

Annual Tobacco Program

If you and/or your spouse are a tobacco user and are on the health insurance plan (hire date prior to April 1st) you have until July 1st to complete a tobacco cessation program. Highmark now offers three programs to help you quit:

Guided Self-Help Smokeless is a self-administered tobacco program that helps you quit at your own pace. You will have unlimited toll-free access with a qualified counselor.

Members should call 1-800-345-2476 to enroll.

Telephonic Smokeless is a one-year program with five phone calls by a tobacco specialist who guides participants through the process of quitting tobacco. Members should call 1-800-345-2476 to enroll.

My Health Assistant provides many programs including an online Tobacco Cessation Program that gives you guidance, resources and support. Please visit www.highmarkbcbs.com. You can reach My Health Assistant by completing the following steps:

- You will need to log in if you already have a Login ID and password, if not you will need to click on Register Now and complete the steps.
- Click on the Health and Wellness box
- Select the My Health Assistant Link
- Choose Goals to focus on “Quit Tobacco”
- Select 2-3 Activities; this will help as stepping stones towards achieving your goal(s).
- Then click on “I’m Done Create My Plan”
- You will then be presented with a personal plan for the week. You can revisit your activities or add/delete as needed.

You will need to print you progress and to attach to your Tobacco Form.

If you are a tobacco user and do not complete a cessation program before July 1st your insurance premium will be different than that of a non-tobacco user when we renew the insurance in October.