

# Your Guide to Better Health

## Breathe easy again



# Congratulations on Your Decision to Quit!

Blue Cross Blue Shield of Massachusetts would like to help. We've put together the following information for you to use when you're ready to get started.



A pack-a-day smoker can save over \$3,000 a year just by quitting.<sup>1</sup>

1. Based on the average cost for a pack of cigarettes in Massachusetts

## Do It for You

Your body's healing process begins the moment you quit tobacco. From there, you'll feel better, look better, and smell a whole lot better, too. You'll gain more energy and experience fewer colds, while your senses of taste and smell will improve significantly.



Within **20 minutes** of quitting, your heart rate and blood pressure return to normal.

## Do It for Them

When you quit, your family will be safer from respiratory illness caused by secondhand smoke. They'll also have greater peace of mind knowing you'll be around longer and healthier.



After **24 hours** of quitting, risk of a heart attack goes down.



# We're Here to Help

You can find support and resources to help you quit tobacco at [ahealthyme®](#), our health and wellness website. From educational articles and videos to quizzes and guides, you can access it all right here, anytime, anywhere.

Resources include: [ahealthyme.com/wellness/smoking](#)

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| <ul style="list-style-type: none"><li>• Planning Your Quit Strategy Guide</li><li>• Keys to Staying Smoke-Free</li></ul> | <ul style="list-style-type: none"><li>• Cost of Smoking Calculator</li><li>• Nicotine Replacement Therapy Quiz</li></ul> |
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## Breathe Easy: Tobacco Cessation Workshop

On our personalized [ahealthyme](#) website, you can take this interactive, five-week program covering everything from recognizing your habit to putting your quit plan into action.

Visit [ahealthyme.com/login](#) and:

1. Click on the [Wellness Workshops](#) tab.
2. Select [Breathe Easy: Tobacco Cessation Workshop](#) and sign up today.

## Pharmacy Options

Enhanced coverage for smoking aids such as patches and nasal sprays may be available for you. In fact, most Blue Cross pharmacy plans cover the following options:

Treatment Options	Examples
Over-the-counter nicotine-replacement medications	<ul style="list-style-type: none"><li>• Skin patches like NicoDerm® CQ®</li><li>• Lozenges like Nicorette®</li><li>• Chewing gum like Nicorette</li></ul>
Prescription medications	<ul style="list-style-type: none"><li>• Nicotrol® inhaler and nasal spray</li><li>• Bupropion (Zyban) and Chantix® tablets</li></ul>

Talk to your doctor to see which medication is best for you.

For more information about your pharmacy coverage:

1. Visit [bluecrossma.com/myblue](#).
2. Click [Using My Plan](#) and select [Pharmacy Coverage](#).

# It's Never Too Late to Quit Tobacco

Regardless of age, people who quit live longer and healthier lives than people who don't. Be a quitter. Use this guide to break the habit and get on the road to better health



1 out of 3

One out of three cancer deaths is caused by smoking.

Source: [surgeongeneral.gov/library/reports/50-years-of-progress/fact-sheet.html](http://surgeongeneral.gov/library/reports/50-years-of-progress/fact-sheet.html).

## National Quitline

This hotline is staffed by professional counselors who provide support and give referrals to local tobacco treatment centers.

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| <ul style="list-style-type: none"><li>• <b>1-800-QUIT NOW (1-800-784-8669)</b><br/>(English and Spanish)</li><li>• <b><a href="http://makesmokinghistory.org/quit-now">makesmokinghistory.org/quit-now</a></b><br/>(Massachusetts)</li></ul> | <ul style="list-style-type: none"><li>• <b><a href="http://smokefree.gov/">smokefree.gov/</a></b><br/>(National)</li><li>• <b><a href="http://espanol.smokefree.gov">espanol.smokefree.gov</a></b><br/>(En Español)</li></ul> |
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Blue Cross Blue Shield of Massachusetts complies with applicable federal civil rights laws and does not discriminate on the basis of race, color, national origin, age, disability, sex, sexual orientation or gender identity.

ATTENTION: If you don't speak English, language assistance services, free of charge, are available to you. Call Member Services at the number on your ID Card (TTY: **711**).

ATENCIÓN: Si habla español, tiene a su disposición servicios gratuitos de asistencia con el idioma. Llame al número de Servicio al Cliente que figura en su tarjeta de identificación (TTY: **711**).

ATENÇÃO: Se fala português, são-lhe disponibilizados gratuitamente serviços de assistência de idiomas. Telefone para os Serviços aos Membros, através do número no seu cartão ID (TTY: **711**).

