



TOBACCO-FREE ME

COACHING PROGRAM

82%

Program Completion

64% of enrolled participants completed all coaching calls and online self-study modules.

2023 RESULTS

42%

Tobacco Cessation Success

Asset Health's clients measure success based on participant confirmation that they are tobacco-free following the program.

Asset Health's Tobacco-Free Me is a dual-track, cognitive and behavioral approach to tobacco cessation coaching. The six-month program provides addiction education, a support system and a plan and consists of four parts:

Part 1 — Thinking About Quitting, **Part 2** — Motivate Toward a Quit Date, **Part 3** — Quit Day and Beyond and **Part 4** — Slips and Relapses.

Asset Health's Tobacco-Free Me protocol provides supportive coaching and recovery education, and it encourages participants to explore cessation medications with their physician. Asset Health coaches communicate by telephone, email and web-based tools, under RN supervision. Participants learn about the biological mechanics of their tobacco use, the addictive process and the path to becoming tobacco-free. Coaches employ motivational techniques and cognitive exercises to initiate and reinforce self motivation — the desire to quit.

By offering the Tobacco-Free Me program as part of an overall wellness initiative, your organization takes a big step toward lowering costs and raising the level of workforce health and wellbeing. It is available to participants as a powerful support to those who may be potentially motivated to quit.

WHAT SOME OF OUR PARTICIPANTS HAVE SAID:

“Great program; not just for quitting tobacco, but overall health.”

“Glad I did it – the knowledge and compassion I have received has been wonderful – just what I needed to get me over the hump.”

“I loved the videos, resources, all the logs – and I liked how it was all on my time.”



Asset Health delivers results-focused, fully integrated, end-to-end wellness services and technologies that power the health of the whole person, in cultures of wellbeing.

Learn More

To learn more or see a demo, contact Robert Wilson at 248-822-7286 or RWilson@assethealth.com

