



Paychex *Measuring Outcomes*

Tobacco-related illness is the leading cause of preventable death in the United States, accounting for approximately 20% of all deaths annually. In addition, smoking-related medical expenses cost employers an extra \$2,132 per smoking employee per year.¹ In response to growing evidence that tobacco cessation programs improve employee health and yield cost savings to employers, many companies have begun implementing workplace smoking cessation programs.

The National Business Coalition on Health (NBCH) has developed a series of case studies profiling employers that have successfully implemented such programs in an effort to share best practices and lessons learned.

Background

For over 35 years, Paychex has helped millions of business owners and managers with payroll, human resources, and benefits outsourcing solutions. Recognized as a top national provider of these business solutions, Paychex is headquartered in Rochester, NY, with more than 12,000 employees and more than 100 locations across the country.

Promoting Wellness

“Providing the services to help our employees live well-balanced, healthy lives has been key to our company’s growing success.” Bob Merberg, Wellness Program Manager

Paychex promotes a culture that fosters all the dimensions of good health, integrating outstanding medical coverage with a comprehensive initiative – Active Health – that supports and rewards employees for making wellness a priority.

In order to participate in Active Health and have access to the richest medical benefit plans, employees must either be tobacco free or must participate in the tobacco cessation program (Quit For Life®) provided by Paychex at no cost to employees. If employees choose not to meet this and other Active Health requirements, they are given only one medical coverage option – one associated

¹ Centers for Disease Control and Prevention. Annual smoking-attributable mortality, years of potential life lost, and economic costs – United States, 1995-1999. *Morbidity and Mortality Weekly Report* 2002; 51(14); 300-03. Adjusted to 2008 dollars.

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with relatively higher out-of-pocket expenses.

In a departure from conventional models in which employees simply pay a "tobacco differential" for the medical plan, Paychex provides a completely different plan designed for tobacco users. This strategy helps reinforce employees' understanding of the interdependencies between their behaviors, their health, and their health care costs.

In its first year, 87% of Paychex's 12,000+ employees (93% of employees enrolled in Paychex medical coverage) participated in Active Health, and almost all health-risk indicators showed measurable improvement across the employee population.

Implementing a Tobacco Cessation Program

In October 2007, Paychex started to lay the foundation for Active Health by implementing a comprehensive smoking cessation program that bolstered its existing smoking-related benefits.

To deliver this program and integrate it into its overall wellness plan, Paychex enlisted Free & Clear, Inc., a highly specialized tobacco treatment provider that uses a clinically proven, comprehensive approach to treat physical addiction, psychological dependence, and behavioral patterns.

Quit For Life Program

Free & Clear's treatment sessions are designed to help the smoker create and adhere to an individualized quit plan that reflects smoking history, previous quit attempts, and specific behaviors. In addition, Free & Clear provides stage-appropriate, individualized encouragement and support to participants.

Program resources include:

- Toll-free, in-depth telephone counseling support services with a professional Quit Coach® scheduled at the participant's convenience to discuss topics including:
 - Triggers that lead to smoking
 - History of past quit attempts
 - Level of interest in quitting
 - Myths or misconceptions about quitting
 - Appropriate use of tobacco cessation medications
 - Need for support from friends, family, and co-workers

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- Unlimited toll-free telephone access to Quit Coaches® for the duration of their treatment program
- Recommendations on the type, dose, and duration of medication, if appropriate
- A Quit Kit of materials to help the participant quit tobacco through active self-management
- Access to print and online information, including:
 - Workbooks that address different stages of readiness to quit, written with a health literacy expert
 - Materials geared toward specific populations, such as smokeless tobacco users, pregnant smokers, and Spanish-speaking participants
 - WebCoach™ online community with e-learning tools, social support, and information about quitting
- Follow-up to assess satisfaction and outcomes

To support the introduction of Quit For Life, Paychex rolled out an extensive communication effort over several months, including:

- Posters, newsletters, and benefit announcements
- Brochures and Paychex-branded giveaways at open-enrollment events
- Home mailings, e-mails, and Intranet postings
- Management previews for supervisors and managers
- A network of Wellness Champions throughout the company to announce the program at meetings and other venues

In addition, Paychex offers employees a 50% reimbursement for tobacco cessation-related expenses. Many employees use this to minimize the cost of co-payments, in the event they choose to use a prescription cessation aid.

Outcomes

By January 2008—just 3 months postimplementation—512 employees had enrolled in the program. As of May 2009, 1,503 employees (39% of estimated tobacco users) were enrolled.

To track the success of the program, Paychex worked with Free & Clear to conduct a survey of enrollees. The survey revealed the following quit rate and satisfaction results:

- Lifetime of the program quit rate: 44.5% (responder rate)
- Estimated quitters: 669

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- Lifetime of the program satisfaction: 94%

Initial analysis indicates that Paychex has already achieved a positive return on investment with its tobacco cessation program.

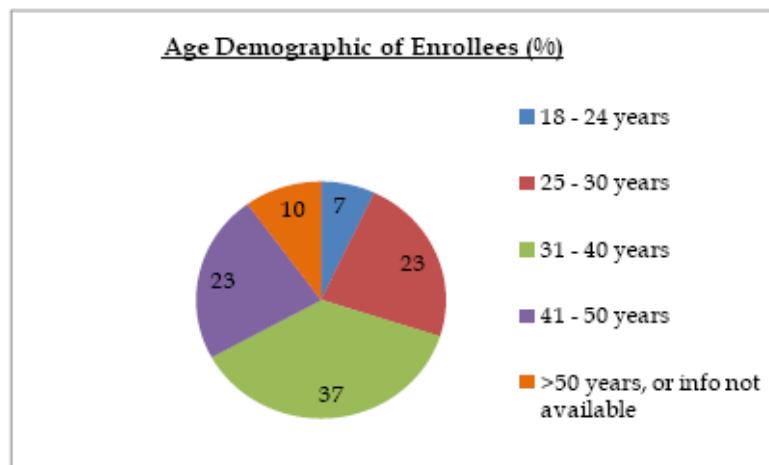
Additional demographic information on enrolled population:

- 1,373 (91% of total enrollments) are employees, 130 (8.6% of total enrollments) are spouses/dependents
- Most enrollees heard about the program through the Intranet (14%), a co-worker (16.5%), customer/member service (6.4%), family member or friend (5.8%), or e-mail (5.7%)
- 64% of enrollees are female
- At enrollment, 70% of enrollees said they were in the “preparation” stage of quitting, meaning they were ready to set a quit date in the next 30 days; 14% were in the “contemplation stage,” meaning they were preparing to set a quit date in the next 6 months; and 10.6% said they were taking action, meaning they’ve been quit between 24 hours and 6 months

Web Coach statistics:

- 95% received Web accounts
- 35% of individuals with Web accounts logged in at least once
- Lots of activity in discussion forums: 260 forum posts submitted by Paychex participants

The following graph shows enrollees by age category:



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Paychex is continuing to evaluate its tobacco cessation program and will implement the results into future program components.

Lessons Learned

Paychex recommends the following to achieve success:

- Use a specialty vendor to provide proven support and counseling
- Remove barriers to access for employees
- Provide program information to employees who continue tobacco use
- Reward *active* participation in the tobacco cessation program

CDC Guidelines

This case study illustrates one example along the broad spectrum of steps employers have taken to improve the health and quality of life of their employees while protecting their company's own financial health. The U.S. Centers for Disease Control & Prevention recommends the following actions for a comprehensive smoking cessation benefit:

- Cover at least 4 counseling sessions of at least 30 minutes each, including telephone and individual counseling sessions
- Cover all FDA-approved nicotine replacement products and tobacco cessation medications²
- Provide counseling and medication coverage for at least two smoking cessation attempts per year
- Eliminate or minimize co-pays or deductibles for counseling and medications³

This case study was developed by NBCH as part of an educational initiative supported by Pfizer Inc. More about this project is available at www.nbch.org.

² Centers for Disease Control and Prevention. Best Practices for Comprehensive Tobacco Control Programs. Available at: http://www.cdc.gov/tobacco/tobacco_control_programs/stateandcommunity/best_practices/00_pdfs/2007/best_practices_2007.pdf. Accessed January 11, 2008.

³ http://www.cdc.gov/tobacco/quit_smoking/cessation/00_pdfs/ReimbursementBrochureFull.pdf

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