



# Tobacco Cessation

*Experience. Wellness. Everywhere.<sup>SM</sup>*

## Support for smokers who want to quit

Control. If you're a smoker, you control the date you're going to quit, and although quitting smoking is not easy, it can be done. You can do it. And Blue Cross and Blue Shield of Illinois (BCBSIL) wants to help.

Through **Blue Care Connection**<sup>®</sup>, BCBSIL has a Tobacco Cessation program available to help you quit smoking. The program provides online tools, an Audio Health Library, and discounts to wellness-related products and services.

All Blue Care Connection programs are offered at no charge to you and your participation is completely voluntary.

### **Tobacco Cessation Assistance**

Once you have been identified as a candidate for the Tobacco Cessation program, your "Readiness to Change" will be assessed to determine the level of outreach you will receive.

Outreach could include working with a Wellness Coach who would provide personal assistance such as goal-setting and periodic progress checkups, or you may chose to only use self-guided tools and resources.

### *Enroll today*

To get started with your Tobacco Cessation program, you can call Customer Service using the phone number listed on the back of your ID card.

Additional support tools may be accessed by:

- Completing a Health Risk Assessment through the PHM
- Participating in a Health Fair, which may be offered by your employer



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Self-guided tools and resources include:

## Personal Health Manager (PHM)

The Personal Health Manager (PHM) is an online resource that connects you to information and tools designed to help you maintain or improve your health. Through the **For Your Health** section, the PHM offers various support options to help you stop smoking, such as:

**Stop Smoking:** This program provides you the tools and resources you need to:

- Understand your barriers to quitting
- Identify your personal motivators (to quit smoking)
- Learn more about treatment options

**Expert Coaching: Ask A Nurse** – Ask a registered nurse questions about your health as it relates to quitting smoking.



Save money and get support for your new lifestyle decisions with BlueExtras programs.

Additionally, if you would like to trade smoking for improved nutrition and physical activity, the **For Your Health** section has additional resources, such as customized cardiovascular, strength and flexibility plans, a personalized nutrition plan that can integrate with your exercise plan, and much more.

## Blue Points<sup>SM</sup>

Every time you track a fitness workout, report a meal, use any of the expert coaching features, or utilize other features in the **For Your Health** section, you will earn Blue Points. These points are redeemable at the Blue Points Redemption Center on the PHM for health promotion products and other merchandise. You can earn up to 1,000 points per week and you only need 2,500 points to claim your first reward.

To access the PHM, log into Blue Access<sup>®</sup> for Members at [www.bcbsil.com/member](http://www.bcbsil.com/member). The PHM is located on your home page.

## BlueExtras<sup>SM</sup> Discount Program

BlueExtras saves you money on health care products and services not usually covered by your health care benefits plan. There are no claims to file, no referrals or pre-authorizations, and no additional fees to participate. BlueExtras programs could help you shift your focus from smoking to healthy habits. Programs that support smoking cessation include:

- **Complementary Alternative Medicine (CAM)** includes acupuncture, gym memberships, yoga, Tai Chi, massages, vitamins, health and wellness magazines, spas and more
- **Jenny Craig** focuses on healthy eating, portion control and physical activity
- **Curves** offers a 30-minute workout that combines strength training and sustained cardiovascular activity through safe and effective resistance equipment

To access BlueExtras, log into Blue Access for Members at [www.bcbsil.com/member](http://www.bcbsil.com/member), and then click on the *My Coverage* tab at the top.

The relationship between Blue Cross and Blue Shield of Illinois (BCBSIL) and Jenny Craig and Curves is that of independent contractors. Healthways WholeHealth Networks, Inc. (Healthways) is an independent contractor which administers the Complementary Alternative Medicine (CAM) discount program for Blue Cross and Blue Shield of Illinois.

BlueExtras is a discount program available to BCBSIL members. This is NOT insurance. Some of the services offered through BlueExtras may be covered under your health plan. Please refer to your benefit booklet or call the customer service number on the back of your ID card for specific benefit information under your health plan. Use of BlueExtras does not affect your premium, nor do costs of BlueExtras' services or products count toward your plan deductible, calendar year, or lifetime maximums. Discounts are only available through participating vendors.

BCBSIL does not guarantee or make any claims or recommendations regarding the services or products offered under BlueExtras. You may want to consult with your physician prior to use of these services and products. Services and products are subject to availability by location. BCBSIL reserves the right to discontinue or change this discount program at any time without notice.

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