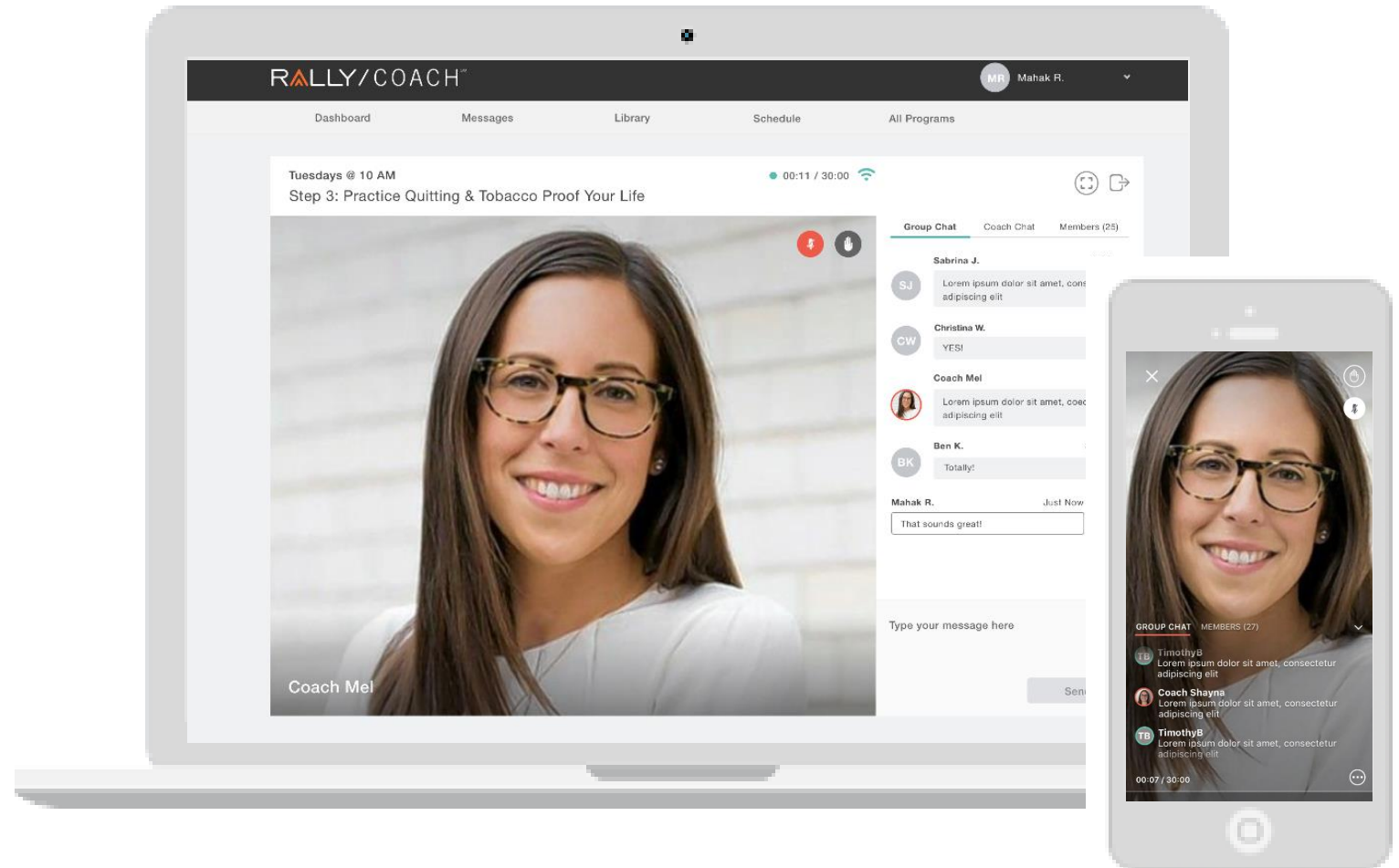
BEHAVIOR CHANGE EXPERTS

- Unlimited inbound support for a year
- Available 24 hours a day/ 7 days a week
- Certified staff with 140 hours of training
- Meet Association for the Treatment of Tobacco Use and Dependence (ATTUD) core competencies
- Multilingual: Spanish-speaking coaches on staff; language line



Online Group Coaching Sessions

- Online group coaching sessions are led by a coach
- Participants take part in two group sessions, one before their quit date and one after
- Group environment helps normalize this experience and helps participants feel part of a supportive community
- Tobacco users can share successes and learn from others' experiences



Medications to help users quit tobacco



increases the chance of quitting by about **50-70%**



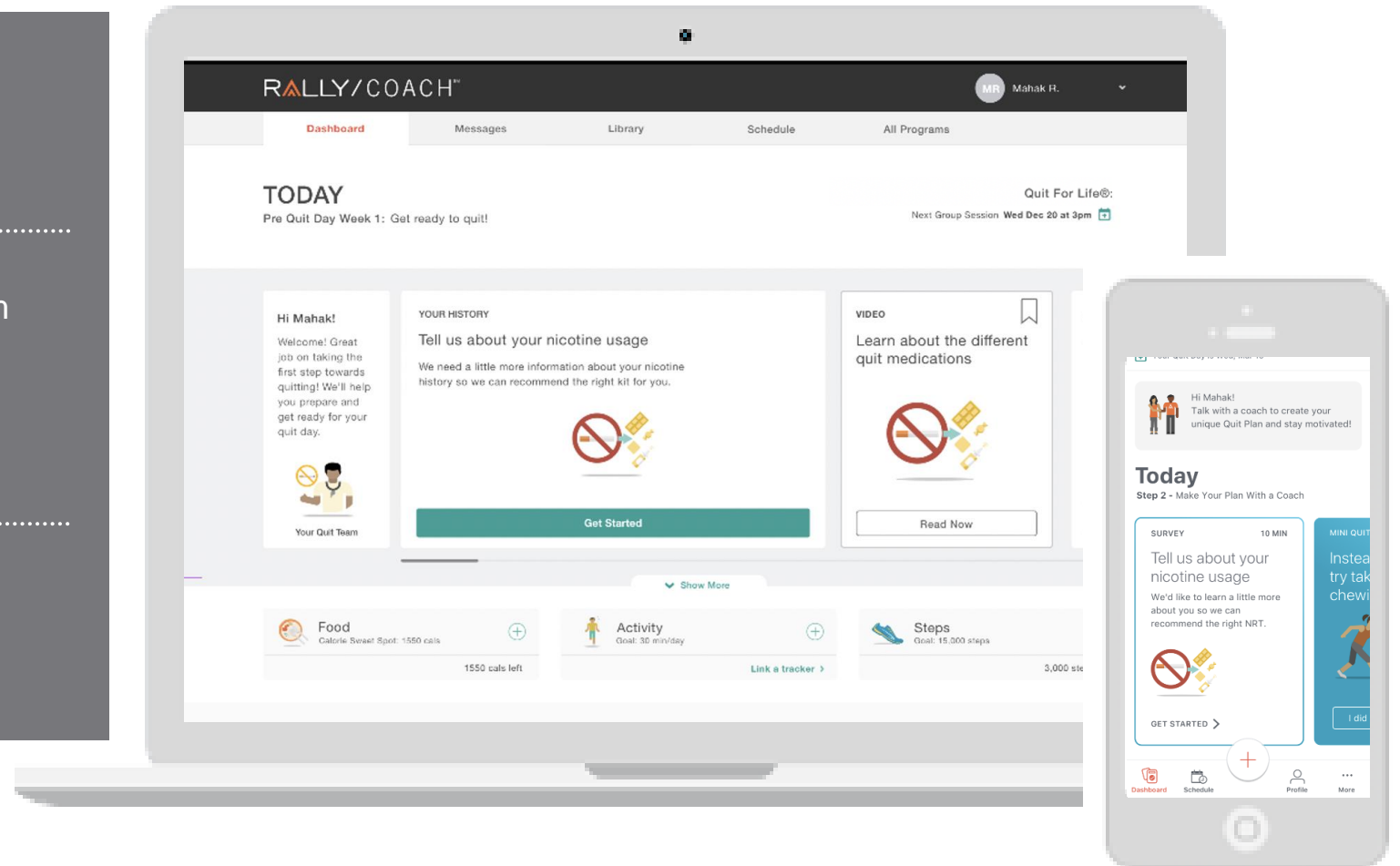
Up to eight weeks of patches or gum home-delivered

Order online or with a Coach

3 Day delivery time



Rx Medication recommendations and decision support is provided for Bupropion and Chantix



Quit For Life Feature Comparison

What is changing

- Interactions vs calls
- Interactions = Call, Text or Chat
 - 5 Interactions will include 2 group call sessions
- Milestone-driven experience
- NRT ordering online and expedited delivery
- Reporting
- QFL/Rally branding

What is staying the same

- Best in class quality of service
- Evidence-based behavior change techniques
- Unlimited 24/7 access to Quit Coaches via chat, email, and phone
- Expert-led online videos
- Mobile app notifications
- 8 weeks NRT
- Phone number/URL

Quit For Life Feature Comparison

		CURRENT PROGRAM	REDESIGNED PROGRAM
Enrollment	Call	●	●
	Online	quitnow.net	Quitnow.net
	Mobile	●	●
	Outreach	●	●
	Text (Q1 2022)		●
	Re-enrollment	●	●
Live Coaching	Call	5 Phone Calls	3 Interactions (Call, Chat or Text)
	Chat		●
	Text		●
	Group Video		2
	Unlimited	●	●
In-Program Support	Modern, Clean, Digital, Design		●
	Expert-Led Online Videos	●	●
	Text2Quit messages	●	●
	Milestone-Driven Digital Experience		●
	Email	Secure Email On Web Portal	Personal Email
	Mobile Push Notifications (Q3 2021)	●	●
Nicotine Replacement Therapy (NRT)	Eight Weeks Patch/Gum	●	●
	Online NRT Ordering		●
	Lozenge/Combo Therapy/12 Weeks Buy-Up	●	●
	Expedited Ship Time		●
	Digital Order Tracking	●	●

Thank you

