

Quit For Life® is the nation's leading nicotine dependence coaching program. Quit For Life helps participants create a personalized plan to quit using nicotine, provides support as they execute that plan and re-engages those who relapse. The program uses a structured, evidence-based approach to quitting, paired with engaging tools and resources developed with the member in mind. A mix of digital tools and behavior change content, expert one-on-one and group coaching led by highly trained Coaches, and nicotine replacement therapy (NRT) supports participants when they need it and how they want.

Quit For Life provides a clear path to quitting and remaining nicotine free, accommodates the personal and dynamic journey of each person and offers an abundance of support each and every step of the way.

With Quit For Life, participants receive the following:

- 1-on-1 support and coach-led group sessions are available at each step from start, to quit, and beyond
- Live coaching support is available 24/7 by phone, text or chat
- Access resources, videos and connect with a Coach on the Quit For Life portal and mobile app
- Quit Kit which includes Nicotine Replacement Therapy like gum or patches to help conquer cravings