

# Smokeless®

The Proven  
Way to Quit





# Overview

The Smokeless® program is a positive approach to breaking the tobacco/nicotine habit (cigarettes, snuff, chewing tobacco, cigars, pipes, hookah, and e-cigarettes). It is a highly effective, multiple treatment program which teaches the necessary skills to achieve permanent abstinence from tobacco and nicotine. The program addresses tobacco/nicotine use from a number of perspectives: sociological, psychological, behavioral and physiological. All are important factors in working through the stages of change.

Since no one methodology works for all tobacco/nicotine users, Smokeless® presents over 500 different techniques and concepts. This allows participants to pick and choose techniques to meet their individual needs. The program addresses people who are not sure they want to quit, people who are thinking about it and people who are ready to take action.

The Smokeless® program has been offered successfully to very diverse groups. Because of the wide variety of techniques offered, participants can meet individual goals regardless of age, sex, ethnicity, or education level. The program is designed to work with participants who wish to use a pharmacological adjunct, such as a nicotine patch, gum, or medication like Chantix, but it is not essential to the program's success.

Due to the Smokeless® program's success, it has been conducted at over 3,000 corporations, hospitals, MCOs, and government agencies. Over the last 36 years, the Smokeless® program has demonstrated an one-year quit rates ranging from 33% to 63%. It has also been commended in three Surgeon General reports.



## Smokeless® Program Kits

The Smokeless® program is unique in that it provides participants with the tools they need to become tobacco free. The kit includes:

- Custom Program Box
- Guidebook & MP3 audio file
- Tobacco Scorecard: Record and identify habit
- QuitCard™: Portable card to reinforce urge tamers
- Smokeless® Program Summary: Daily summary
- Emergency Kit: Emergency box, toothpicks, & sugarless candy

# Delivery Options

## Telephonic Smokeless®

Participants receive a program kit, unlimited in-bound counseling 24/7, 365 days a year, and (7) out-bound telephone counseling calls (5 calls occur within the 1st 95 days of the program), monthly personalized emails, and access to over 1,000 educational articles on various topics via PDF from their coach. Participants will be able to enroll toll-free or online via a customized enrollment website created for your Smokeless® program. This delivery option includes a dedicated program manager, comprehensive marketing package and multiple reports. Coaching is available in English and in Spanish.

**ACA Compliant program.**

## Self-Help Smokeless®

Participants receive a program kit and unlimited in-bound counseling. This is a self-administered version of the Smokeless® program. Digital kit option available.

## Group Smokeless®

Participants receive a program kit and unlimited in-bound counseling. These classes are conducted by a certified Smokeless® instructor and kits are distributed by the instructor at the first group session.

There are two certifications options to become a Smokeless® Instructor that can facilitate a group program:

### Instructor Self-Train

Smokeless® Instructor Self-Train Manual will give you all of the tools needed to become a successful and certified tobacco cessation instructor. As a Smokeless® Instructor you will be able to conduct and promote group classes that can accommodate 10–75 participants. Each participant in a group class will require a Smokeless® group kit.

### Instructor Webinar Series

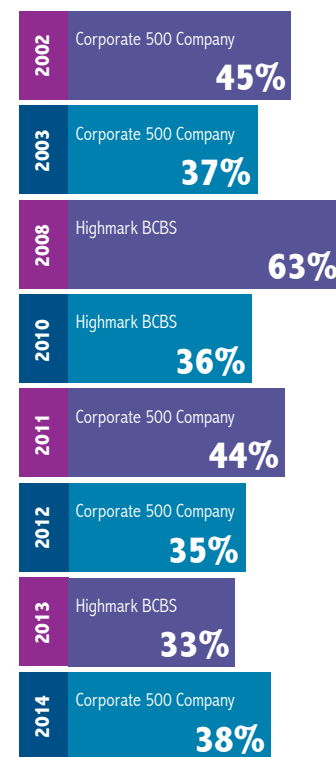
The Smokeless® Instructor Webinar Series gives you and your team all of the tools needed to become successful and certified tobacco cessation instructors. As with the self-train option, instructors will be able to conduct and promote Smokeless® group classes. The webinar series is led by our Director of Behavior Change Programs and Coaching Services.

The program is set up as follows:

- (4) 90-minute webinar modules
- (1) 30-minute Q&A session
- (3) hours of self-study
- (1) hour for exam

The webinars are recorded and delivered to you for use in certifying additional instructors at later dates.

## Annual Quit Rates



Please note: These quit rates are conservative percentages as those participants we are unable to reach during coaching sessions are considered to be tobacco-users.



# Smokeless<sup>®</sup> Differentiators

- Over 36 years of tobacco cessation success and counting!
- URAC Accreditation
- Materials communicate & motivate behavior change
- Motivational interviewing & behavior modification techniques combined
- Comprehensive participant kit
- Unlimited inbound calls 24/7
- Pre & Post treatment behavior survey
- Multiple reporting packages
- HealthyLearn<sup>®</sup> Library of educational materials via coach
- Proven track record
- Documented ROI
- Dedicated account manager

"After considerable review of every major health promotion company throughout the U.S., I found AIPM's program to be superior in quality, effectiveness, and value."

– Jean Buckner; Former Manager, Marketing  
HCA, Nashville, TN