

# Cessation Webcast Series

A Call for  
**ACTTION**

**For Employers, Insurers  
& Benefits Managers**

The National Working Group's Cessation Webcast Series will highlight the critical role that employers, insurers and benefits managers can play in fostering access to and coverage for comprehensive tobacco cessation treatments for smokers looking to quit.

## *A Good Investment in a Bad Economy: The ROI Case for Helping Your Members and Employees Quit Smoking*

*1:00 – 2:00 p.m. (ET) on September 17, 2009*

This program will bring together industry leaders, tobacco control experts and health providers to address: innovative and effective strategies for health insurance plans to implement tobacco cessation programs; how health plan leaders are addressing concerns of employers on the ROI for tobacco cessation plans and services; and the benefits to health insurance plans and employers providing tobacco cessation initiatives.

### *Join Us to Hear from Speakers:*

- *Jeffrey Fellows, PhD*  
— *Investigator: Kaiser Permanente Center for Health Research*
- *Suzanne Falaschetti, MS*  
— *National Care Management, Wellness Program Design, Aetna*

### *Next Webcast:*

*October – Join Partnership for Prevention and the National Business Coalition on Health to discuss the newest eValue8 Report looking at tobacco cessation benefits.*

*The National Working Group for ACTTION is an action-oriented group of national stakeholders brought together to enhance access to evidence-based tobacco-use treatments. The upcoming Webcast is co-sponsored by the organizations listed below.*



[Click here to register for this  
FREE virtual seminar!](#)

