HealthyLife® QuitWell™
The Proven Way to Quit Tobacco & Nicotine

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Overview

The HealthyLife® QuitWell™ program is a positive approach to breaking the tobacco/nicotine habit (cigarettes, snuff, chewing tobacco, cigars, pipes, hookah, and e-cigarettes). This highly effective program teaches the necessary skills to quit and to stay quit.

HealthyLife® QuitWell™ presents information and strategies that are relevant to participants at different stages of change. The program meets participants where they are at, providing ways to get small “wins” early and often. With self-compassion as a core principle, participants lean into their strengths and learn how to overcome barriers. The program includes guidance for mindfulness, assertive communication, and other components of long-term success. Participants create action plans that help make their intentions a reality. HealthyLife® QuitWell™ includes 100+ prompts for self-reflection, development of internal motivation, and enhanced commitment to quitting.

The HealthyLife® QuitWell™ 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 HealthyLife® QuitWell™ program’s success, it has been conducted at over 3,000 corporations, hospitals, MCOs, and government agencies. Over the last 40+ years, the HealthyLife® QuitWell™ program has demonstrated one-year quit rates ranging from 33% to 63%. It has also been commended in three Surgeon General reports and was used by the original makers of Nicorette to receive FDA approval.

HealthyLife® QuitWell™ Program Kits

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

- Custom program box
- Guidebook & audiobook
- Scorecard: Record and identify habit
- QuitCard™: Portable card to reinforce urge tamers
- Program Summary: Daily summary
- Emergency Kit: Emergency box, toothpicks, & sugarless candy
Delivery Options

**Video or Telephonic Coaching**
Participants receive a program kit, unlimited in-bound coaching 24/7, 365 days a year, and (7) out-bound video or telephonic coaching calls (5 calls occur within the 1st 95 days of the program), monthly personalized emails, and access to the HealthyLife® Coaching portal to enroll, review program communications, check status of call participation, communicate with their coach, access the HealthyLearn® online library and much more. Participants will be able to enroll toll-free or via the HealthyLife® Coaching portal. This delivery option includes a dedicated program manager, tailored communication campaign and a comprehensive reporting package. Coaching is available in English and Spanish. ACA Compliant program.

**Self-Help**
Participants receive a program kit and unlimited in-bound coaching. This is a self-administered version of the HealthyLife® QuitWell™ program. Digital kit option available.

**Group**
Group classes are conducted by a certified HealthyLife® QuitWell™ instructor who distributes kits before or during the first group session. Participants also have access to unlimited in-bound coaching.

**Instructor Webinar Series**
The HealthyLife® QuitWell™ 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 HealthyLife® QuitWell™ group classes. The webinar series is led by our Director of Behavior Change Programs and Coaching Services.

Program Structure:
(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.

**Instructor Self-Train**
The HealthyLife® QuitWell™ Instructor Manual will give you all of the tools needed to become a successful and certified tobacco and nicotine cessation instructor. As an instructor, you will be able to conduct and promote group classes that can accommodate 10–75 participants. Each participant will require a HealthyLife® QuitWell™ group kit.

**Annual Quit Rates**

<table>
<thead>
<tr>
<th>Year</th>
<th>Company</th>
<th>Quit Rate</th>
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<tbody>
<tr>
<td>2013</td>
<td>Large Manufacturing Company</td>
<td>44%</td>
</tr>
<tr>
<td>2014</td>
<td>National Engineering Company</td>
<td>51%</td>
</tr>
<tr>
<td>2015</td>
<td>Regional Health Plan Provider</td>
<td>67%</td>
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<tr>
<td>2016</td>
<td>National Hospitality Company</td>
<td>40%</td>
</tr>
<tr>
<td>2017</td>
<td>International Financial Services Company</td>
<td>56%</td>
</tr>
<tr>
<td>2018</td>
<td>Large Auto Supplier</td>
<td>49%</td>
</tr>
<tr>
<td>2019</td>
<td>Ambulatory Care Provider</td>
<td>57%</td>
</tr>
<tr>
<td>2020</td>
<td>Automotive Engineering Company</td>
<td>46%</td>
</tr>
</tbody>
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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.
HealthyLife®

QuitWell™

Differentiators

• Over 40 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
• Video or telephonic calls
• Pre & Post treatment behavior surveys
• Multiple reporting packages
• HealthyLife® Coaching portal with HealthyLearn® library
• 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

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