



Quitting Tobacco Takes Work...But You Can Do It

Improve your chance of success with Craving to Quit[®]

Discover the proven way to quit

This 21-day program is based on the practice of mindfulness—a state of heightened or complete awareness of one’s thoughts, emotions and experiences—to teach participants how to recognize and avoid tobacco cravings and habits. Developed and tested alongside leading research universities, the program will help you master techniques to control cravings and change your smoking habits.

- **Participate** in the program using your smartphone, tablet or computer.
- **Create** a personal profile and meet other community members.
- **Connect** with certified tobacco cessation coaches via digital chat.
- **Set** quit goals with your Quit Pact.
- **Track** cigarette usage and savings.
- **Receive** support messages and helpful emails to reinforce behavior changes.

Begin your journey today

Login or register for your account at carefirst.com/wellbeing then search “Craving to Quit”.

Questions? Call 1-833-502-9928, Option 3.



Nicotine Replacement Therapy (NRT) If you are enrolled in a NesCARE medical plan, with prescription coverage with CVS/Caremark, NRT is a covered medication. Specifically, if you’re enrolled in the HealthSAVER or SureSAVER medical plan, NRT is covered 100% as a preventive medication. Please call CVS/Caremark at 1-866-768-4261 for more information. If you are not on a NesCARE medical plan, check with your prescription drug carrier to see if NRT is covered. NRT, as described above, is not associated with the Craving to Quit program.