



Because Life.™

WELLNESS SOLUTIONS

---

# Be Tobacco-Free

**TALK TO A WELLNESS COACH ABOUT A  
PERSONALIZED PLAN TO QUIT TOBACCO.**

## What can quitting do for you?

- Improve health for yourself and those around you
- Lower your risk of cancer, heart attack, stroke, emphysema, chronic bronchitis, and cataracts
- Help you be a positive role model for your family
- Increase energy and mental focus
- Save you money



---

# Prepare to quit, get support while you quit, and look forward to a tobacco-free lifestyle.

The How to Be Tobacco-Free program was developed with the help of ex-tobacco users and tobacco cessation experts. You'll learn important strategies to:

- Identify and meet your nicotine triggers head-on.
- Anticipate and plan for challenges.
- Reduce withdrawal symptoms.
- Combat cravings.
- Cope with stress.
- Set and reach your goals.
- Plan for success.

---

**Call 1-800-650-8442, Monday - Friday, to get connected with a coach, or visit [HighmarkHealthCoachBlueShield.com](https://HighmarkHealthCoachBlueShield.com) to learn more.**

---

Benefits and/or benefit administration may be provided by or through the following entities, which are independent licensees of the Blue Cross Blue Shield Association:

Central and Southeastern PA: Highmark Inc. d/b/a Highmark Blue Shield, Highmark Benefits Group Inc., Highmark Health Insurance Company, Highmark Choice Company or Highmark Senior Health Company. **Your plan may not cover all your health care expenses. Read your plan materials carefully to determine which health care services are covered. For more information, call the number on the back of your member ID card or, if not a member, call 866-459-4418.**

Northeastern NY: Highmark Western and Northeastern New York Inc. d/b/a Highmark Blue Shield.

Highmark Blue Shield is a Medicare Advantage HMO, PPO, and/or Part D plan with a Medicare contract. Enrollment in these plans depends on contract renewal.

All references to "Highmark" in this document are references to the Highmark company that is providing the member's health benefits or health benefit administration and/or to one or more of its affiliated Blue companies.

The Claims Administrator/Insurer complies with applicable Federal civil rights laws and does not discriminate on the basis of race, color, national origin, age, disability, or sex.

ATENCIÓN: Si usted habla español, servicios de asistencia lingüística, de forma gratuita, están disponibles para usted. Llame al número en la parte posterior de su tarjeta de identificación (TTY: 711).

请注意：如果您说中文，可向您提供免费语言协助服务。请拨打您的身份证背面的号码（TTY：711）。



Because Life.™