Anthem BlueCross BlueShield

Be a winner. Quit today!

Looking for a little — or a lot of — support? Give QuitLine a call.

Have you tried and tried again ... Are you maybe thinking about quitting ... Or, have you done it and struggle to stay on track?

Whatever stage of quitting you're in, we've got help for you. Anthem Blue Cross and Blue Shield of Colorado has partnered with National Jewish Health®, *U.S. News & World Report*'s #1 ranked respiratory hospital, to offer Anthem BCBS QuitLine. This wonderful resource includes:

- **Dedicated coaches** who provide telephone-based support, and help you cope with the stress, cravings and weight gain associated with quitting
- **Nicotine replacement therapy**, including nicotine patches, lozenges and gum
- **Special tools and educational materials**, including information for tobacco users who are pregnant, teenagers, Native Americans and those requiring materials in Spanish
- **Extended service hours**, from 6 a.m. to 11 p.m., Monday through Sunday

And for members who have a Colorado plan while residing in Colorado or another state, QuitLine is there for you at no cost.

Bottom line: Smoking is bad for you and the people around you, so what are you going to do about it?

Make this call your first step:

855-891-9988. And be sure to have your member ID card handy when you call.

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