

Why you want a lot of
QUITTERS on your team!

Agenda

- ❑ Why and How We Got Started - HealthyQuest Overview
- ❑ Tobacco Cessation Success
- ❑ Tobacco-Free Policy
- ❑ Lessons Learned
- ❑ Q&A

HealthyQuest Overview

- ❑ HealthyQuest initiative formally launches in May of 2005
- ❑ A commitment to establish a culture of health
- ❑ Initial goal to improve awareness of objectively measured health risks and learn what behaviors could mitigate those risks
- ❑ Early success with both weight management and tobacco cessation
 - Both very difficult to change, and sustain

HealthyQuest Focus on Risk Factors

- ❑ Weight management
 - Appropriate amount and type of activity to achieve fitness
 - Nutrition improvement
 - ❑ Recognizing and effectively dealing with stress
 - ❑ Eliminating use of tobacco
 - Awareness of effect on self, and on others from second hand smoke
 - Best in class solutions
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HealthyQuest Components

- ❑ Health Promotion Team for each geographically dispersed business unit
- ❑ Goals identified for each risk factor
 - Risks identified through Blueprint for Wellness®
- ❑ Tobacco Cessation Leader position formed at each site
- ❑ Implement tobacco cessation program

Quit For Life™ Program



QUIT COACH
Specialized
Training



MEDICATION
Direct Mail
Full Coverage



QUIT GUIDES
Stage Based

Quit For Life™ Program

- ❑ All encompassing eligibility
 - ❑ Proactive phone-based treatment sessions with a professional Quit Coach™ and tailored quit plan for each participant
 - ❑ Recommendations and fulfillment of nicotine replacement therapy (8 week course of Patch/Gum free of charge to all participants)
 - ❑ Prescription Drugs (i.e. bupropion and Chantix) provided with normal co-pays or coinsurance
 - ❑ Re-enrollment once every 12 months
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Tobacco Cessation Success

Program Year	2005	2006	2007
% tobacco users	16.5%	15.0%	12.5%
# of participants	1173	658	527
quit rate	36%	38%	38%

Tobacco Cessation Success cont...

- ❑ Quit Rate = 38%
 - ❑ Total Accumulated Net Savings (2006) = \$3.2 million
 - ❑ Total Accumulated Net Savings (projected 2007) = over \$6.8 million
 - ❑ ROI (2006) = 4:1
 - ❑ ROI (projected 2007) = 8:1
 - ❑ With fewer users, the Return is expected to grow while the Investment is expected to decline
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Tobacco usage data reviewed

- ❑ Each Tobacco Cessation Leader knows the percent of tobacco users in their business unit and their readiness to quit.
- ❑ Average daily cigarette usage is a half a pack.

How do you feel about quitting?

I am currently trying to quit	26.6%
I am ready and want more information	12.1%
I would like to and am confident I will succeed	11.6%
I would like to but worry I won't succeed	27.6%
I am not ready to quit	22.0%

- ❑ More than three quarters of our tobacco users are either ready to quit or trying to quit

Tobacco Policy

- ❑ In 2007, Quest Diagnostics announced a company goal
 - Move designated smoking locations to a minimum of fifty feet away from entranceways and main walking paths
 - Currently 19 out of 32 locations have now met these requirements
 - ❑ Tobacco guidelines provided to local leadership teams and health promotion teams to evaluate their existing tobacco policies and implement appropriate changes
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Tobacco-free Policy Adoption

- ❑ Above and beyond our company goals
 - ❑ Currently 8 out of 32 locations
 - Either adopted goal OR
 - Announced they will be tobacco-free by the end of the year
 - Additional sites are also considering this option
 - ❑ New policies implemented have resulted in *greatly* increased tobacco cessation program participation
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Case Study - Baltimore

- ❑ January 2007 new tobacco policy announced
 - ❑ 50 feet requirement implemented 5/31/07
 - ❑ Smoke-free campus to be implemented 11/15/07
 - 11 month notice to employees prior to going smoke free
 - ❑ Within the first eight months post announcement, 2007 enrollments were 152% of the enrollment for all of 2006
 - ❑ In the last 28 months Baltimore has had 112 employees and spouses enrolled
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Success Factors

- ❑ Education and Evidence-based program
- ❑ Tobacco cessation support & resources
- ❑ Tobacco Cessation Leaders
- ❑ Continued company commitment and openness of dialogue and purpose

Lessons learned

- ❑ Leadership must have and demonstrate compassion and commitment to changing its culture toward risk reduction.
- ❑ Employees identify with co-workers and are encouraged by their successful stories.
- ❑ Program must fit with company culture.
- ❑ Why we did not put in place a premium differential.

Lessons learned cont...

- ❑ Employee education around long-term effects of risky behavior is crucial.
 - Think smart, think ahead, and start today.
 - ❑ Encourage managers and coworkers not to be judgmental of those who are trying to quit or have relapsed.
 - ❑ Measurement and results are critical for demonstration or impact. (i.e. health risk assessments with biometric and diagnostic tests)
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Employers can make a difference

- ❑ Employers have access to employees for about 2,000 hours a year
 - ❑ Help employees with an addiction
 - ❑ Prevent second hand smoke effects to coworkers, friends and family members
 - ❑ Address productivity and healthcare costs
 - ❑ Improve quality of life, and length of life, for employees
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What Employees Have to Say

- ❑ Received hundreds of testimonials from employees on how this has improved their health.
- ❑ Many others have volunteered their personal stories to help coworkers with their efforts to quit

Questions?

