

Helping Tobacco Users Quit is Smart Business

Bottom Line?
Providing Tobacco Cessation Benefits **SAVES YOU MONEY!**

How much does tobacco use cost you?

Smoking affects nearly every system in the body and costs the nation **\$167 billion** in healthcare and disability costs, as well as lost worker productivity.¹

Tobacco cessation is one of the most cost-effective benefits an employer can provide. In fact, tobacco cessation benefits are more cost-effective than other commonly covered disease prevention interventions, such as the treatment of hypertension and high blood cholesterol.²

To calculate the cost of smoking for an individual company, consider the following:

The overall prevalence of tobacco use in AZ is about **19%** of the total population, which can be generalized to any workplace population.

The CDC estimates that companies spend **\$3,856** per smoker per year in direct medical costs and lost productivity.

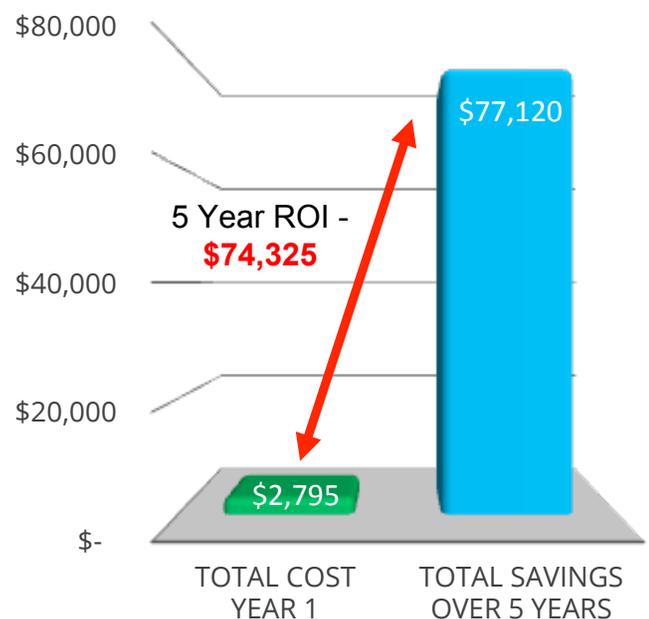
Here's an Example:

- (100 employees) x (0.19) = 19 employees who use tobacco
- (19) x (\$3,856) = **\$73,264** per year in excess costs associated with smoking

The Gold Standard

The US Public Health Service Clinical Practice Guideline for Treating Tobacco Use and Dependence recommends a combination of behavioral support and medication to increase the likelihood of successful quits. Increased coverage of services = increased ROI for employers.³

5 Year Return on Investment Year 1 Quitters



Employees who use tobacco are expensive.

Helping them quit is cost-effective.

Quitlines Provide Cost-Effective Services

Quitlines provide evidence-based interventions for tobacco cessation via telephone. Trained quitline coaches help tobacco users develop individualized quit plans and, in many cases, make proactive follow-up calls to support the quit process.

- Tobacco users receiving quitline counseling are 60% more likely to quit than tobacco users quitting on their own.³
- Quitline users taking cessation medication are 30% more likely to quit compared to those using cessation medications only.³

ROI - Save Lives, Save Money

Employers are missing an opportunity to save thousands of dollars every year in added health care costs and lost productivity time.

Productivity gains come in the first year

- Two less days of absenteeism per quit smoker
- Four weeks of productive time recovered per year as a result of no smoking breaks during the work day

America's Health Insurance Plans (AHIP) and Kaiser Family Foundation have developed an industry-wide accepted calculator that demonstrates a positive ROI for tobacco cessation within one year for productivity and two years for medical savings.⁴

For more information, visit:

www.businesscaseroi.org

Arizona Smokers' Helpline (ASHLine)

With over 15 years of helping Arizonians quit tobacco, ASHLine is a comprehensive tobacco cessation service provider, able to take care of many of your employees' behavioral and pharmaceutical needs to quit tobacco.

- Provides effective, evidence-based behavioral support from highly trained quit coaches
- Has one of the highest long-term quit rates among all state-funded quitlines
- Provides convenience to clients via phone and web-based services
- Partners with state agencies and both public and private healthcare systems
- Offers flexible billing schedules (e.g., per-member per-month, per service, per enrollment, etc.)

For more information, visit:

www.ashline.org



Bottom line – tobacco cessation benefits save you money.

Ensure your employee health plans cover behavioral support and tobacco cessation medications. Tobacco cessation is ROI.

1. Centers for Disease Control and Prevention. Smoking-attributable mortality, years of potential life lost, and productivity losses: United States, 200-2004. *Morbidity and Mortality Weekly Report*, 2008;57(45):1226-8.
2. Cummings SR, Rubin SM, Oster G. The cost-effectiveness of counseling smokers to quit. *Journal of the American Medical Association* 1989;261(1):75-79.
3. Fiore MC, Bailey WC, Cohen SJ, et al. Treating Tobacco Use and Dependence: Clinical Practice Guideline 2008 Update. Rockville, MD: U.S. Department of Health and Human Services, Public Health Service; 2008.
4. State of Colorado Resource Book: Tobacco Cessation Coverage for Self-insured Employees. Jan/2010