

Clickotine® from Magellan

Magellan has collaborated with Click Therapeutics, Inc. to offer health plans Clickotine®, a research-tested, FDA-approved mobile application for smoking cessation.

Clickotine can be used alone or in conjunction with other tobacco cessation approaches, such as coaching and nicotine replacement therapy. This innovative approach to quit smoking will help your members get on a path to better health and wellness, leading to lower costs and improved health outcomes.

Individualized support available 24/7

Individuals can download the application on their mobile device and immediately begin engaging with the technology to personalize a plan based on his or her needs. Features include:

- ✓ **Controlled breathing exercises:** Controlled, mindful breathing, coupled with multi-sensory stimuli, reduce craving episodes.
- ✓ **Medication adherence:** Helping users maintain their adherence to prescription and over-the-counter cessation therapies prevents relapse.
- ✓ **Personalized messaging:** Adaptive, user-specific cues delivered throughout the day address all aspects of quitting.
- ✓ **Digital diversions:** Timed, targeted strategies help users cope with cravings and withdrawal, steering them away from slips and lapses.
- ✓ **Social engagement:** Real-time support from friends, family and community increases an individual's odds of success.

By offering a digital application that members can engage with at any time, day or night, you can support those that are ready to quit smoking.

Lower smoking rates save lives and dollars

Despite years of research and warnings, many adult Americans still use tobacco products—resulting in 1 in 5 deaths¹ and costing the U.S. nearly \$170 billion in medical costs annually.² Cessation treatment can help lower healthcare costs within 18 months.³

Please contact us at gensales@magellanhealth.com to learn how our smoking cessation solution can help reduce the health impact and prevalence of tobacco use and decrease costs.

1. *Current cigarette smoking among adults in the United States.* Retrieved March 26, 2018 from www.cdc.gov.

2. *Economic trends in tobacco.* Retrieved March 26, 2018 from www.cdc.gov.

3. *Helping smokers quit saves money.* Retrieved March 26, 2018 from www.lung.org.