

Because Life.™

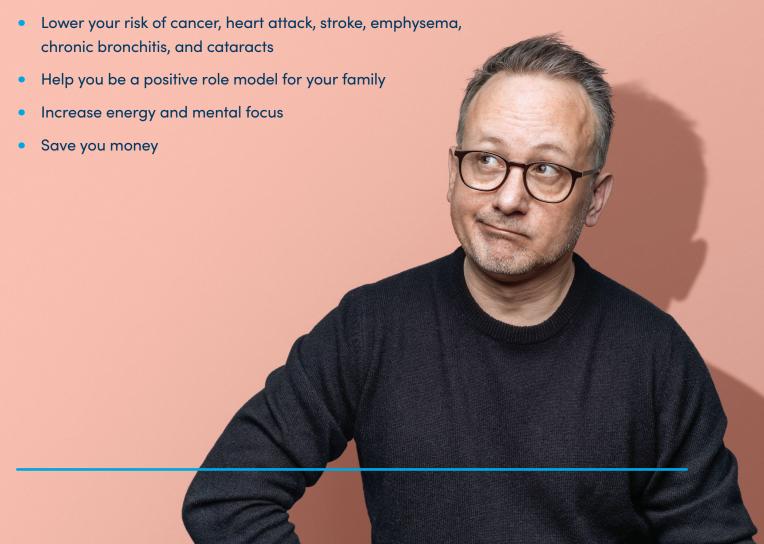
WELLNESS SOLUTIONS

Be Tobacco-Free

TALK TO A WELLNESS COACH ABOUT A PERSONALIZED PLAN TO QUIT TOBACCO.

What can quitting do for you?

Improve health for yourself and those around you



Prepare to quit, get support while you quit, and look forward to a tobacco-free lifestyle.

The How to Be Tobacco-Free program was developed with the help of ex-tobacco users and tobacco cessation experts. You'll learn important strategies to:

- Identify and meet your nicotine triggers head-on.
- Anticipate and plan for challenges.
- Reduce withdrawal symptoms.
- Combat cravings.
- Cope with stress.
- Set and reach your goals.
- Plan for success.

Call 1-800-650-8442, Monday - Friday, to get connected with a coach, or visit HighmarkHealthCoachBCBS.com to learn more.

Health benefits or health benefit administration may be provided by or through Highmark Blue Cross Blue Shield, Highmark Choice Company, First Priority Health or First Priority Life, all of which are independent licensees of the Blue Cross Blue Shield Association.

The Claims Administrator/Insurer complies with applicable Federal civil rights laws and does not discriminate on the basis of race, color, national origin, age, disability, or sex.

ATENCIÓN: Si usted habla español, servicios de asistencia lingüística, de forma gratuita, están disponibles para usted. Llame al número en la parte posterior de su tarjeta de identificación (TTY: 711).

请注意:如果您说中文,可向您提供免费语言协助服务。请拨打您的身份证背面的号码(TTY:711)。

