



Stop-smoking support

Quit at your own pace with the help of a FREE patch

It's easy, it works and it's free for all members of BlueLink TPA. Call and quit in your own way, at your own pace. Speak with a quit coach — a professional with special training in quitting smoking. They don't nag or judge. In fact, many of them are former smokers themselves. They offer encouragement and a plan for quitting that works for you.

I'm not much for talking on the phone. What's going to happen if I call?

After a brief registration you can talk with a quit coach right away or at a later time that works better for you. The quit coach will help you develop a quit plan based on how long you've been smoking and any experiences you've had trying to quit. You'll schedule four more 10-minute calls — when it's best for you. These scheduled calls will be around your quit date — before, during and after. Plus, you can call in any time to talk with a quit coach if you have questions or want some support.

Is talking on the phone all there is to this stop-smoking support?

No. After your first call you'll get a series of quit guides in the mail with tips for sticking with your plan. You can also use Web Coach, the stop-smoking support interactive website, to help you track your progress between calls. Web Coach is available 24 hours a day and has tools to help you make the most of your calls with your quit coach. You'll get a password and log-in information when you start the program.



I've tried to quit before. Will this program work for me?

Every person and every situation is different. Overall though, people who talk with quit coaches are more than seven times as likely to quit for good, according to a 2007 study of members enrolled in the program. Those who use a quit coach *and* use the nicotine patch are even *more* likely to succeed.

I don't smoke. I chew. Can you help me?

Yes. We have experience helping people quit all kinds of tobacco — cigarettes, cigars, pipes or smokeless tobacco.

I'd like to use the patch. Can I still work with a quit coach?

Yes. In fact, the quit coaches will help you figure out which quit aid (patch, gum, lozenge) would work best for you — including asking about health conditions that might make use of quit aids unsafe. If you want, they will mail a supply of the quit aid you choose right to your home absolutely FREE.* Once you get the patch or other quit aid, the quit coaches can walk you through when and how to use it so that it's most effective.

I'd like to take Zyban. Can I get that in the mail?

No. Quit coaches are not doctors, and they can't write prescriptions. You need to see your doctor to get prescription quit aids such as the nicotine inhaler, nasal spray, Zyban (bupropion) or Chantix (varenicline). The quit coaches can walk you through how to use a prescription quit aid as part of your quit plan. Call the customer service number on the back of your member ID card for answers to your questions about coverage, deductibles, copays and coinsurance.

Why will I need my health plan ID number when I call the first time?

This support is only for BlueLink TPA members. Your BlueLink TPA ID number is used to make sure you're a member.

Who will know that I've called stop-smoking support?

Only staff directly involved in the program. Stop-smoking support will not give your name or other personal information to anyone without your permission. All information is kept strictly confidential.

To learn more or to get started

Simply call **1-888-662-BLUE (2583)**. If you're hearing impaired, the TTY number is **1-877-777-6534**. Call us any time between 7 a.m. and 2 a.m. Central Time, seven days a week. If you call after hours, you can leave a phone message and your call will be returned the next business day.

Spanish-speaking members can press 2 after calling **1-888-662-BLUE (2583)**, to speak to a Spanish-speaking registration specialist. Interpreters are available for many other languages, too.

If you prefer, you can register online. You can even hear sample calls. Visit **www.bluelinktpamn.com** and register or sign in to the online member service center. Then click on "health support" in the "plan details" section.

*Nicotine replacement therapy (NRT) options include the patch, gum or lozenge. NRT is mailed directly to participants in this stop-smoking program whose medical history does not preclude them from safely using these medications. Cost paid by your employer.

BlueLink TPA

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