



A cigarette is a con artist that tricks your brain's reward system and holds it hostage by making it dependent on a false sense of pleasure. Find your way to a smoke free life with Breathe™.

Breathe™, provided for you by Mercy Health Plans is the only program that takes your unique needs and characteristics to promote an effective method for quitting. Fifty-two percent of Breathe participants found real pleasure in quitting successfully.

Breathe™, an online smoking cessation tool, is crafted by a team of experts including a physician, a health coach, and a psychologist. Just like a good health care team, your virtual experts will get to know you through an on-line interview. Then, based on your responses, you will receive a personalized program to help you quit smoking. Your program will focus on your unique needs: your motivation, your confidence, your prior quit attempts, sources of support, barriers, and more. Even better than a "live" healthcare

team, you will have access to Breathe™ anytime, anywhere online!

Your Breathe™ program includes:

- Your Personalized Plan for Success
- Medical Library for Motivation
- Smoke-U-Later Tool to Calculate How Much You'll Save by Quitting
- And so much more!

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POWERFUL MEDICINE