

# TRUST

WE'RE IN IT FOR BIG CHANGE, NOT BIG PROFITS.



## A DIGITAL HEALTH PROGRAM FOR TOBACCO ADDICTION YOUR PATIENTS CAN ACTUALLY USE.

68% of smokers and 62% of e-cigarette users want to quit. They need an evidence-based, easy-access program to help them break free from addiction. We can help them...together.

Truth Initiative's scientific leadership in digital health solutions + Mayo Clinic's proven treatment model = EX Program



Truth Initiative is the largest public health non-profit entirely focused on inspiring lives free from smoking, vaping, and nicotine. The rigor and competitiveness of our science is unmatched.



Our partnership with Mayo Clinic ensures consistency with clinical guidelines and guides the EX Program's content, structure, and coaching.

## WHAT MAKES EX PROGRAM DIFFERENT



Unrivaled expertise in developing effective digital quit-tobacco approaches



Support for all tobacco use—smoking, vaping, and dipping/chewing



Multimodal ways to provide support, including texts, live chat, and an online community



24/7 social support from peers and on-demand tailored texts



WE'VE BEEN HONEST ABOUT TOBACCO USE FOR OVER 20 YEARS.

THE EX PROGRAM OFFERS:



Personalized quit plan with interactive exercises, educational videos, and emails



Text messaging tailored to the participant, including pregnant smokers, tobacco users with chronic conditions, and parents of kids who vape



Live chat coaching with tobacco treatment experts



Nicotine patches, gum, or lozenges delivered to the participant's home



Longest-running, largest community of current and former tobacco users

**español**

Availability in Spanish

REFER EX PROGRAM. SAVE LIVES.

**Your Medicaid patients covered by Anthem Blue Cross and Blue Shield Healthcare Solutions (Anthem) are eligible for premium EX Program features at no cost to them!**

Registration is simple, quick (less than 5 minutes),  
**Send these patients to [Go.EXProgram.com/AnthemNV](https://Go.EXProgram.com/AnthemNV)**  
and can be done on any device.

**Let's help your patients break the chains of tobacco addition...TOGETHER.**

