



# Are you ready to quit using tobacco?

Enroll in a Tobacco Coaching program for lower out-of-pocket costs

## For Healthy Blue Living<sup>SM</sup> HMO members

If your Blue Care Network Qualification Form shows that you use tobacco, join our telephone-based Tobacco Coaching program to maintain lower out-of-pocket costs.

This program is offered at no extra cost to you and offers the support and resources you need to quit tobacco.

### How to get started

- **Enroll in the program** within the first 120 days from your plan start date.
- **Schedule your first session.** Call **1-855-326-5102** (TTY: **711**). Health coaches are available seven days a week, so you can set up calls when it's convenient for you.
- **Set a quit date** during the first call with your health coach. If you don't, you'll be required to join monthly Lifestyle Coaching calls.
- **Participate in five coaching calls** within a 12-week period.
- **See your primary care provider** for another cotinine test, once you quit tobacco after the five coaching calls.

Your provider will submit to us an updated qualification form showing that your test results were negative.

### Continued support

- **Unlimited access to health coaching:** During or even after you complete the program, your health coach is there for you to give extra support.
- **Personalized digital tools:** Check out the Blue Cross Health & Well-Being<sup>SM</sup> website through your online member account.
- **One-stop source for plan information:** Visit [bcbsm.com/hbl](https://bcbsm.com/hbl) for videos, FAQs and more.



### Enrolling in Tobacco Coaching

Visit [bcbsm.com/hbl](https://bcbsm.com/hbl) for step-by-step instructions.

### Lifestyle Coaching requirements

Join this program, if you don't agree to set a quit date during your first coaching call or don't quit tobacco after five tobacco coaching calls.

In this telephone-based program, you work with a health coach to improve other aspects of your health. To get started in Lifestyle Coaching, call **1-855-326-5102** (TTY users: **711**).

Participate in one call a month until we receive a qualification form that shows you no longer use tobacco.

If you have questions, call the Customer Service number on the back of your BCN member ID card. TTY users, call **711**.