



Quality health plans & benefits
Healthier living
Financial well-being
Intelligent solutions

Your students can kick butts — with our help

Healthy Lifestyle Coaching Tobacco Free

Sure, Aetna Student HealthSM plans fully cover drugs for quitting smoking. So do other student health insurance plans. But we don't stop there.

That's because we believe it's one thing to tell your students to quit smoking.

It's another thing to offer them genuine support.

Healthy Lifestyle Coaching Tobacco Free does that and more. And it costs your students nothing extra — it's all part of their health plan.

That's great news when you consider the latest research says one-third of all college-age students are smokers.¹ Stopping this epidemic can begin with you.

Real encouragement — and early on

When your student fills a prescription for a stop-smoking aid covered by our health plan — we get in touch.

Your students can choose:

- One-on-one coaching
- Group coaching — with online programs

And, of course, social networking. Our online support group gives students a chance to explore health topics with their peers. A coach moderates.

A winning pair — medicine and coaching

We promise. No preaching. No beseeching. No lectures students have heard 100 times before.

And how do we know pairing medicine with coaching works?

Because we monitor the latest research. And that states that medicine combined with coaching is more effective in quitting smoking than medicine alone.²

What's in it for your campus?

Smoke-free campuses are fast becoming the norm. As of October 2012, more than 825 U.S. campuses had "100 percent smoke-free" policies, with no exceptions.³

Our program is yet another "plus" you can add to your campus stop-smoking initiatives.

Students will know they are coming to a healthy environment. And if they are smokers, they'll know they can get real help. Their parents will know, too.

¹ABC News, August 2012, Harvard School of Public Health survey, <http://abcnews.go.com/Health/story?id=118065&page=1>.

²U.S. Department of Health and Human Services, Office of the Assistant Secretary for Health; "Ending the Tobacco Epidemic: Progress Toward a Healthier Nation," August 2012, www.hhs.gov/ash/initiatives/tobacco/.

³American Nonsmokers Rights Foundation, December 15, 2012, www.no-smoke.org/goingsmokefree.php?id=447, last updated April 2, 2013.

Our coaches stick around

That's right. Students will have the same coach as long as they are in our one-year program.

So they'll have a chance to really open up to someone who understands what they're going through.

Our coaches are trained to listen — and to guide. And to keep students on track.

Each has at least three years' coaching experience. And all are certified tobacco-cessation specialists.

Coaches help students:

- Set goals they can handle
- Review health history and any medicines they take
- Develop quitting strategies, coping skills

And, we get it. For quitters, some days are worse than others. That's why students are free to call their coaches, even if they are not scheduled for a session.

Rewards students can use

Good health is a great incentive — and so are free products.

Students who finish three sessions with a coach get a free eight-week supply of nicotine replacement therapy. These are over-the-counter drugs. For prescription drugs, students' copay applies.

Their other choice is a \$25 rewards card. These cards, by the way, are not counted against your claims experience.

Students who complete a six-month follow-up call with a coach get another \$25 rewards card.

Our success formula

Combining drug therapy with coaching is a winning combination.

Here are some of the common drugs that Aetna Student Health covers. Please check your plan to make sure you have Pharmacy coverage through your Aetna Student Health Insurance plan.

Smoking-cessation medicine Aetna Student Health covers

<i>buprobán</i>	Chantix®
<i>buprobán SR</i>	Nicotrol® Inhaler
<i>bupropion</i>	Nicotrol® NS
<i>bupropion SR</i>	Zyban®

**Find out more. Call us today
at 1-866-213-0153. Or visit
www.aetnastudenthealth.com.**

Fully insured student health insurance plans are underwritten by Aetna Life Insurance Company (Aetna) and administered by Chickering Claims Administrators, Inc. (CCA). Self-insured plans are funded by the applicable school, with claims administration services provided by CCA. Aetna Student Health is the brand name for products and services provided by Aetna and CCA and their applicable affiliated companies.

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Policy forms issued in OK include: GR-96134.

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