

# THE FINISH LINE



**A Smoking  
Cessation Solution**

**989-583-6800**



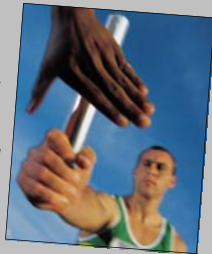
**Are you  
ready to  
reach the  
Finish Line?**

- ◆ In the past, have you made several attempts to quit smoking and were unsuccessful?
- ◆ Are you planning on quitting smoking within the next couple of months?
- ◆ Would you like to lower your risk of several forms of cancer and reap the benefits of a smoke-free lifestyle?
- ◆ Do you think you could successfully quit if you had more support and didn't have to do it alone?

**If you answered “YES” to any of these questions you are ready for The Finish Line!**

**Picture yourself  
living smoke-free.**

**PURPOSE:** The Finish Line Smoking Cessation Solution is part of Synergy Medical's commitment to community wellness. This program intends to provide smokers who are ready to quit with the knowledge, tools and motivation to break the habit.



### The TRUE Cost of Smoking

Costs reflect nationwide, industry averages based on smoking just one pack of cigarettes per day

Cost of Cigarettes		
\$170 per month	\$2,040 per year	
Health Insurance Increases		
\$35 per month	\$420 per year	
Life Insurance Increases		
\$120 per month	\$1,440 per year	
Homeowners Insurance Increases		
\$45 per month	\$540 per year	

### YOU COULD SAVE

**\$370 per month \$4,440 per year**

Statistics from "The High Cost of Smoking" on [moneycentral.msn.com](http://moneycentral.msn.com)



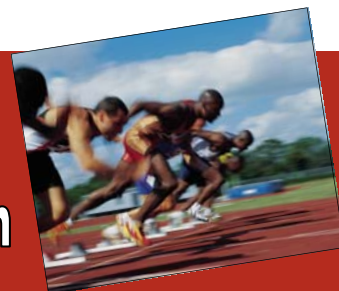
**What would you do with**

**an extra \$4,400 a year?**

# Did You Know?

- ◆ Tobacco use is the leading cause of preventable illness and death in the United States.
- ◆ Quitting smoking will help you stay youthful looking with whiter teeth, nails, eyes, and healthier skin.
- ◆ Smoking reduces your lifespan by about 14 years.

**How could you spend an extra 14 years of your life?**



### The Finish Line will help you quit successfully by:

- ◆ Offering medical services that will monitor your health
- ◆ Providing counseling and support to build motivation and assist with stress management
- ◆ Providing education during a 4-part lecture series
- ◆ Offering tips and suggestions on how to resist cravings and ease withdrawal symptoms.
- ◆ Supplying the first month of the prescription medication Chantix  
\*\*for option two participants only \*\*



OPTION ONE	VALUE
Four Professional Lectures	\$300
Two Spirometry Tests	\$550
One Nurse Visit	\$33
Counseling Sessions	\$60
<b>TOTAL VALUE</b>	<b>\$943</b>
<b>COST TO YOU</b>	<b>\$149</b>
<b>YOUR SAVINGS</b>	<b>\$794</b>

OPTION TWO	VALUE
Four Professional Lectures	\$300
Two Spirometry Tests	\$550
One Nurse Visit	\$33
Counseling Sessions	\$60
One month supply of Chantix	\$150
Chantix Coupon Vouchers	\$20
<b>TOTAL VALUE</b>	<b>\$1113</b>
<b>COST TO YOU</b>	<b>\$299</b>
<b>YOUR SAVINGS</b>	<b>\$814</b>

- Spirometry Tests measure breathing and lung efficiency.
- Prescription Chantix works to block the effects of nicotine in the brain, greatly improving your chances to successfully quit smoking.