



Broker Briefing

Rocky Mountain Health Plans Launches Free Tobacco Cessation Program

On January 1st 2010, Rocky Mountain Health Plans is launching a free tobacco cessation program in partnership with the Colorado QuitLine. The program supports Members in their effort to become tobacco free and strengthens the QuitLine's ability to serve more Coloradans.

Any Rocky Mountain Health Plans employer group Member or individual Member that enrolls in the program can get help to quit smoking or using tobacco products. This help includes nicotine replacement gum and patches, certain tobacco cessation prescription drugs (for participants 18 and older), and free access to the Colorado QuitLine counseling services.

The new tobacco cessation program will also become a standard part of the Rocky Mountain benefit program for all existing individual and employer group Members. Members will not have to pay any out-of-pocket costs for the program.

Under the terms of the partnership between Rocky Mountain Health Plans and the Colorado QuitLine, Rocky Mountain Health Plans will reimburse the QuitLine for services provided to its commercial group and individual Members. The QuitLine is operated by National Jewish Health and administered by the State Tobacco Education and Prevention Program. The agreement takes effect January 1, 2010.

As always, if you have any questions, comments or need assistance, please call your Rocky Mountain Health Plans or CNIC Account Executive.

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