American Institute for Preventive Medicine

HealthyLife®

QUITWELL™

The Proven Way to Quit Tobacco & Nicotine

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.

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™ Overview

The HealthyLife® QuitWell™ program offers a wide variety of techniques, 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.

The HealthyLife® QuitWell™ program has been conducted at over 3,000 corporations, hospitals, MCOs, and government agencies. Over the last 40+ years, the 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.

Program Kits
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 instructor who distributes kits before or during the first group session. Participants also have access to unlimited in-bound coaching.

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.

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. Instructors will be able to conduct and promote 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.

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