Tobacco Cessation Options When You're Ready to Quit

MIIA and BCBSMA are happy to share a variety of quitting options for MIIA/BCBSMA members and dependents

Whether you're interested in enlisting the help of a coach, trying a tobacco cessation aid, or some combination, we're here to help. We hope you'll give them a try when you are ready to quit.

Ex Program (Mayo Clinic)	BCBSMA - Breathe Easy
The EX Program is a personalized and convenient **digital quit-tobacco program** built in collaboration with Mayo Clinic that helps you beat your addiction and live tobacco-free whether you smoke, vape, dip or chew.	5-week **interactive online** workshop on ahealthyme.com /login This workshop is designed to help tobacco users quit through a better understanding of tobacco risks, triggers to tobacco use, and the steps towards successfully quitting. The workshop is organized into 5 week-long sections. In each section, you'll need to complete required tasks in order to advance. Finished a section? Great! Your new tasks will appear the following week. Not quite ready to move on to the next section? Take your time. You have up to 12 weeks to complete each section.
Nicotine Replacement Therapy – Nicotine patches, lozenges, gum delivered to participants' homes	**Nicotine Replacement Therapy** – patches, lozenges, gum, prescription meds like Zyban and Chantix all for $0 co-pay call member service at 1-800-262-2583 TTY 711 to learn more
Active online community of current and former tobacco users.	Not Available
Text messaging tailored to the participant including pregnant smokers and e-cigarette users	Not Available
1:1 coaching through live chat with tobacco treatment experts	National **Quitline** 1-800-QUITNOW (anyone can use this)

MIIA Well Aware
Work Well. Live Well.