

# Using Best Practices, Manufacturer Crushes Engagement Goals



This Fortune 500 food, snack, and beverage manufacturer knows that when employees bring their A game, there's nothing they can't do.

That's why it provides best-in-class programs and support, such as the EX Program, to enable employees to be their best.

This food and beverage company selected the EX Program to gain timely access to employee engagement and outcomes data, replacing its existing vendor. Partnered with our expert Client Success team, the company's HR leaders easily and seamlessly launched the EX Program to its employees across the U.S. in 2021.

Within 6 months, the company is exceeding engagement goals thanks to its use of the following best practices:



## **Make the program available to employees and dependents**

This manufacturer understands that giving spouses access to support to quit can improve the chances of its employees being successful with quitting. Providing support to quit in this way can also help decrease healthcare costs for these additional family members on the employee's family health plan offered through the company.



## **Incentivize engagement, not just abstinence**

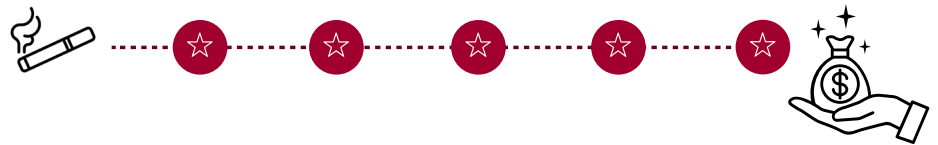
Though most tobacco users want to quit, many are not confident that they can quit. They lack the skills, knowledge, and experience. Incentives help people overcome the hurdle of not knowing where to go for help, or what to do first (or this time). Exposing them to a multifaceted program like the EX Program gives them the tools and skills to be successful when they are ready.

This manufacturer estimates about 7,000 employees and spouses on its health plan use tobacco based on attestations at open enrollment. To motivate tobacco users to learn the skills to quit, the company uses a \$900 per year surcharge for any tobacco-using employee and/or tobacco-using spouse on the company's health plan, for a total possible surcharge of \$1,800.

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Interested in learning more about tobacco surcharges?

See our blog: ["What Is a Tobacco Surcharge and How Does My Company Offer One?"](#)



To remove the surcharge, the employee and/or spouse must complete multiple steps that introduce them to the suite of resources available through the EX Program. This lets them know, for example, there is 24/7 support available in the EX Community and EX Coaches at the ready to help get them back on track, which can make the difference between a slip and full-blown relapse.

To date, over 1,200 employees and spouses have enrolled in the program, with 34% reporting a 7-day quit rate.



### **Use only 1 source for a reasonable alternative**

To simplify administration and ease of communicating steps required to avoid the surcharge, the company only offers the EX Program to help employees and spouses live free from smoking, vaping, and nicotine.



### **Use multimodal communication and diverse promotional materials**

To highlight the program, the manufacturer partners with our Client Success team to generate promotions that align to its diverse employee population and communication channels.

The manufacturer's HR team includes information about the EX Program in open enrollment materials. But that's not all. HR also uses EX Program-generated posters and flyers at worksites. The HR team sends co-branded emails about the program to all employees who attested to using tobacco during open enrollment, too.

For those still incurring a surcharge, HR collaborates with Client Success to send targeted emails and a postcard about the program to the employee's home.



### Promote year-round, not just during open enrollment

Understanding the seasonality of quitting helps clients know when interest in quitting is naturally highest—and when an extra emphasis on promoting the EX Program makes sense.

Our research, for example, shows interest in quitting tobacco remains strong throughout the first quarter of the calendar year, with additional spikes of interest in the summer, especially around Fourth of July and Labor Day.

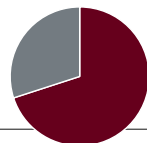
However, our research also shows that any number of reasons can fuel a desire for someone to quit at any time, such as a new COPD diagnosis, an upcoming anniversary, or a need to set a better example for grandkids. And when the motivation to quit happens, it's important that tobacco users know about resources that can help.

This is why the manufacturer sent another series of 4 emails at the 6-month mark to employees who use tobacco, to remind them that the company offers easy access to the EX Program.



### Offer unlimited support for multiple quit attempts, relapse, and maintaining quit

About 70% of smokers say they want to quit completely and 62% of e-cigarette users also want to quit. But the truth is that quitting a nicotine addiction is really, really hard. It can take many smokers an average of 6 or more quit attempts before succeeding.



**70% of U.S. smokers**  
want to quit completely



**62% of adult e-cigarette users**  
plan to quit e-cigarettes for good

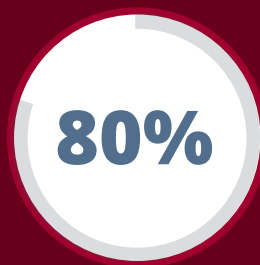
That's why this company offers unlimited support through the EX Program to employees and spouses. This includes unlimited chats with expert EX Coaches, unlimited access to the EX Community, unlimited on-demand text messages, and more.

The HR team at this manufacturer understands that quitting—and staying quit—is a process and chose the EX Program as its ally to keep employees engaged in evidence-based tools and professional support so they can be their best self. And engagement stats to date show the EX Program is making headway to doing exactly that.

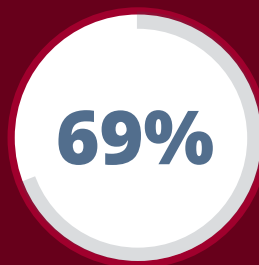
### Engagement snapshot after 12 months:



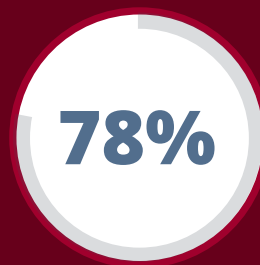
Employees and spouses enrolled



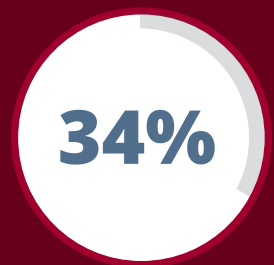
Opt into email



Opt into text



Set a quit date



Quit rate at 7 days

### EMPLOYEE SUCCESS STORY FROM THIS MANUFACTURER

“

I am 34 days chew free! I started the program, set a target quit date, and have stopped ever since. I chatted multiple times with an EX Coach to check in and set goals that supported my quit plan. I'm now ready to move on as an EX tobacco user!

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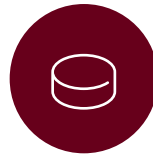
## ABOUT THE EX PROGRAM

The EX Program is the only quit-tobacco program that combines the power of Mayo Clinic's proven treatment model with scientific leadership in digital tobacco solutions from Truth Initiative.

With the EX Program, tobacco users gain easily accessible, multimodal tools to connect and receive support to overcome addiction. This support includes:



Personalized quit plan with interactive exercises, educational videos, and emails



Nicotine patches, gum, or lozenges delivered to the participant's home



Convenient live chat with an expert EX Coach



Dynamic text messages tailored to the participant, including pregnant smokers, tobacco users with chronic conditions, and parents of kids who vape



Wisdom and support from the EX Community, the longest running, active online community for quitting tobacco

**español** Available in Spanish

The EX Program provides quit support for all tobacco use, including smoking, vaping, and chewing/dipping. Visit [www.theexprogram.com](http://www.theexprogram.com) to learn more or see a demo today.