Staying Competitive in the Marketplace:  
Helping Employees Become Tobacco-Free

Great for Business and Employees

Every employee that becomes tobacco-free will help reduce health care costs for your business and increase overall productivity. Tobacco/nicotine dependence is a chronic and relapsing condition that requires evidence-based treatment. More than 70% of smokers want to quit, but few will succeed without help.

What Tobacco Use Cost Employers?

Employees who smoke impose significant excess costs on private employers. A private U.S. company that employs a smoker will pay approximately $6,000 in excess cost annually for that person.

Employees who smoke tobacco have higher levels of absenteeism, presenteeism (lower on-the-job productivity) and health care costs, in comparison to employees who do not smoke.

How Tobacco Cessation Coverage Saves Employers Money

- Cessation treatment is the single most cost-effective health insurance benefit.
- Coverage increases both use of effective treatment and the number of successful quit attempts.
- Return-on-investment for tobacco cessation treatments is positive after just one year due to increases in employee productivity alone.
- Medical cost savings begin to accrue after two years of providing a cessation benefit to your employees.

Annual Cost to Employer

For example, a business with 100 employees and 16% smoking rate:

16 smokers x $6,000 = $96,000 in annual excess costs/year.

Employers Can Help Employees Quit Tobacco

According to the U.S. Public Services Task Force, health care benefits for tobacco cessation should include:

- 4 sessions of individual, group or telephone counseling
- 90 days of all FDA-approved cessation medications
- 2 quit attempts per year
- No-cost sharing or prior authorization

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Quitline Services are Effective

- Tobacco users receiving quitline counseling are 60% more likely to quit than trying to quit on their own.\(^{10}\)
- Quitline users taking cessation medication are 30% more likely to quit compared to those using cessation medications alone.\(^{10}\)

Quitlines are a telephone-based tobacco cessation service that help tobacco users quit. Quitlines use research-based treatments that are highly effective.\(^9\) Quitlines that are members of NAQC adhere to a quality standards in tobacco cessation coaching and nicotine replacement therapy distribution that are tailored to the individual.

A Little Bit About US

The North American Quitline Consortium (NAQC) is an international, non-profit learning organization based in Phoenix, Arizona. NAQC seeks to promote evidence-based quitline services across diverse communities in North America. NAQC works with state quitlines and quitline operators to promote evidence-based quitline services across diverse communities in all 50 states, the District of Columbia, Puerto Rico, Guam, and 10 provinces of Canada.

NAQC Member Quitlines Offer

- Live answering
- Effective, evidence-based behavioral support from highly trained coaches
- Proactive phone coaching with text and web-based support
- Services in both English and Spanish
- Flexible billing schedules (e.g., per member per month, per service, per enrollment, etc.)
- Promotion and recruitment materials and activities
- Comprehensive data reporting program
- Over-the-counter nicotine replacement therapy delivered to the employee’s home

Resources

Quitline services: [http://www.naquitline.org](http://www.naquitline.org)
Browse map of state quitlines

View a [list of qualified quitline operators](http://www.naquitline.org).
To schedule a meeting for additional information, contact us at [NAQC@naquitline.org](mailto:NAQC@naquitline.org)

Sources

2. Berman M., Crane R., Seiber E., Munur M. Estimating the cost of a smoking employee. *TobControl* 2013; 0:1-6