

NH Tobacco Helpline: Promote what works to your members / employees



Health Plans, Labor Unions and Employers can improve the health of their members / employees.

It is a well-documented fact that individuals with nicotine addiction have more health concerns than their counterparts. Bronchial infections, shortness of breath and bouts of coughing worsen over time due to the thousands of toxins assaulting their system. Smoke free policies and accessible quit-smoking treatment motivate quit attempts.

The NH Tobacco Helpline services: 1-800-QUIT-NOW and TryToStopNH.org are offered to NH residents who want to quit tobacco. Specially trained “Quit Coaches” provide up to six sessions of confidential telephonic tobacco treatment counseling and clients are screened for Nicotine Replacement Therapy patches, which may be mailed them.

When a member or employee successfully quits smoking, your future costs are reduced. Examples of savings include:

Reduced health care costs;¹ Reduced absenteeism;¹ Increased job productivity;¹ Reduced life insurance costs ¹

America’s Health Insurance Plans’ (AHIP) Return On Investment (ROI) Calculator estimates the ROI (an economic measure used to evaluate the efficiency of an investment) of evidence-based cessation interventions over one to five years, with a positive direct medical savings within three years and significant accrual thereafter.¹ **Below is an illustration of ROI for 20 smokers.**

Sample calculation for 20 plan members/employees that smoke	Health Plan X
Six sessions of counseling and 4 weeks of Nicotine Replacement Patch from NH Tobacco Helpline = \$222 As of this writing, NH DHHS covers this cost.	\$222 X 20 = \$4,440 invested in tobacco cessation for 20 smokers
Average medical costs in one year for a smoker = \$2,660	\$2,660 X 20 = \$53,200
Average quit rate for smokers quitting with Helpline’s Quit Coaches and medication = 42% (42 smokers out of 100 smokers quit successfully)	8 successful quitters out of 20 smokers
Average savings in the year following successful quitting	8 X \$2,660 = \$21,280 in potential savings the first year
Potential savings with cessation costs accounted for	\$21,280 - \$4,440 = \$16,840
For every \$1 invested in cessation assistance through NH Tobacco Helpline there is a \$3 cost savings	\$53,200/\$16,840 = \$3

¹ <http://www.businesscaseroi.org/roi/default.aspx>