

# Smoking Cessation Program

Get up to \$200 back when you complete an approved program to help you quit.

You probably know many of the reasons why you should quit smoking—you'll breathe easier, live longer, and protect the health of those around you. We will reimburse you up to \$200 when you complete a smoking cessation program. If you are 18 years of age or older and your smoking cessation program costs less than \$200, you may apply the difference toward reimbursement of nicotine replacement products or prescription smoking aids.

## First, pick a program

Check the descriptions of popular stop-smoking programs at [www.ibxpress.com](http://www.ibxpress.com). You'll find a variety of choices, both local programs and national ones like SmokeStoppers® and the American Lung Association's Freedom from Smoking® Program. You can opt for an individual approach, or get the support of a group. Some programs include help in managing stress, avoiding weight gain and overcoming barriers to quitting. You can also choose a program offered by a network hospital in your area.

## Next, enroll with Healthy Lifestyles<sup>sm</sup>

It's easy. You can do it online at [www.ibxpress.com](http://www.ibxpress.com), or call our Health Resource Center at 1-800-ASK-BLUE or 1-215-241-3367, Monday through Friday, 8:00 a.m. to 6:00 p.m. You'll receive a letter confirming your enrollment and a reimbursement form.

## Complete the program

Good luck – we're behind you all the way.

## Get your reimbursement

Submit your reimbursement form within 90 days after your 365-day program enrollment period ends. Include a description of the program, your proof of enrollment, and all program receipts and nicotine replacement or other prescription smoking cessation aid receipts. Mail to:

Independence Blue Cross  
Attention: Healthy Lifestyles Smoking Cessation  
1901 Market Street, P. O. Box 41880  
Philadelphia, PA 19101-9131

Simply log on today at [www.ibx.com](http://www.ibx.com) or [www.ibxpress.com](http://www.ibxpress.com) to learn more about the Smoking Cessation program and other Healthy Lifestyles<sup>sm</sup> programs offered by Independence Blue Cross.



**Independence  
Blue Cross**