

NEWS RELEASE



Umpqua Health Alliance Offers OHP Members Free Tobacco Cessation Program

Online-, Text- and Phone-based Support Among Tools Used to Help Participants Quit

ROSEBURG, Ore., April 6, 2017 – Umpqua Health Alliance (UHA), the health coverage provider for more than 26,000 Douglas County residents on the Oregon Health Plan, has deployed a new weapon in the war against nicotine addiction. In collaboration with the American Cancer Society and Optum, UHA is now offering its members free access to the Quit For Life Program[®], an innovative approach to help people learn to live without tobacco.

The program develops individualized, easy-to-follow quit plans for participants that show them how to take action and ultimately kick a habit the Centers for Disease Control and Prevention says is responsible for more than 480,000 deaths in the United States annually, including deaths from secondhand smoke.

According to 2014 data from the State of Oregon, as many as 19,800 Douglas County adults smoke regularly, resulting in nearly \$69 million for tobacco-related medical care.

“Tobacco use in rural areas like Douglas County continues to be a significant problem and major contributor to poor health,” says Kerrie Fowler, PharmD, CGP, senior director of Population Health and Quality for Umpqua Health. “Programs like Quit For Life play an important role in our efforts to combat this problem and improve the health of our community.”

The program includes an easy-to-use workbook that helps participants stick to their plan, 24/7 phone, online and text support, and, if necessary, nicotine replacement therapy, all at no cost to Oregon Health Plan members.

Based on 25 years of research, the program teaches “The 4 Essential Practices to Quit For Life:”

1. Quit at your own pace.
2. Conquer Your Urges to Smoke.
3. Use Medications So They Really Work.
4. Don’t Just Quit, Become a Non-smoker.

To get started, Umpqua Health Alliance Oregon Health Plan members are encouraged to enroll online at www.quitnow.net or call 866-QUIT-4-LIFE (866-784-8454).

About Umpqua Health

Umpqua Health is the parent company of Umpqua Health Alliance, one of 16 Oregon coordinated care organizations serving the Oregon Health Plan. The Roseburg-based company and its subsidiaries are focused on expanding access, improving care, and reducing unnecessary costs across the clinical space for more than 26,000 Douglas County residents on the Oregon Health Plan and close to 10,000 more individuals with Medicare, private insurance or Exchange coverage.

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UMPQUA HEALTH QUIT FOR LIFE
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