

For brokers and producers only

Date: December 12, 2019

Market: **All (excludes Medicare Supplement)**

## Coming Soon — Craving to Quit Tobacco Cessation Program

CareFirst is excited to announce the January 1, 2020 launch of Craving to Quit, a tobacco cessation program based on the practice of mindfulness. Craving to Quit replaces our current tobacco cessation program, QuitNet, which will be discontinued January 6, 2020. The program will be available for all CareFirst members.

### What is Craving to Quit?

Tobacco use is the leading cause of preventable death and disease in the U.S. Using proven methods developed and tested in conjunction with leading research universities, the 21-day Craving to Quit program teaches participants how to recognize and avoid tobacco cravings and habits.

The following resources will help members and accounts get the most out of their wellness program:

### Member communications

A group [member flier](#) has been created and includes detailed information about the Craving to Quit program. Please note, although the program is available to the Consumer Direct/Individual market, this flier should only be used for group members.

### Account communications

We have developed [FAQs](#) that you can reference during your discussions with your clients to inform them of the new Craving to Quit program.

### For more information

If you have any questions, please contact your broker sales representative.