

inhale life and live tobacco-free



BlueCross BlueShield of Western New York has partnered with Roswell Park Cancer Institute to offer eligible members the Roswellness InhaleLife Smoking Cessation Program.

FREE with program enrollment:

- Phone-based treatment with a professional quit coach
- A kit of materials to help keep you on track
- Nicotine replacement therapy – including gum, lozenges, or the patch

To enroll, call the Roswellness InhaleLife toll-free number 1-877-500-2393, or you can access the online enrollment page at nysmokefree.com.

REGISTER AT
1-877-500-2393

bcbswny.com/healthandwellness



**BlueCross BlueShield
of Western New York**

A division of HealthNow New York Inc., an independent licensee of the BlueCross BlueShield Association.

The smoking cessation program is administered by Roswell Park Cancer Institute, an independent, nationally recognized cancer center.

