Tobacco Cessation and Weight Management Programs

Personal Support for a Healthier You!

Most people agree – it’s not easy to lose weight or quit smoking. That’s why Blue Cross and Blue Shield of Oklahoma (BCBSOK) wants to help. Through Blue Care Connection®, BCBSOK offers two voluntary programs specifically designed to help you succeed – at no additional charge.

- **Tobacco Cessation**
  If you want to quit smoking, the Tobacco Cessation program provides personal coaching, online tools, an audio library*, and discounts to wellness-related products and services.

- **Weight Management**
  If you want to lose weight, the Weight Management program offers guidance and support through personal motivational coaching, an action plan for your lifestyle, online tools, an audio library*, and discounts to wellness-related products and services.

**Barry** enrolled in the BCBSOK Tobacco Cessation program after smoking a pack a day for 34 years. A Wellness Coach helped him set a quit date, prepare for psychological challenges and learn new coping skills.

Within two months, Barry completely quit smoking, began exercising and eating healthier. Now he exercises or chews sugar-free gum when he feels an urge to smoke. Barry credits the program’s support and accountability for achieving his goal.

Enrolling in a program can help you.
Personal Coaching

Once you are enrolled for one of these programs, you will be assigned to your own Wellness Coach who:

- Reviews your symptoms and problems
- Provides personal assistance with goal setting, resource education, tips and periodic progress checkups
- Assesses your commitment level
- Establishes a follow-up call schedule

Your Wellness Coach can also help you if you need support with behavioral disorders. Since many health issues involve some combination of physical, mental and social causes, addressing behavioral and medical issues at the same time can lead to a better overall quality of life.

Be sure to ask questions, share your feelings and build a trusting relationship with your coach – these valuable relationships will keep you motivated.

Enroll Today

There are two ways to get started with the Tobacco Cessation or Weight Management personal coaching programs:

- **Call Customer Service** at the phone number listed on the back of your member ID card to self-enroll.
- **Receive a referral to a program from your:** Completion of the Health Risk Assessment on the Personal Health Manager, or participation in a health fair offered by your employer.

Online Self-Guided Tools and Resources

If you are not comfortable working with a Wellness Coach, you can use a variety of online motivational and educational resource tools through the Personal Health Manager*.

Participate at your own pace and earn Blue Points** all while helping yourself get healthy. You also can e-mail health and wellness questions to registered nurses, dietitians, trainers and life coaches for additional support.

To enroll in an online self-management program, visit [bcbsok.com](http://bcbsok.com) and sign in to Blue Access® for Members, a secure member website. Select Personal Health Manager and click Weight Loss or Quit Smoking.

* The Personal Health Manager may not be available to all members. To verify that you have access to these resources, check with your group benefits administrator or call Customer Service at the number listed on the back of your member ID card.

** Blue Points Program Rules are subject to change without prior notice.