

NURSE-SUPPORTED CARE PROGRAM SMOKING CESSATION

All from the convenience of your smartphone or tablet.

It's hard to quit smoking and there's not one right way for everyone to do it. Blue Cross and Blue Shield of Nebraska (BCBSNE) has developed a smoking cessation program that is free for members accessed through a mobile app.

Our program is unique because we take a holistic approach to your health and wellbeing. Through the mobile app, you will be connected with a nurse health coach who will personalize a quit plan that meets your goals.

With this program, you can:

- Gain a clear understanding of cessation benefits provided by your health plan (including medications)
- Understand your smoking triggers and receive continuous support to keep you on track
- Connect with a nurse about any health and wellness challenges such as managing stress and weight, starting an exercise program or getting help with chronic conditions
- Get educational content that will help you make informed choices

The benefits of not smoking can positively impact all parts of your life. You will feel better, save money and your quality of life will improve.

Take the first step to quitting by signing up for this program. Once you're signed up, one of our nurses will connect with you through the app and ask you a few questions to help personalize your quit plan.

Wellframe is an independent company that provides mobile-enabled care management services for Blue Cross and Blue Shield of Nebraska, an independent licensee of the Blue Cross Blue Shield Association. Wellframe is responsible for its services. 60-050-105 (03-03-26)



GETTING STARTED IS EASY!

Scan the code to download the Wellframe app and enter your member ID (access code **NEQUIT** will auto-populate).



If you do not wish to use the app, please call **844-201-1546** or visit **NebraskaBlue.com/Cessation** to learn more.