



Quit in Five Steps

Quitting tobacco takes preparation. Here are some helpful suggestions:

- 1 Prepare:** Set a quit date, and mentally and emotionally prepare for it. Dispose of all cigarettes and ash trays.
- 2 Get support:** Tell your friends and family that you are quitting, and ask them not to smoke around you.
- 3 Learn new behaviors:** Make a change to your daily routine. Choose a stress-reducing activity such as exercise. Drink more water. Brush your teeth frequently with fresh-tasting toothpaste.
- 4 Get medicine and use it correctly:** Talk to your doctor about medications to help you quit.
- 5 Be prepared for setbacks:** Find new ways to deal with stress. Learn weight-loss methods. Limit alcohol intake to increase your chance of success.

Source: National Jewish Health

To take your first step toward quitting, contact the SuperWell QuitLine.

- Call the toll-free SuperWell QuitLine at 866.845.7702.
- Hours of operation:
 - Monday through Friday: 9 a.m. to 11 p.m.
 - Saturday and Sunday: 10 a.m. to 6:30 p.m.
 - We also offer 24-hour voice mail. If you leave a message, a QuitLine coach will return your call.
- All services are available in English and Spanish.
- Hearing-impaired members can call TTY: 888.229.2182.



MEDICAL MUTUAL®

2060 East Ninth Street
Cleveland, OH 44115-1355



SuperWell

QuitLine

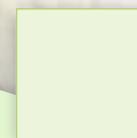
A WELLNESS MANAGER PROGRAM

A WELLNESS MANAGER PROGRAM



MEDICAL MUTUAL®

CAROLINA CARE PLAN | CONSUMERS LIFE



Everyone Has a Reason to Quit

If you are thinking about quitting, are ready to quit or need help staying tobacco free, Medical Mutual® and its Family of Companies are here to help.

We joined with National Jewish Health to help our members kick the habit. Together, we offer the SuperWell® QuitLine, a free telephone service to assist our members with quitting tobacco use.

Need a reason to quit tobacco? Consider:

- **Your health:** Tobacco use is proven to cause cancer, heart disease, chronic bronchitis, emphysema and asthma in addition to other chronic diseases.
- **Your family:** Live longer, healthier and be a positive role model for your family.
- **Your cost:** The average smoker spends \$500 to \$3,000 per year on cigarettes. Think of what else you could do with that money.

Call now and get the help you need to quit.

Quit Now and Receive Support

Enroll and you will receive:

- Support and advice, with up to five proactive coaching sessions by trained health coaches as well as unlimited inbound calls to the QuitLine during regular hours.
- A personalized quit plan with educational, self-help materials.
- The latest information about medications that can help you quit.
- A four-week supply of nicotine replacement therapy (NRT) at no cost. If you continue with coaching, you will receive a second four-week supply, if needed.
- To receive a free supply of nicotine patches, you must be medically eligible and inform the QuitLine coach that you are a Medical Mutual, Consumers Life or Carolina Care Plan member.

SuperWell QuitLine coaches will:

- Help you determine a plan of action and set a quit date.
- Provide guidance and support on or near your quit date and throughout the program.
- Provide a Quit Kit that includes educational brochures about tobacco use and successful quitting.
- Help you learn new ways to deal with cravings and remain tobacco free.

Feel the Difference

Improvements in your health begin within minutes of quitting, even if you have used tobacco for years:

- 20 minutes:** Blood pressure and pulse rate decrease.
- 12 hours:** Carbon monoxide and oxygen levels in the blood return to normal.
- 1 day:** The chance of a heart attack decreases.
- 2 days:** You have a better sense of smell, and your sense of taste is enhanced.
- 2 weeks to 3 months:** Your circulation improves and lung function increase.
- 1 to 9 months:** Coughing, sinus congestion, fatigue and shortness of breathe decrease.
- 1 year:** The likelihood of a heart attack is cut in half.

Source: Centers for Disease Control and Prevention

These recommendations are for your information only. They do not take the place of, nor are intended to substitute for, professional medical advice, diagnosis or treatment from your doctor. Eligibility and coverage depend upon the specific terms and conditions of your benefit plan. This brochure is considered marketing material and gives members information about purchasing or using the service or product Medical Mutual and its Family of Companies has no financial ownership or incentive arrangement for the use of this product(s) or services. These are discount programs, not health plan benefits. Discounts are not guaranteed to be the best deal, but are a consistent discount off a standard rate. Programs are subject to change without notice.