

Getting tobacco users the help they need to quit

You play an influential role in helping patients overcome tobacco addiction — and we can help you make an even bigger impact. Tell your patients who are Anthem Blue Cross and Blue Shield Healthcare Solutions (Anthem) members that they have access to a tobacco cessation program. Anthem is working with the EX Program by Truth Initiative^{®,*} a digital program for tobacco cessation built in collaboration with the Mayo Clinic. This is an excellent resource available to help patients quit for good. Participants in this program will receive:

- A personalized quit plan with interactive exercises, educational videos, and emails.
- Social support from a thriving online community of current and former tobacco users.
- Unlimited coaching from tobacco treatment experts via live chat.
- Interactive and tailored text messages based on how they engage with the program.
- Nicotine patches, gum, or lozenges delivered to their home.
- Tailored support for e-cigarette users and pregnant smokers.
- Optional content related to pregnancy, new motherhood, heart disease, diabetes, and parenting children who vape.

Members have access to the EX Program through any browser on their smartphone, tablet, or PC. Attached is a flier with information to print and share with your patients about the program. Thank you for helping your patients live healthier lives free from smoking, vaping, and nicotine.

* Truth Initiative is an independent company providing tobacco cessation support services on behalf of Anthem Blue Cross and Blue Shield Healthcare Solutions.