



# ***READY, SET, QUIT!***

**Piedmont Community Health Plan is “geared-up”  
to assist members in crossing the finish line  
to a tobacco free lifestyle.**

Piedmont Community Health Plan, along with local employers, is promoting a winner’s circle “Tobacco Cessation Program”. The program is designed to assist members who are seriously considering a tobacco free lifestyle.

Components of the program include a personal arrangement with the member, incentives for completion, and financial assistance to include a menu of options agreed to by the employer and Piedmont to help employees with becoming tobacco free.

Options include office visit coverage for a physician consultation, educational classes, coverage for nicotine replacement if recommended by the physician, and compliance testing.

Educational classes are conducted at local healthcare facilities, or may be arranged at the employer work site. Members can be referred to the program through the following methods:

- *Physician Referral*
- *Self Referral*
- *Health Risk Assessment (HRA)*



**PIEDMONT COMMUNITY HEALTH PLAN**  
Community Partners for Quality Healthcare  
(434) 947-4463 (800) 400-PCHP

**(OVER)**

## Program Enrollment Steps:

# READY,

### *Step 1 – Position yourself on the starting line.*

1. Starts with a referral, member self referral, physician referral or referral through the HRA process.
2. Employer will choose from a menu of options to financially assist members (see Menu of Tobacco Cessation Program Options – Cost Worksheet).
3. Interested member will receive letter of intent outlining the parameters of the program.
4. Schedule a visit with physician for consultation.

# SET,

### *Step 2 – Member begins the process.*

1. Attend classes as scheduled.
2. Utilize medication as prescribed.
3. Utilize resources as needed such as...
  - Piedmont Community Health Plan Medical Management Staff
  - informedHealth materials and staff

*“Remember, this is a daily goal so steady wins the race, one mile at a time!”*

# QUIT!

### *Step 3 – Congratulations! Member has “crossed the finish line”.*

1. 6-month compliance evaluation.
2. 12-month compliance evaluation.
3. Financial Incentives.



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