

How Indiana University Health is Helping More Team Members Quit Tobacco with EX Program

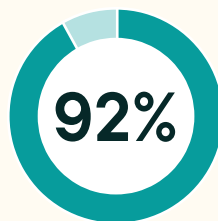
Overview

Indiana University Health (IU Health), Indiana's largest healthcare system, faced a persistent challenge: how to effectively engage employees in quitting tobacco. Recognizing the hidden costs of tobacco—ranging from higher healthcare claims to lower productivity—IU Health sought a solution that could engage individuals at scale.

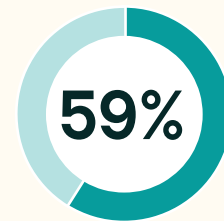
Indiana ranks 35th in overall health in the U.S., with tobacco use contributing significantly to chronic disease and preventable deaths. For Indiana alone, tobacco use costs the state **\$3.4 billion annually in healthcare expenses**.

IU Health, with 38,000 team members across 16 hospitals, recognized the need to reduce tobacco use among its workforce as part of its broader Healthy Communities initiative. An assessment in 2024 revealed:

The Challenge



92% of IU Health patients were **screened twice yearly** for tobacco use



IU Health conservatively serves 59% of **Indiana's adult tobacco users**

445,245 tobacco users **were identified** within IU Health's system

The scale of the issue demanded a modern, data-informed approach to tobacco cessation.

The Solution: EX Program

After limited success with an initial digital cessation app (**25% quit rate among ~700 users**), IU Health launched EX Program in May 2024. Unlike the earlier solution, EX Program provided:



Direct outreach to team members, instead of only relying on clinical referrals and internal wellness messaging



Free nicotine replacement therapy, mailed directly to the participant's home

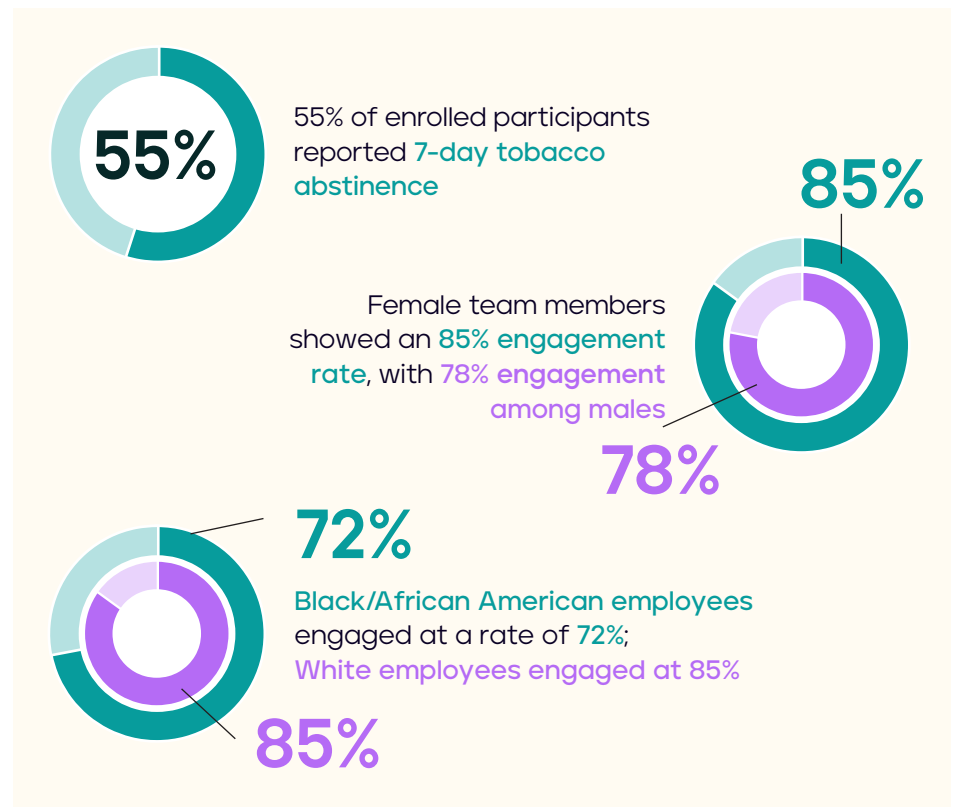


Ongoing Client Success expert guidance, a robust analytics dashboard accessible anytime, and co-branded, year-round promotional strategies for administrators

With EX Program, team members can self-enroll, track progress, and earn rewards for meeting cessation milestones.

Within the first year of launching EX Program at IU Health:

Early results



Engagement was especially high among team members aged 25-64

Lessons for other healthcare systems

IU Health's success with quitting tobacco offers a roadmap for other organizations:

1. **Go digital-first:** Modern workforces respond well to mobile and web-based solutions.
2. **Integrate, don't isolate:** Make tobacco cessation a visible part of your broader wellness mission.
3. **Use targeted incentives:** While not a standalone driver, incentives nudge registration and meaningful participation.
4. **Leverage data:** Ongoing evaluation and measurement keep the program aligned with health goals.
5. **Choose the right partner:** An expert tobacco cessation vendor that anticipates challenges, delivers innovation, and accurately tracks outcomes makes all the difference.

What's next

Following the success with team members, IU Health is now expanding EX Program to primary and specialty care patients in 2025—continuing its mission to reduce tobacco use system-wide.

The takeaway

IU Health's story proves that quitting tobacco isn't just a health decision—it's a strategic investment in workforce wellness. **With strong engagement and a 55% 7-day abstinence rate**, EX Program has become a key part of IU Health's wellbeing strategy.

Is your healthcare system ready to help more people quit tobacco?

Let's talk. Reach out to learn more or request a demo of EX Program at www.theexprogram.com.



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