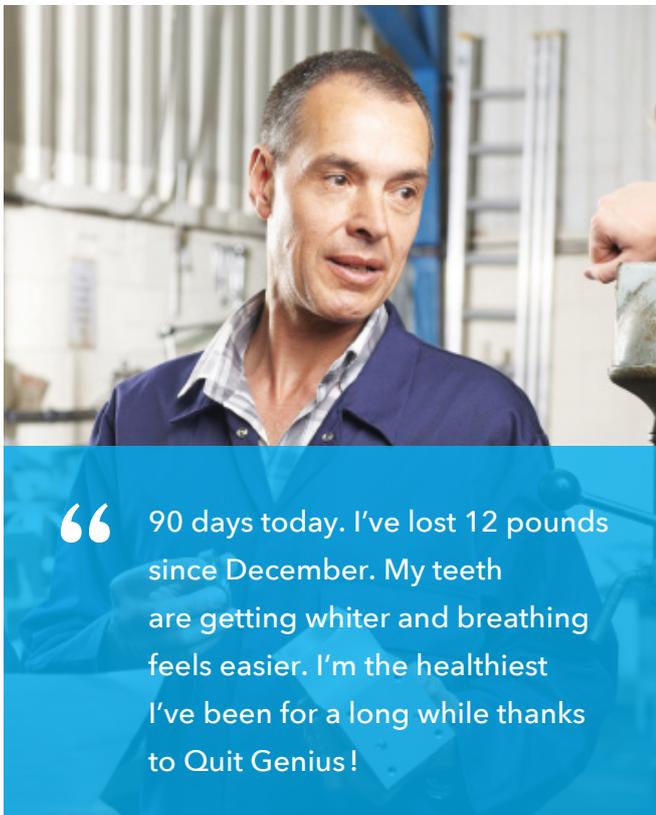


Quit Genius

Promoting tobacco cessation utilization in a manufacturing-led workforce.



Client
Corning Incorporated



Industry
Manufacturing



Lives Covered
51,500

Living with an addiction

Rob, a 49-year-old factory worker had been smoking for 33 years until he decided to quit to improve his overall health. Rob was experiencing frequent side effects of smoking including difficulty breathing, as well as frequent and painful coughing.

Rob had previously tried quitting multiple times. Last year, he tried quitting using just nicotine gum but ended up smoking again when life stressors got in the way. Rob was worried that quitting smoking would lead to weight gain and was feeling apprehensive about setting a quit date.

Quitting without quitting

Rob was offered the Quit Genius program through his employer’s health benefits program. With the support of his quit coach, Rob set a quit date he felt comfortable with and set and achieved global lifestyle changes including a healthy, balanced diet, and incorporating an exercise regime.

Rob has now been smoke-free for almost 3 months. After just a few weeks, Rob noticed numerous health benefits including whiter teeth, no more coughing, and easier breathing.

CORNING

Turnkey Implementation

Quit Genius was rolled out to Corning employees via a multi-channel awareness campaign. The Quit Genius team ran on-site pop-up clinics, mailed postcards, posters, telephone calls, word-of-mouth referrals, and raffles to drive participation. Demand was strong with over half of the eligible population signed up within 30-days.

Quit Genius also integrated with Corning's TPA to manage which employees met the minimum requirements to avoid a tobacco surcharge.

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I'm delighted to see the level of engagement to date with Quit Genius. Controlling the rising cost of health care is a strategic priority at Corning. We know in particular that tobacco users cost almost double those who are tobacco-free. We are always looking for innovative new approaches that can empower our employees to improve their own health and wellbeing.

Joyce Greggs

Sr. Director Health & Welfare Plans

Key Statistics

4.6 /5*

ratings from enrolled participants

82%

weekly engagement across all enrolled participants

80%

of the eligible population enrolled in the first 60 days

Industry-leading Outcomes

700k

Quit Genius participants enrolled

52%

CO-verified quit rate (achieved in RCT)

\$1,871

medical cost-saving per enrolled participant