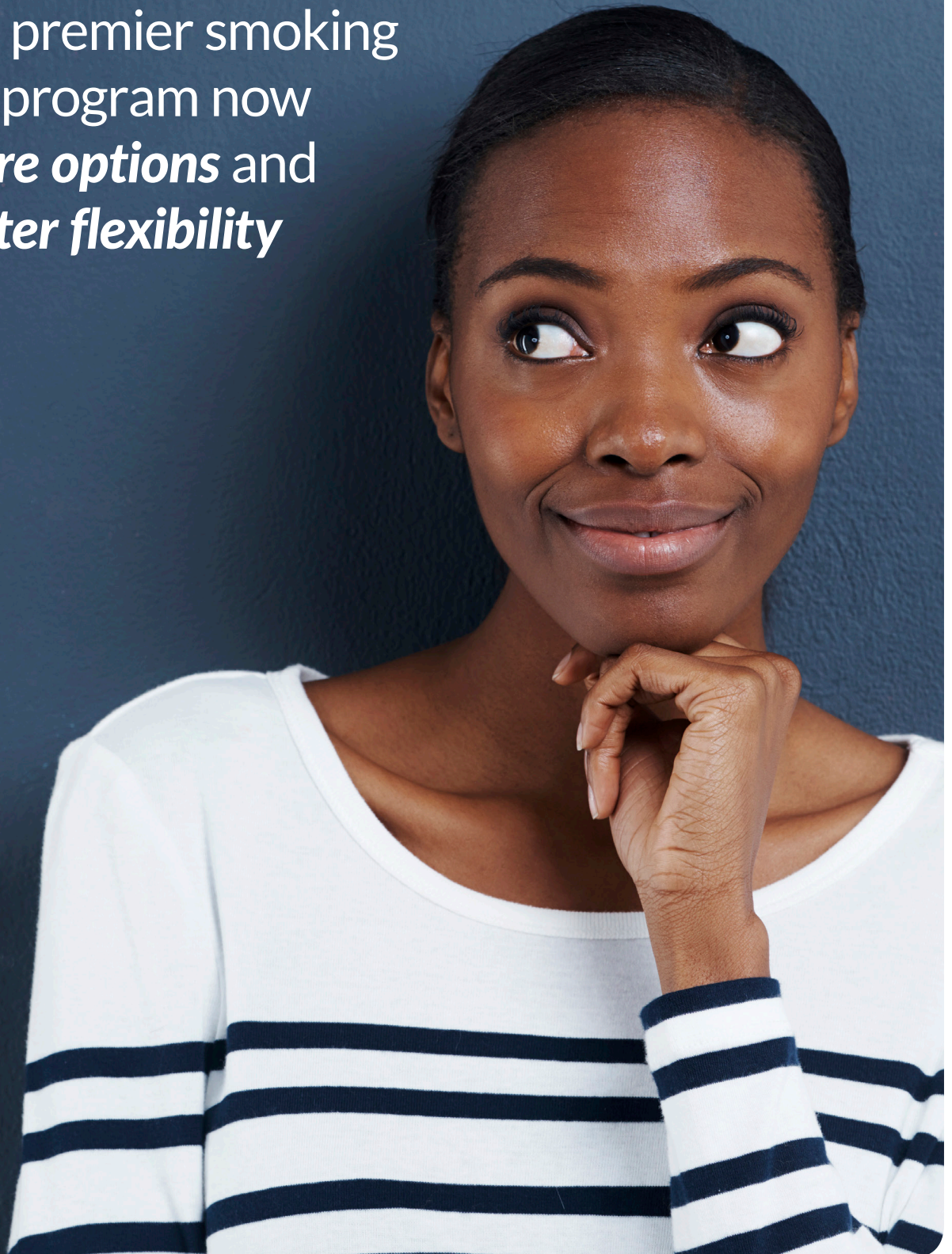




America's premier smoking cessation program now offers *more options* and *even greater flexibility*



It works!

- Ranked most effective smoking cessation program in a study of 100 managed care organizations conducted by Fordham University Graduate School of Business
- When combined with smoking cessation medications, up to 57% of participants report quitting by the end of the program
- Employers can save nearly \$6,000 per year for every employee who quits smoking³



1 U.S. Department of Health and Human Services. The Health Consequences of Smoking -- 50 Years of Progress: A Report of the Surgeon General. 2014.

2 CDC Current Cigarette Smoking Among Adults United States, 2005-2014. Morbidity and Mortality Weekly Report 2015.

3 Berman M, Crane R, Seiber E, Munur M. Estimating the Cost of a Smoking Employee. Tobacco Control. Sept 2014; 23(5):428-33.

The real costs of smoking are staggering...

FACT: Cigarette smoking kills more than 480,000 Americans each year.¹

FACT: Smoking-related illness in the U.S. costs more than \$300 billion a year, including over \$175 billion in direct medical care for adults and \$156 billion in lost productivity.^{1,2}

FACT: 40 million Americans are smokers.² Of these, nearly half made a quit attempt in the past year.¹

Fight back with Freedom From Smoking®

The American Lung Association's highly effective smoking cessation program is used by employers, hospitals, health plans and other organizations to help the individuals they serve become smokefree for life.

Unmatched flexibility

No other program offers in-person, online, phone and self-help support resources that let you tailor a program to your organization's unique needs.

A systematic approach to quitting

Freedom From Smoking® helps participants develop a plan of action leading to quit day and provides the support they need to remain smokefree.

Scientific behavior-based methodology

Based on current addiction and behavior change models, the program addresses the difficulties of quitting in a sensitive, supportive style.

Meets current practice standards of leading health organizations and the Affordable Care Act

- Helps employers and health insurance plans meet Affordable Care Act requirements for tobacco cessation treatment as a preventive service
- Conforms to the smoking cessation counseling or advice core measure of the Joint Commission, the nation's oldest and largest standards-setting and accrediting body in health care
- Clinic program meets criteria for intensive tobacco cessation counseling covered by the latest Centers for Medicaid & Medicare Services' (CMS) decision memo
- Includes all components of an intensive intervention as outlined by the United States Department of Health and Human Services

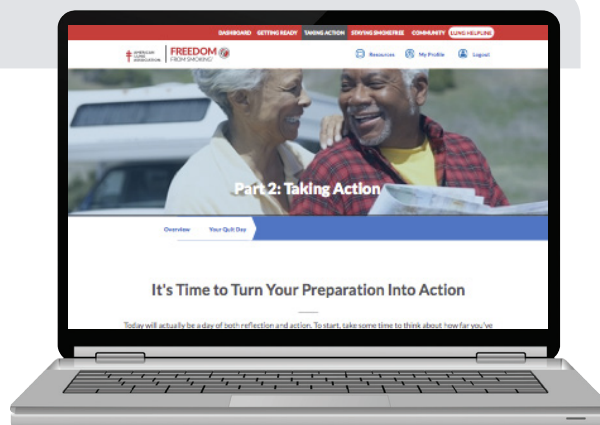
Flexible delivery options mean *freedom of choice*

*There's a Freedom From Smoking® option for every person and every setting.
No other smoking cessation program offers the same range of options and solutions:*

Online

Freedom From Smoking® Plus is an innovative new behavior change program that's perfect for today's mobile lifestyles.

- Nine highly-interactive sessions split into three phases: Getting Ready to Quit, Quit Day and Staying Smokefree
- Works on a desktop, tablet or smartphone – anytime, anywhere
- Fully updated with engaging activities, content and tools
- Telephone and online chat support from the American Lung Association's expert tobacco cessation counselors at the Lung Helpline



FreedomFromSmoking.org

With a Group

Small in-person group setting (up to 16 employees) offers personalized attention and peer support.

- Seven-week program gives participants time to prepare to quit and practice being smokefree in a supportive environment
- Led by facilitators trained by the American Lung Association
- Available in English and Spanish



Two convenient delivery options; see Program Price List panel for details.

“What helped me quit was knowing that the minute I craved a cigarette, I was prepared. The other big thing was the group support. I never felt alone when I was quitting.”

For more information, call your local American Lung Association office or visit Lung.org/ffs today.

On Your Own

Freedom From Smoking®: The Guide to Help You Quit Smoking is an interactive manual that addresses the difficulties of quitting with real-life advice, helpful activities and an innovative graphic approach that enhances learning.

- Can be used on its own or as a supplement to any Freedom From Smoking® option
- 64 pages
- WINNER: 2015 National Health Information Awards

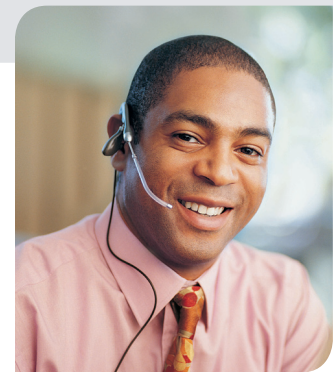


By Phone

The American Lung Association's Lung HelpLine offers telephone counseling services from certified counselors (RNs and registered respiratory therapists) specializing in smoking cessation.

- Enables individuals to ask specific questions as they prepare to quit smoking
- Provides ongoing support throughout the quitting process in conjunction with Freedom From Smoking® Plus
- Supports all Freedom From Smoking® options

The Lung HelpLine can also provide tailored telephonic support if your audience has special needs such as literacy issues or language barriers. Call **1-800-LUNGUSA** to learn more.



Individuals who need support to quit smoking or help choosing a health insurance plan can call the Lung HelpLine at **1-800-LUNGUSA.**

"They gave me a quit date. I did everything they told me to do and I have never smoked again. They gave me the tools that showed me when I smoked and why I was smoking."

FREE Online Community Available

All Freedom From Smoking® options include FREE access to our online support community, **FreedomFromSmoking.Inspire.com**. Individuals can log on and discuss their challenges and success stories with others working to break their tobacco addiction.

Program Price List



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|---|---|--|--|--|--|
| <h3>Freedom From Smoking® Plus</h3> <ul style="list-style-type: none"> • Self-paced course includes telephone and online chat support • Nine highly-interactive sessions • Personalized dashboard helps users stay on track | <h3>Pricing</h3> <p>\$99.95 per participant</p> <ul style="list-style-type: none"> • 12-month access upon individual user activation • Volume discounts begin at 10 users • Reporting functionality to track participant activity | | | | |
| <h3>In-Person Clinic</h3> <ul style="list-style-type: none"> • Delivered in small group settings • Eight sessions over a seven-week period <p>Choose from two convenient delivery options:</p> <table border="1"> <tr> <td data-bbox="235 905 824 1129"> <h4>Option A</h4> <p>The American Lung Association provides a local certified facilitator and coordinates eight-session clinic delivery at the customer's work site.</p> </td> <td data-bbox="824 905 1502 1129"> <h4>Pricing</h4> <p>\$4,000 for 8-16 participating employees, course materials included</p> <ul style="list-style-type: none"> • Facilitator travel costs are billed separately; fees to be determined </td> </tr> <tr> <td data-bbox="235 1129 824 1409"> <h4>Option B</h4> <p>The American Lung Association trains designated employees to become certified facilitators. Upon certification, trained facilitators may deliver an unlimited number of eight-session clinics to fellow employees over a three-year period.</p> </td> <td data-bbox="824 1129 1502 1409"> <h4>Pricing</h4> <p>\$4,000 for a three-year license to a single facility</p> <ul style="list-style-type: none"> • Facilitator workshop costs are billed separately; fees to be determined </td> </tr> </table> | <h4>Option A</h4> <p>The American Lung Association provides a local certified facilitator and coordinates eight-session clinic delivery at the customer's work site.</p> | <h4>Pricing</h4> <p>\$4,000 for 8-16 participating employees, course materials included</p> <ul style="list-style-type: none"> • Facilitator travel costs are billed separately; fees to be determined | <h4>Option B</h4> <p>The American Lung Association trains designated employees to become certified facilitators. Upon certification, trained facilitators may deliver an unlimited number of eight-session clinics to fellow employees over a three-year period.</p> | <h4>Pricing</h4> <p>\$4,000 for a three-year license to a single facility</p> <ul style="list-style-type: none"> • Facilitator workshop costs are billed separately; fees to be determined | |
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| <h3>Self-Help Guide</h3> <ul style="list-style-type: none"> • At-home smoking cessation manual can be used independently or can supplement any option listed above • 64 pages • WINNER: 2015 National Health Information Awards | <h3>Pricing</h3> <p>\$5.99 each</p> | | | | |



A smart choice for businesses and individuals

The Affordable Care Act requires employers and health insurance plans to cover preventive services at no cost to insurance plan members. Tobacco cessation treatment is a preventive service required under this law for most health plans. Providing Freedom From Smoking® can fulfill this requirement, and can be used as a reasonable alternative standard if needed.

For more information, call your local American Lung Association office or visit Lung.org/ffs today.

About the American Lung Association

The American Lung Association is the leading organization working to save lives by improving lung health and preventing lung disease through research, education and advocacy. The work of the American Lung Association is focused on four strategic imperatives: to defeat lung cancer; to improve the air we breathe; to reduce the burden of lung disease on individuals and their families; and to eliminate tobacco use and tobacco-related diseases. For more information about the American Lung Association, a holder of the Better Business Bureau Wise Giving Guide Seal, or to support the work it does, call **1-800-LUNGUSA** (1-800-586-4872) or visit www.Lung.org.



Learn more about how to stop smoking at www.Lung.org/ffs.

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