



# Empower Your People to Kick the Habit

Show them you care by offering **professional support.**

Sometimes quitting nicotine is the hardest thing to do. Offering our *Nix the Nicotine* telephonic coaching program to your employees shows you care about their entire well-being by directly helping them reach their toughest goal.

Our Cessation Specialists **unlock potential.**

We believe relationships are crucial for impact. That's why each *Nix the Nicotine* participant is assigned a coach for the entire duration of the program to create an opportunity for building trust.

What you can expect from our coaches:

- ✔ Builds trusting relationships
- ✔ Tracks each participant's quitting progress
- ✔ Helps set formal goals
- ✔ Offers constructive accountability

The Nix the Nicotine program calls for **deep self-reflection.**

All participants will complete this powerful 8-12 week program to help them quantify their triggers, identify their barriers to quitting and become aware of other free community resources to explore on their own. *The Nix the Nicotine* program also provides key information to help guide our coach's conversations with each participant.



**Four Calls**  
per participant

**\$195** per participant

charged after the first coaching appointment

All Nix the Nicotine only clients have a **\$500 Annual Program Fee.**

Nix the Nicotine Program includes:

- ✔ 4 calls with a certified coach, personalized to meet each participant where they are.
- ✔ Coaching that occurs over an 8-12 week period of time for each participant.
- ✔ Access to an online portal with videos and resources to use throughout the program.
- ✔ Reporting at the end of the program for overall participation (5 participant minimum).

# What You Can Expect from Us

Our objective is to help people reach their goal to quit nicotine use. If they are not ready to quit, then we help them take the next step in reducing their nicotine intake and move closer to quitting in the future.

## ✓ Customizable Programming

Our coaches meet each participant where they are in the process and customize their program.

## ✓ Program Accessibility

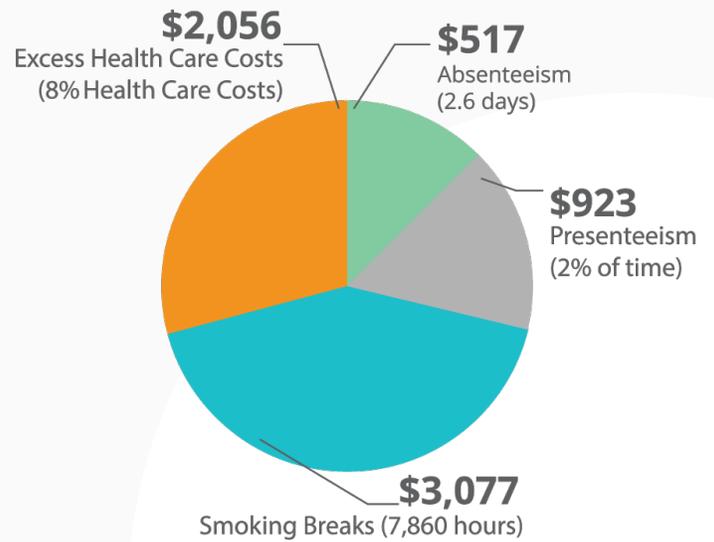
Our wellness portal and mobile app let participants engage in empowering workshops, sync their activity, and track their progress.

## ✓ Certified and Qualified Coaches

Our qualified coaches are Nationally Board-Certified in Health and Wellness. We also have Certified Intrinsic Coaches.

In 2019 14% of all adults currently smoked cigarettes

(15.3% of men, 12.7% of women)



## Cost of Smoking

Smoking costs the US billions of dollars each year. Nearly \$170 billion in direct medical care for adults and more than \$156 billion in lost productivity due to premature death and exposure to secondhand smoke.

The annual employer cost of nicotine use is \$5,807 (per employee).

## Benefits of Smoking Cessation Programs Include:

- ✓ Improvements in employee's health
- ✓ Decreased absenteeism
- ✓ Increased productivity levels

In 2015, nearly 7 in 10 adult cigarette smokers wanted to stop.