



# Healthy Lungs AI-Driven Tobacco Cessation Program



# Significance of Tobacco Cessation



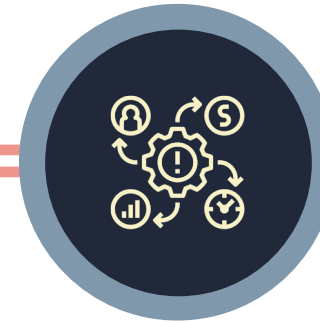
## Health Risks

- Leading cause of several health conditions: lung cancer, heart disease, stroke and COPD.
- Significant factor for other cancers like mouth, larynx, esophagus, stomach, pancreas, liver, kidney, bladder and cervix.



## Economic Impact

- In U.S. costs more than \$300 billion each year, including \$170 billion in direct medical care and \$156 billion in lost productivity.

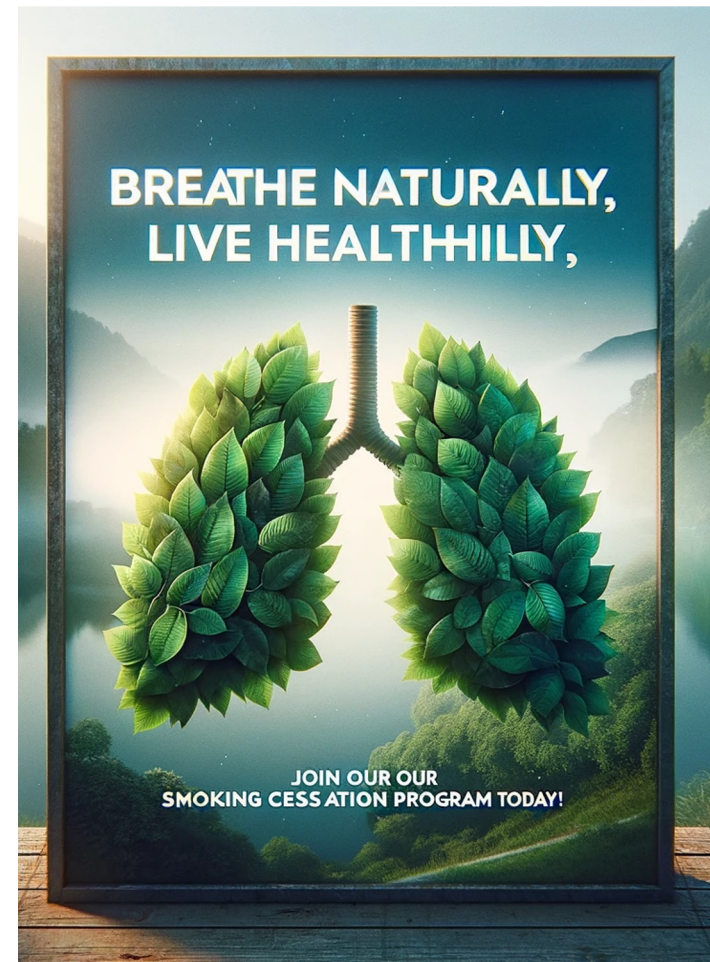
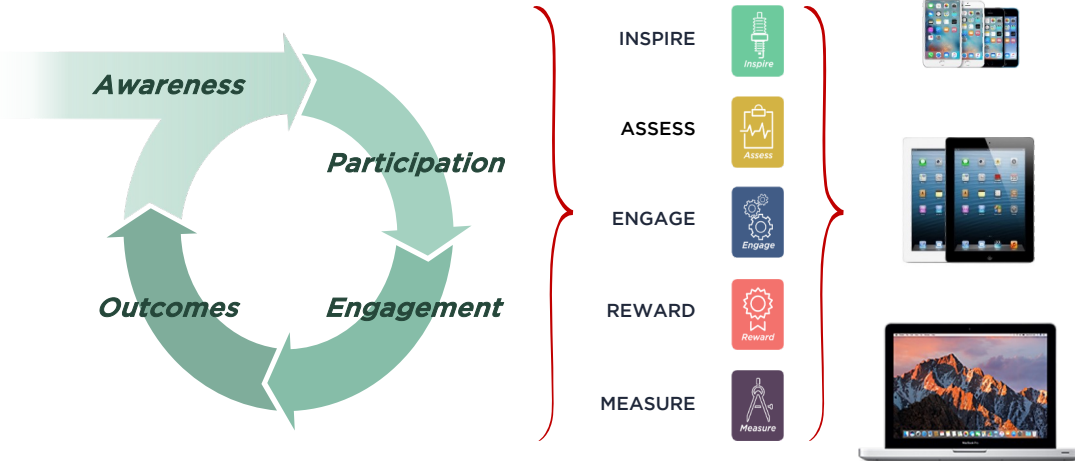


## Workplace Impact

- Employees take more sick days and breaks.
- Higher risk of health issues, impacting overall productivity.
- Higher monthly medical insurance premiums.

# Health Lungs: A path to Tobacco-Free Lifestyle

Overview of the Healthper's Reasonable Alternative Standard (RAS) **Healthy Lungs** program





**No matter where you are in your journey, everyone can benefit from the program activities and pathways.**



# Overview

## 1. Tailored Program

- Customized program for diverse workforce needs including minimum program duration.
- Member engagement via multi-modal communication channels.
- Small habit forming activities that lead to long term sustained changes.
- Enhanced through attractive incentives and reward system.
- 3-6-9 month check-in post program completion.
- Members have access the program even after completing the program.



## 2. Community Engagement

- Encourages participation and support from fellow program participants.
- Provides inspiration and mutual support for members on their cessation journey.



## 3. Accessibility

- Available in multiple languages to cater to a diverse workforce.
- Program accessible via web, Apple App Store and Android Google Play Store.



(Optional)

## 4. Personalized Coaching

- Access to experienced, Master-Degree health educators.
- Opportunity for members to have telephonic conversations to discuss goals and motivations.

# Benefits/Key Features

## Reasonable Alternative Standard (RAS) Compliant



### Technology Integration

- Integration available with leading HR systems and data management vendors.
- Integration with Apple health kit, Google fit, Garmin, Fitbit and other apps and devices.



### Data-Driven Insights and Reporting

- Comprehensive analytics to track progress and measure success.
- Provides insights into participation rates and cessation milestones.
- Tobacco Surcharge administration and reporting.



### Boosted Productivity

- Smoke-free employees may show increased focus, energy, and productivity.



### Positive Workplace Culture

- Shows commitment to employee well-being.
- Supports wellness goals and fosters a health-valuing culture.



### Healthcare Cost Savings

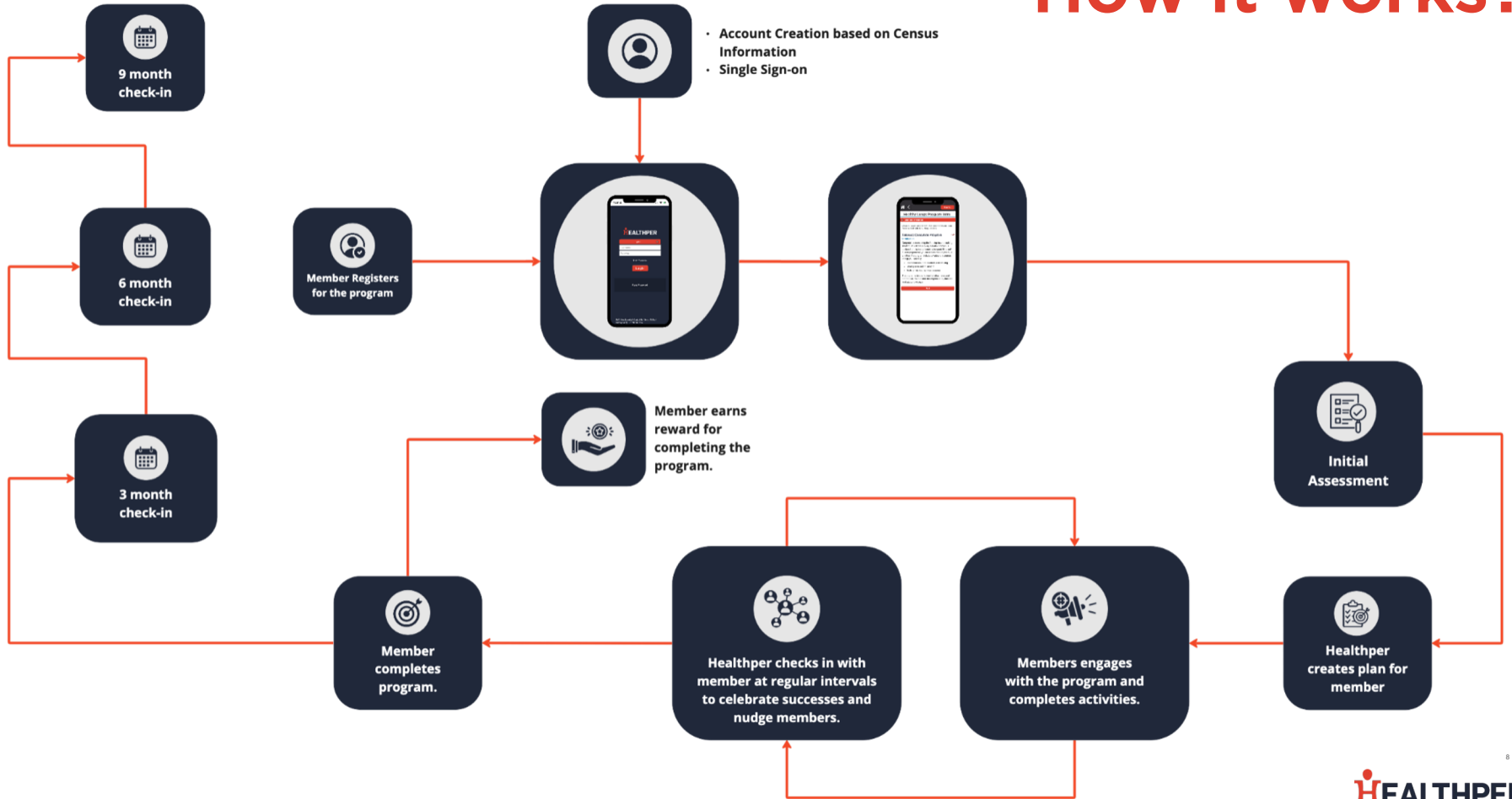
- Potential reduction in healthcare costs related to smoking-related illnesses and absenteeism.



### Continuous Support

- 24x7 email support.

# How it works?





# Key Differentiator



## Feature

Multi-modal content



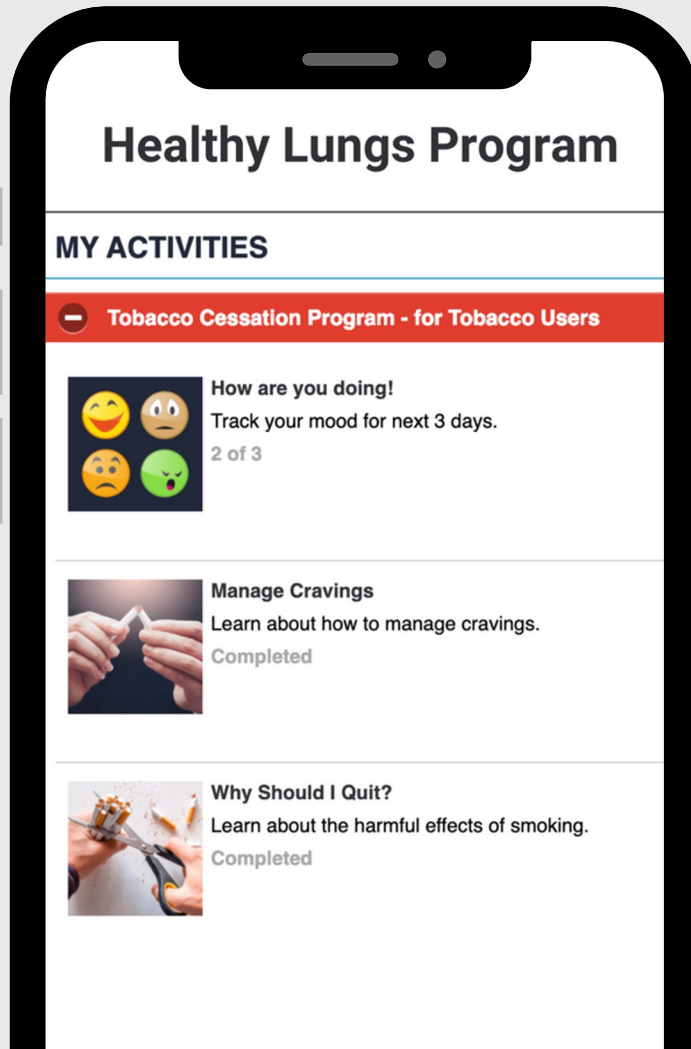
Post completion follow-up



RAS administration and reward management



# Program Experience



# Telephonic / Email Coaching Program



A telephonic/email based coaching option for smoking cessation is ideal for those seeking a private, and supportive method to overcome tobacco addiction. This program offers one-on-one telephone sessions with trained coaches who understand the challenges of quitting smoking. Participants also have the option to engage with the coaches via email. Participants receive guidance, support, and resources tailored to their specific needs and smoking habits. The program includes strategies for dealing with cravings, managing stress, and preventing relapse. Flexible scheduling allows participants to receive support at times that work best for them, enhancing the likelihood of a successful quit journey.

# Results at a Glance

86%

of eligible participants enroll in the program.

89%

of enrolled participants complete the program at least once.

97%

of participants who met their personal health goal are confident they can maintain healthy habits on their own.

99%

of coaching participants are satisfied with their coaching experience.

59%

of Healthy Lungs Participants quit tobacco use;

37%

of Program Participants Tobacco-Free After Six Months.

33%

of Program Participants Tobacco-Free After Twelve Months.