



# News Notes

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## BeneFIT<sup>®</sup> Corporate Wellness

### BeneQUIT: Moving the Needle with Tobacco Cessation (March 2020)



If increasing employee engagement is a business goal in 2020 be sure you are implementing strategies to show employees that you care. An effective way to do so is by providing resources that support overall well-being. Since nearly 70% of tobacco users want to quit, show them you care and positively impact your bottom line with a successful tobacco cessation program.

Tobacco Cessation Programs that are most successful are those that combine cognitive therapy, telephonic coaching support, and nicotine replacement therapy (NRT)\*. This approach along with evidence based behavior change psychology is included in the BeneQUIT program, available through BeneFIT Corporate Wellness.

“Among all BeneQUIT program participants, 86% of those that enrolled completed the program, and 71% reported being tobacco-free 30 days after the program’s completion,” says Christie Lanasa, TTS, RN, ED.S, NBC-HWC, Tobacco Treatment Specialist and Board Certified Health and Wellness Coach. The outcomes seen with BeneQUIT are a result of providing participants with the individualized support they need, from a coach specifically trained as a Tobacco Treatment Specialist.

For more information on successful smoking cessation as well as other well-being services, contact us at 610-751-5145.

\*<https://www.drugabuse.gov/publications/research-reports/tobacco-nicotine-e-cigarettes/what-are-treatments-tobacco-dependence>

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Our affiliation with these national organizations is a value-added benefit for our members.

