

# Quit by WebMD

Lifestyle Health Coaching + Cessation Support



# Health Coaching Supports Behavior Change

6M

coaching sessions completed.

1.6 M

total number of pounds lost.

59,000

total number of cigarettes eliminated.

10.8 M

total minutes of exercise increased.

245,000

total servings of fruits and vegetables increased.

25+ YEARS

making an impact on consumer well-being working with employers and health plans to improve the lives of millions of people.

Source: WebMD BoB 1/1/2011-12/31/2023

# Quit by WebMD: A Whole-Person Approach



## ENGAGEMENT PHASE

**Goal:** Increase excitement and commitment to the program.



## ACTIVE QUITTING PHASE

**Goal:** Actively eliminate tobacco use.



## SUSTAINABLE LIFESTYLE PHASE

**Goal:** Reinforce behaviors and accountability.



Our motivational interviewing techniques encourage and align end-user goals with the program.

# Not Your Average Quit Program

- 12-month program of 1:1 mentoring with three months dedicated to intensive cessation support.
- Quit by WebMD paired with Lifestyle by WebMD promotes positive habits, prevents relapse and fosters healthy habits.



# Quit by WebMD Program Differentiators

Achieving and maintaining positive, long-term habits.



## FULL PORTAL INTEGRATION

Health records are used to identify risk levels and coaches have access to Daily Habits to help personalize recommendations.



## PERSONALIZATION

Identify participants triggers while developing goals and changing the participant's mindset to unlock the path toward positive, long-term change.



## EXPERTISE

Coaches receive specialized training for tobacco products, cessation coaching and nicotine replacement therapies.



## POST-PROGRAM SUPPORT

Continuation of support in Lifestyle by WebMD provides guidance after Quit program is complete.

# Nicotine Replacement Therapy (NRT)

WebMD Health Coach helps determine **type and dosage** based on participant's level of dependency.



NRT is **delivered directly** to participant's door.



WebMD Health Coach **screens for contraindications and side effects** to ensure the treatment is appropriate.

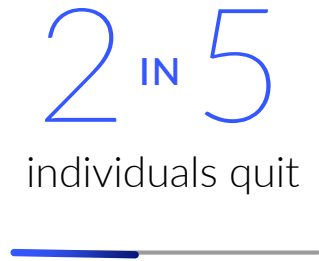


When paired with a Tobacco Cessation program that provides behavioral support, NRT increases the chance of quitting smoking by about

**55%**

Source: Hartmann-Boyce J, Chepkin SC, Ye W, Bullen C, Lancaster T. Nicotine replacement therapy versus control for smoking cessation. Cochrane Database Syst Rev. 2018 May 31;5(5):CD000146. doi: 10.1002/14651858.CD000146.pub5. PMID: 29852054; PMCID: PMC6353172

# Real Results



177K+

Annual cigarette  
reduction

\$74K+

Annual cost savings

Source: WebMD Health Services Coaching Ops IRQ Dashboard 1/1/2022-12/31/2023

# Participant Success Story

Female, 57

## Results:

- Successfully quit after several failed attempts over the last year.
- Incorporated Tai Chi routine to manage stress.

4 days of weekly cardiovascular exercise.

0 cigarettes smoked per day.

100/66 normal blood pressure achieved.



**Having a coach** for smoking cessation has been very encouraging and helpful.

When I first learned about this, I didn't understand how they could help or what they could tell me that I didn't already know, but **it has been very helpful and I would recommend it.**"



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