



<Date>

<First Name><Last Name>

<Address 1>

<Address 2>

<City> <State> <Zip>

TO MAINTAIN YOUR NON-TOBACCO USE PREMIUM DISCOUNT FOR PLAN YEAR 2012, PLEASE CALL TO BEGIN YOUR TOBACCO CESSATION PROGRAM AND COMPLETE THE REQUIREMENTS WITHIN FOUR MONTHS OF YOUR BENEFITS ELIGIBILITY DATE

Dear <First Name>,

We are pleased that during your initial enrollment period for health insurance coverage you agreed to enroll in and complete the Quit For Life® tobacco cessation program offered through HealthQuest.

To begin you must call **1-888-275-1205**, and **select option 3 to enroll and complete your first tobacco discussion** with a Quit Coach®. Alternatively, you may enroll online at www.KansasHealthQuest.com

In order to continue to receive the non-tobacco use premium discount of \$40 per month for Plan Year 2012, **you must complete the following steps within four months of your benefits eligibility date.**

1. Enroll in this program.
2. Complete a minimum of 5 tobacco cessation discussions with a Quit Coach.

For more detailed information about the HealthQuest tobacco cessation program and requirements, see the reverse side of this letter and visit the HealthQuest website at www.kdheks.gov/hcf/healthquest/tobaccocessation.html

Quit Coaches are specially trained to work with individuals striving to become tobacco free. A Quit Coach will work with you to develop an individualized tobacco cessation plan. Quit Coaches are available from 6 a.m. to 2 a.m., 7 days a week to help you achieve your tobacco cessation goals. As a part of the program you can expect to receive:

- A quit kit that will be mailed to your home following registration
- A tailored quit plan to help you fight the urge to use tobacco and stay motivated
- A free eight-week supply of nicotine replacement patches or gum (if appropriate)
- Techniques for managing stress and weight gain
- Coaching to best utilize the prescription drug benefits offered by your health plan
- Access to the online program Web Coach® for additional support

Congratulations on taking this important step in your personal HealthQuest journey! **CALL TODAY!**

Your State Employee Health Plan Team

Tobacco Cessation Program Requirements to Receive and Retain the 2012 Non-Tobacco Use Premium Discount

ENROLLMENT: Enroll in the tobacco cessation program as soon as you make your tobacco use declaration during your initial enrollment period for health insurance coverage.

You can enroll by calling **toll-free 1-888-275-1205 and selecting option 3**, or via an online enrollment form at www.KansasHealthQuest.com (click on the Tobacco Cessation link on the left menu).

Enrollment takes about five minutes by telephone. A registration specialist will verify your eligibility and collect necessary enrollment information, such as contact information and best times to reach you. You will then be transferred to a Quit Coach to complete your first tobacco cessation discussion.

If you choose to enroll online, you will complete a web enrollment form. After submitting the form, you will see a web page that confirms you are enrolled and informs you that a Quit Coach® will contact you by telephone within a few days to get you started. You can also call in to the Quit For Life® toll-free line to complete your first tobacco cessation discussion.

Following registration, a printed Quit Guide designed to complement the phone-based sessions will be mailed to your home. You will also receive lifetime access to Web Coach.

TOBACCO CESSATION COACHING DISCUSSIONS: Complete a minimum of 5 tobacco cessation telephone discussions with a Quit Coach within four months of your benefits eligibility date.

Complete a minimum of 5 tobacco cessation discussions with a Quit Coach within four months of your benefits eligibility date. Each call will last about 20 minutes.

During your first tobacco cessation discussion, the Quit Coach will assess your readiness to quit and work with you to develop a personalized quit plan which may include nicotine replacement therapy (patches and gum) that will be sent to your home at no cost to you.

The remaining tobacco cessation discussions will focus on preventing relapse. Or if you haven't quit and/or you have relapsed, the sessions will focus on modifying your individualized quit plan and setting a new quit date.

The timing of these tobacco cessation discussions will vary based on your personalized quit plan. At the end of each tobacco cessation discussion, the Quit Coach will work with you to arrange an appropriate time frame for your next discussion. You must engage with a Quit Coach for the discussions in order for them to count toward your eligibility for the premium discount. Messages left for you by a Quit Coach **do not** count as a tobacco cessation discussion, and leaving a message for a Quit Coach **does not** count as a tobacco cessation discussion. You are encouraged to call the program to initiate your tobacco cessation discussions with a Quit Coach. **You do not need to wait for the Quit Coach to contact you for your tobacco cessation discussions. You can call the toll-free number 1-888-275-1205 from 6 a.m. to 2 a.m. CT daily to speak with a Quit Coach.**

We recommend that you do not wait until the last few weeks before your deadline to enroll and complete all of your required tobacco cessation discussions. Enroll early to ensure that you have enough time to complete at least one tobacco cessation discussion per month within four months of your benefits eligibility date. If you wait until the last month prior to the deadline, you may have difficulty meeting the program requirements to maintain your premium discount.

The Quit for Life Program will notify the State Employee Health Plan once you have completed your minimum number of 5 tobacco discussions with your Quit Coach. You will receive a congratulatory letter informing you of your successful completion of the 2012 HealthQuest Tobacco Cessation program. Additionally, you will be asked to complete a 6-month telephone survey to give feedback on the program. This survey does not count as one of the five required tobacco cessation discussions. The survey is optional, but highly recommended.

Double Benefit for Plan Year 2012: Tobacco users who complete the tobacco cessation program by July 31, 2012, not only receive the discount for Plan Year 2012, but also receive 10 credits toward their Plan Year 2013 premium discount outlined in the new HealthQuest Rewards Program at www.kdheks.gov/hcf/healthquest/rewards.html.