

Roswellness InhaleLife

Frequently Asked Questions



We are pleased to offer the Roswellness InhaleLife Program for eligible members through the Community Wellness Program. The following information should answer any questions you may have about the Roswellness InhaleLife Program. If you have additional questions, please call Customer Service at the number on your identification card.

What is the Roswellness InhaleLife Program?

The Roswellness InhaleLife Program is a scientifically based program that has helped people quit tobacco successfully for over 10 years. Roswellness InhaleLife uses a comprehensive approach to effectively address all three aspects of tobacco dependence: physical, psychological and behavioral.

What does the Roswellness InhaleLife Program include?

The Roswellness InhaleLife Program includes up to four scheduled phone-based treatment sessions in English or Spanish with a professional quit coach. You can also call in to the program as many times as you want during the year. The quit coach works with you one-on-one to develop a tailored quit plan and provides guidance and support during the quit process. The program includes:

- Phone-based treatment sessions scheduled at your convenience
- Unlimited toll-free telephone access to the quit coaches for the duration of the treatment
- Recommendations on type, dose, and duration of medication if appropriate
- Fulfillment of nicotine replacement therapy (such as the patch, gum or lozenge)
- A Quit Kit of materials designed to help you quit tobacco through active self-management

Who is eligible for the program?

Members of BlueCross BlueShield of Western New York with the Community Wellness benefit, and who are at least 18 years of age, are eligible for the Roswellness InhaleLife Program. Contact Customer Service at the number on your identification card to verify you are eligible for the benefit.

How much does it cost to participate in Roswellness InhaleLife?

The Roswellness InhaleLife Program is free of charge to eligible members.

How do I obtain nicotine replacement therapy (NRT) such as the patch, gum or lozenge?

A quit coach will discuss with you the most effective course for helping you quit tobacco. The quit coach will determine which type and dose of over-the-counter NRT will help you successfully quit tobacco. Research has shown that these products are much more effective when used in conjunction with behavior counseling.

Roswellness InhaleLife will mail the NRT directly to your house. There is no out-of-pocket cost for using over-the-counter forms of the patch, gum or lozenge through the Roswellness InhaleLife Program.

Are prescription smoking cessation aids available through Roswellness InhaleLife?

If appropriate to help you quit tobacco, a quit coach will make a recommendation for prescription medication. If your doctor agrees with the recommendation, your doctor will prescribe the medication for you.

What about other forms of tobacco besides cigarettes?

The Roswellness InhaleLife Program is tailored to meet your needs. Whatever the tobacco type—cigarettes, cigars, pipes or even smokeless tobacco— Roswellness InhaleLife quit coaches will work with you to design an effective quit plan that meets your needs.

How do I enroll in the Roswellness InhaleLife Program?

You can call 1-877-500-2393 to get started. Please have your member identification card available when you call. A registration specialist will verify program eligibility and send you a Quit Kit of materials to help you quit tobacco through active self-management. During registration, you will also have the opportunity to schedule a phone-based treatment session with a professional quit coach.

How long do the calls take?

The calls from your quit coach usually take 10-20 minutes, with the exception of the first call, which usually takes 25-30 minutes. During the first call the quit coach reviews your tobacco use history, and helps you develop a quit plan, including a recommendation on type, dose and duration of medication if appropriate. If you're not quite ready to quit yet, your quit coach will work with you to help get you closer to making that decision. And you can always call the Roswellness InhaleLife toll-free number if you want additional support between your scheduled calls.

Can I enroll in Roswellness InhaleLife again if I start using tobacco again?

You may enroll in the Roswellness InhaleLife program once every calendar year.

What training do the quit coaches receive?

The Roswellness InhaleLife quit coaches are professionals with a wide-range of educational backgrounds, including psychology, sociology, community health, counseling and social work. Each quit coach receives a multitude of appropriate training when they are hired. Topics covered include all phases of nicotine dependence, assessing readiness to quit tobacco, assessment for and dosing of nicotine replacement therapy and prescription stop smoking aids, counseling techniques, proven quitting strategies and customer service skills.

Is Roswellness InhaleLife the only smoking cessation treatment program available?

No, we have partnered with a number of smoking cessation treatment programs throughout Western New York. For a complete listing of smoking cessation programs visit the Health & Wellness section of our web site or call the Customer Service phone number listed on the back of your identification card.