

State Quit Services Individual Services Program



Our tobacco cessation services are grounded in more than 35 years of physical, psychological and behavioral health science from Optum®, a leading health services and innovation company dedicated to helping make the health system work better for everyone.

An evidence-based approach to helping people quit

Despite a recent decline, tobacco use is still a problem and remains the leading cause of preventable disease in the United States.¹ While 70 percent of adults want to quit, it's difficult to do on their own.² Evidence-based interventions may double or triple their chances of success.³

Optum Quit Services combine evidence-based strategies with personalized support, robust tools and resources to improve quit outcomes. When delivered through our Individual Services Program, we are able to offer greater freedom and customization to meet the needs of tobacco users while helping to reduce barriers to registration, support higher engagement and manage program costs.

Tobacco is the **#1** cause of preventable death in the U.S.¹



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of adults want to quit, but it's difficult on their own²

Increasing reach by offering choice

The Individual Services Program is a customizable tobacco cessation experience that allows participants to call or enroll online and add or remove services at any time, based on what works best for them. Four service offerings are included in this program, managed with assistance from live agents or through an online dashboard:



- 1 **Quit guide:** Helpful information, including an easy-to-understand workbook to help participants create and implement their own quit plan.



- 2 **Nicotine Replacement Therapy:** A two-week Nicotine Replacement Therapy starter kit, including one follow-up call from a coach.



- 3 **Enhanced texting:** More than 300 semi-tailored text messages designed to keep people engaged and on track, including tips, games and reminders.



- 4 **Email messages:** A series of emails designed to support the quit process, offer education and encouragement, and help people stick to their quit plan.

The Individual Services Program advantage

- **Customization.** Allows participants to customize their quit experience by adding the services they most value.
- **Flexibility.** Offers participants the freedom to add or remove services while they are enrolled.
- **Impact.** Expands reach by increasing the number of participants that are able to access the program and best practices supported by the Surgeon General to support quitting behavior.⁴
- **Cost.** Offers states an opportunity to include varying price models and program offerings.

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2. BMJ Journals. Estimating the number of quit attempts it takes to quit smoking successfully in a longitudinal cohort of smokers. [bmjopen.bmj.com/content/6/6/e011045](https://www.bmjopen.bmj.com/content/6/6/e011045). Accessed Feb. 26, 2018.

3. Oxford Academic. Linking smokers to a quitline: randomized controlled effectiveness trial of a support person intervention that targets non-smokers. academic.oup.com/her/article/32/4/318/3953906. Accessed Feb. 26, 2018.

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Learn more about
Quit Services at:
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11000 Optum Circle, Eden Prairie, MN 55344

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