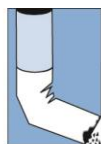




## Smokeless<sup>®</sup> Report For Fortune 500 Company



**Smokeless<sup>®</sup>**

Quit Tobacco for Good!

Report Summary:

Annual & 4th Quarter

# SMOKELESS®

## Annual & 4<sup>th</sup> Quarter Report

### Prepared for: Fortune 500 Company

The following report represents vital aggregate statistics regarding the health and tobacco history of your population over the last 12-months. It addresses your population's participation, tobacco use, personal impact of tobacco use, medical conditions, immediate family member tobacco use, quit rates, call retention, ROI and anecdotal coaching notes. Throughout this report, your population's data will be compared with other companies Smokeless® statistics, when applicable.

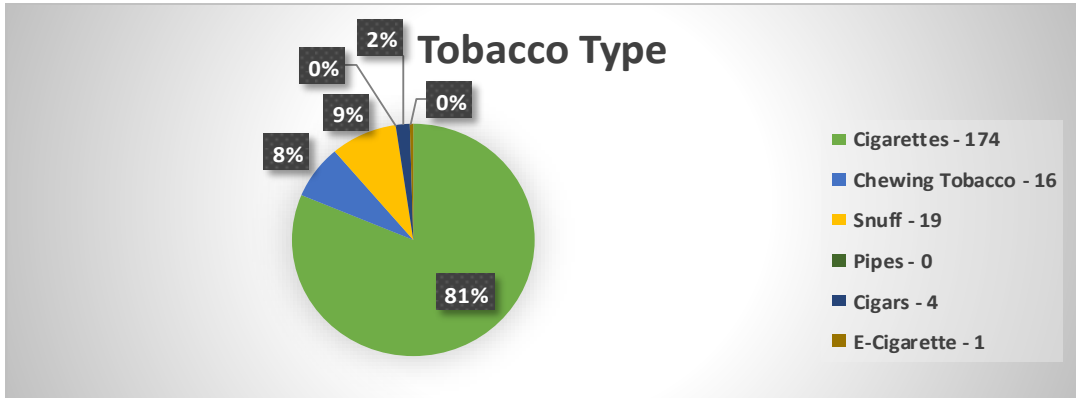
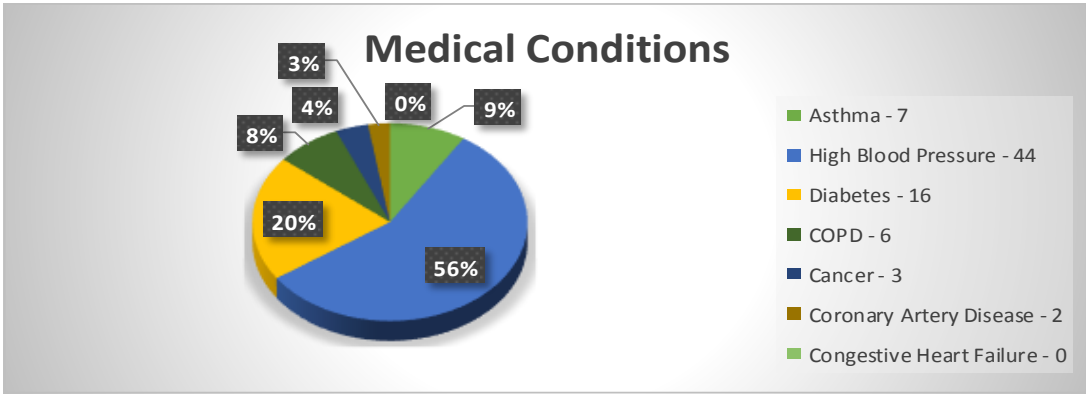
### Participation and Demographics

Total Enrollment for period: 1/1/14 to 12/31/14	Fortune 500	All Smokeless®
	214	11043
Gender	Fortune 500	All Smokeless®
Male	151	5577
Female	62	5466



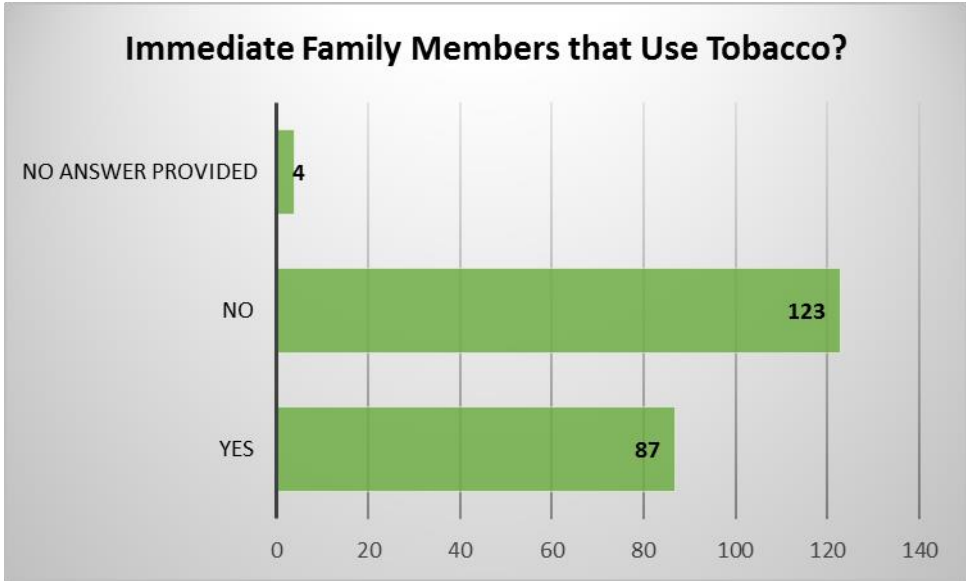
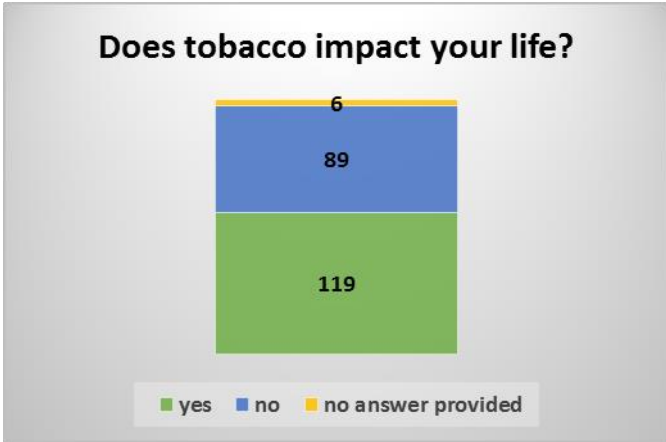
## Tobacco Use and Medical Conditions

Medical Condition	Fortune 500	Smokeless®
Asthma	3%	1%
High Blood Pressure	21%	19%
Diabetes	7%	5%
COPD	3%	4%
Cancer	1%	1%
Coronary Artery Disease	1%	1%
Congestive Heart Failure	0%	1%
Tobacco Type		
Cigarettes	81%	81%
Chewing Tobacco	7%	10%
Snuff	9%	3%
Pipes	0%	2%
Cigars	2%	4%
E-Cigarettes	< 1%	< 1%
Tobacco Use		
Average Number of Years	21.3	22.7
Less than pack/day	48%	46%
Pack/day	32%	36%
More than pack/day	20%	18%



## Personal Tobacco Impact

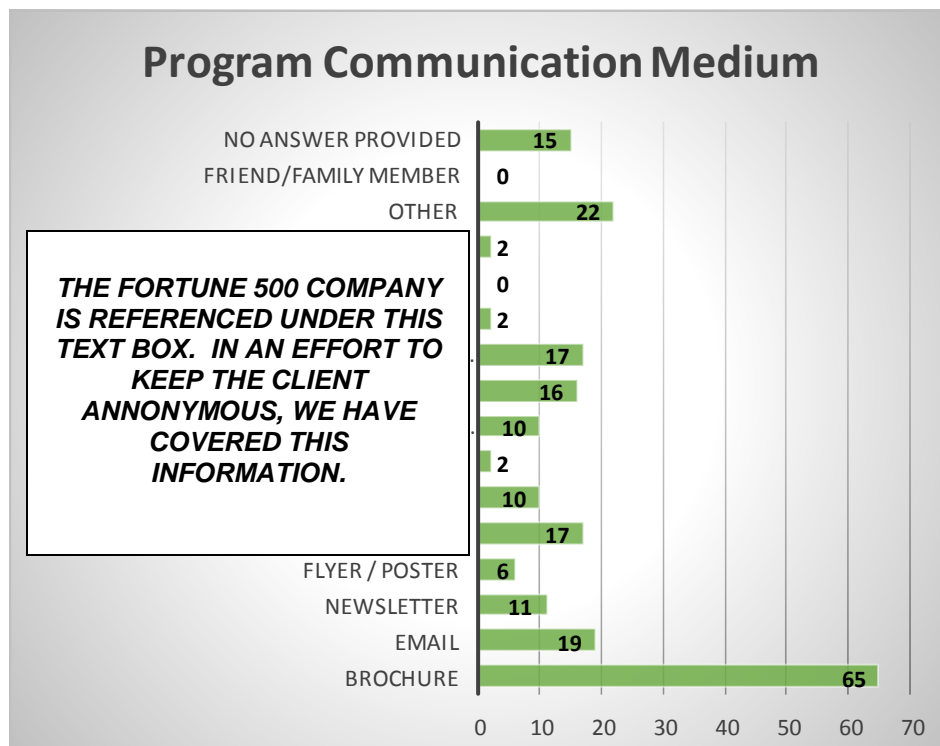
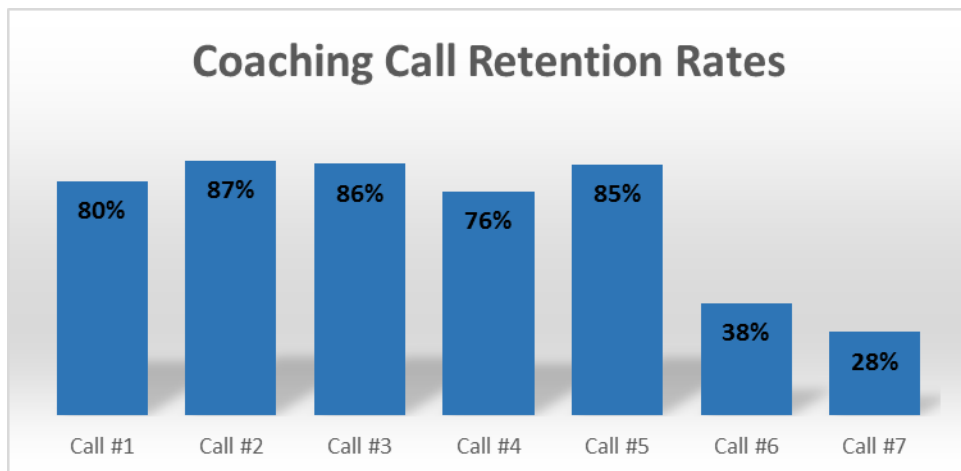
Financial Impact of Tobacco	Fortune 500	Smokeless®
Average Weekly Spending	\$29.30	\$32.10
Average Annual Spending	\$1,523.51	\$1,669.20



## Program Communication & Coaching Retention

The Smokeless® program is offered for both incentive and non-incentive based programs. Call retention is greatly increased in incentive based programs. The below data compares your incentive based program to companies with and without incentives.

Out-bound Call Retention	Fortune 500	Smokeless®
Call #1	80%	52%
Call #2	87%	49%
Call #3	86%	51%
Call #4	76%	43%
Call #5	85%	35%
Call #6	38%	32%
Call #7	28%	28%



## Quit and Recidivism Status

Quit Status	Fortune 500	Smokeless®
Tobacco Free	37.7%	31.8%
Recidivism Rate	< 1%	< 1%

*SPECIAL REPORT NOTE: Due to the incentive, Fortune 500 Company's enrollment population is primarily in the 4<sup>th</sup> quarter, therefore 3<sup>rd</sup> quarter results are a better comparison point for this data set. Above, we have given your quit rate for 3<sup>rd</sup> quarter as compared to our book of business for the same quarter.*

SMOKELESS® ANNUAL PROGRAM SUMMARY (January to December 2014)	
TOTAL NUMBER OF PARTICIPANTS IN SMOKELESS® PROGRAM	214
TOBACCO FREE (QUIT)	62
QUIT RATE PERCENTAGE	29.0%
PARTICIPANT COUNT THAT RELAPSED	17
RECIDIVISIM RATE	12.6%

**27 participants have reached 6 month tobacco free out of the 62 reported above.**

SMOKELESS® ACTIVE COACHING PARTICIPANT PROGRAM SUMMARY (January to December 2014)	
TOTAL NUMBER OF PARTICIPANTS <u>ACTIVELY</u> PARTICIPATING in SMOKELESS® PROGRAM COACHING SESSIONS	178
TOBACCO FREE (QUIT)	62
QUIT RATE PERCENTAGE	34.8%

*PLEASE NOTE: 159 of the 214 participants have enrolled in the last two months of 2014 and Quit Rates typically improve in the 2<sup>nd</sup> and 3<sup>rd</sup> quarters after enrollment.*

2014 Incentive Based Participant Program Summary & Update (Enrolled January 1st to February 14th, 2014)	
TOTAL NUMBER OF PARTICIPANTS ENROLLED (1/1-2/14/14)	48
TOBACCO FREE (QUIT)	29
QUIT RATE PERCENTAGE	60.5%
PARTICIPANT COUNT THAT RELAPSED	2
RECIDIVISIM RATE	Less than 1%

## Return on Investment

<b>ROI</b>	<b>Fortune 500</b>	<b>Smokeless®</b>
	9.0 : 1	8.4 : 1

According to a June 3, 2013 Study conducted at Ohio State University, employers pay an extra \$6,112.00 for each tobacco user. Below is the breakdown of the costs associated with this amount.

Activity:	Amount:
<i>Excess Absenteeism</i>	\$517.00
<i>Reduced Productivity</i>	\$462.00
<i>Smoke Breaks (5/day)</i>	\$3,077.00
<i>Excess Health Care Costs</i>	\$2,056.00
<b>TOTAL per tobacco user</b>	<b>\$6,112.00</b>

Based on the Ohio State University study, below is the savings your company will retain in regards to the number of employees who have quit tobacco using Smokeless®.

Number of Ex-Tobacco Users	Activity	Savings
62	Excess Absenteeism (\$517/ex-tobacco user)	\$32,054.00
62	Reduced Productivity (\$462/ex-tobacco user)	\$28,644.00
62	Smoke Breaks (\$3077/ex-tobacco user)	\$190,774.00
62	Excess Health Care Costs (\$2056/ex-tobacco user)	\$127,472.00
<b>Lubrizol's Savings</b>		<b>\$378,944.00</b>

Cost of Smokeless® Program Year to Date		
Number of Participants	Cost/Participant <small>(including annual administrative fee)</small>	Cost of Program
<b>214</b>	<b>\$196.875</b>	<b>\$42,131.25</b>

Return on Investment Year to Date		
Total Savings	Total Cost of Program	ROI
<b>\$378,944.00</b>	<b>\$42,131.25</b>	<b>9.0 : 1</b>

## Anecdotal Coaching Notes

*"I want to let you know I'm very fond of you and the way you try to understand me. I'm so glad my company offers this program. Obviously, they want to take care of their employees and their family members."*

*Re-enrolled this year. His motivation to quit was at a 3. Felt the insurance savings motivated him until he realized he just had to sign-up for the program and not actually quit.*

*Was more confident last time he did the program, but since he relapsed he wants to get back the confidence he had last year.*

*Hasn't had a cigarette in one month! Very proud. Wants to be around for 4 year old daughter.*

*Smokes only occasionally, about once every few months. Felt he should sign-up for the Program and completely stop before he could put non-smoker on his insurance enrollment forms.*

*Hasn't been craving cigarettes lately. Thinks he's pretty well past that now.  
Over one month and no cigarettes!*

*Participant was a 2 pack a day smoker now down to only 2 per day.  
Has been using the urge tamers to distract when he used to smoke. Feels using mint tooth picks helps a lot. Was happy when his 7 year old daughter said he smelled better.*

*Doesn't want to pay extra insurance charge for smoking so decided it was a good time to quit.  
"Smoking is not me, it's just something I do."*

*Started smoking again. "It's not good." She knows she can quit. We will work on it together.*