

Smoking Cessation

Get up to \$200 back when you complete an approved program to help you quit.

You probably know many of the reasons why you should quit smoking – you'll breathe easier, live longer, and protect the health of those around you. To help you get started, we will reimburse you up to \$200 when you complete a smoking cessation program. If you are 18 or older and your smoking cessation program costs less than \$200, you may apply the difference toward reimbursement of nicotine replacement products or prescription smoking cessation aids.



First, pick a program

Check the descriptions of popular stop-smoking programs at www.ibxpress.com. You'll find a variety of choices, both local programs and national ones like SmokeStoppers® and the American Lung Association's Freedom From Smoking® Program. You can opt for an individual approach, or you can get the support of a group. Some programs include help in managing stress, avoiding weight gain, and overcoming barriers to quitting. You can also choose a program offered by a network hospital in your area.

Next, enroll with Healthy LifestylesSM

It's easy. You can do it online at www.ibxpress.com, or by calling our Health Resource Center at 1-800-ASK-BLUE or 1-215-241-3367, TDD 1-888-857-4816, Monday through Friday, 8 a.m. to 6 p.m. EST. You'll receive a letter confirming your enrollment and a reimbursement form.

Complete the program

Good luck – we're behind you all the way.

And get your reimbursement

Submit your reimbursement request once you have completed your program. You must submit your reimbursement request within 90 days after your 365-day anniversary date. Complete and send the reimbursement form located in the back of the booklet along with a description of the program, your proof of enrollment, and all program receipts and receipts for nicotine replacement or other prescription smoking cessation aids to:

Independence Blue Cross

Attention: Healthy Lifestyles Smoking Cessation

1901 Market Street

P. O. Box 41880

Philadelphia, PA 19101-9131

Your reimbursement will then be processed.

This can help, and it's free

Even if you're just starting to think about quitting, get a free copy of "Clearing the Air," a self-study booklet from the National Cancer Institute with information on what to expect, how to avoid gaining weight, and how to fight the urge to smoke. Complete the order form in the back of the booklet, or contact the Health Resource Center at 1-800-ASK-BLUE or 1-215-241-3367, TDD 1-888-857-4816, Monday through Friday, 8 a.m. to 6 p.m. EST.

more **tools** to help you
quit at **www.ibxpress.com**

