

Magellan Healthcare EAP Specialized Solution

Tobacco Cessation Program

Despite years of research and warnings about the dangers of tobacco use, tobacco is still responsible for about one in five deaths annually.¹ In the workplace, tobacco users cost employers \$6,000 more each year because productivity is reduced by tobacco-related health problems, breaks and healthcare costs.²

Magellan Healthcare's tobacco cessation program powered by Clicktotine® includes a clinically validated mobile application, nicotine replacement therapy (NRT) and coaching by licensed tobacco cessation specialists. The Clicktotine platform uses cognitive and neurobehavioral mechanisms to help users break habits.

Key features include:

- ✓ **Personalized quit plan and messaging**—Users create a plan they can stick to with support and guidance.
- ✓ **NRT**—Users get eight weeks of NRT products (nicotine gum, patches or lozenges) delivered directly to their homes.
- ✓ **Coaching**—Licensed tobacco cessation coaches engage with users through proactive text messages and in response to user texts.
- ✓ **Vaping module**—Vapers can access a specific program to help them quit for good.
- ✓ **Digital diversions**—Games and activities distract users and help them earn points and badges that can be exchanged for rewards.
- ✓ **Targeted strategies**—Controlled, mindful breathing coupled with multi-sensory stimuli helps users reduce craving episodes.
- ✓ **Social engagement**—Users can invite friends and family to support them from within the app.
- ✓ **Daily motivation missions**—Immersive, meditative experiences like positive reflection help users refocus on their goals each day.
- ✓ **Health outcome improvement monitoring**—Users can track improvements in pulse rate, oxygen level and body temperature.
- ✓ **Financial reward tracking**—Users can see how much money they are saving by quitting.

A Click Therapeutics clinical study shows that 35.3% of Clicktotine app users successfully quit at the 6-month mark.³ Traditional self-help materials, including flyers and recordings, result in a 2–10% quit rate.⁴

Learn more about how your organization can benefit from Magellan Healthcare's EAP at MagellanHealthcare.com.

1. www.cdc.gov

2. <https://www.webmd.com/smoking-cessation/news/20130604/smokers-cost-employers-thousands-more-than-nonsmokers>

3. <https://mhealth.jmir.org/2017/4/e56>

4. <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC1118332/>