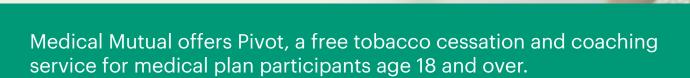


### **PIVOT BREATHE**

# A Modern Tobacco Cessation Program



#### What is Pivot?

Unlike other smoking cessation programs, Pivot doesn't start with quitting. Instead, Pivot focuses on your unique journey through a personalized app with content tailored to your goals, direct access to a human coach, and the popular FDA-cleared hand-held SmartSensor\*, proven to motivate people to quit. That means no classes, phone calls, or obligations — use Pivot when you need it, wherever you need it.

### What is included with Pivot?

Everyone enrolled in Pivot will have support with the following tools and resources:

- FDA-cleared SmartSensor\*
- Free Nicotine Replacement Therapy\* (gum, patches or lozenges)
- Behavioral change Pivot app
- Dedicated health coach
- 24/7 supportive community
- Tools and challenges to curb cravings



## How do I get started?

Scan the QR code or visit pivot.co/medmutual

scan me





# What happens after I complete the Pivot program?

You must complete at least 6 activities per week for a total of 6 weeks (not consecutive) to satisfy your program goal.

#### **ENGAGEMENT INCLUDES:**

- Completing a Pivot lesson or activity
- Engagement in a coaching interaction
- Sampling with CO Sensor
- Posting in Pivot's online community
- Ordering NRT
- Advancing status between Learn, Reduce, Quit, or Maintain
- Setting a Quit Date
- Quit (self-attested or CO validated)

# How do I get started?

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scan me





If you have questions about the Pivot program or need technical support once in the program, please reach out to **support@pivot.co**.

\*The SmartSensor and Nicotine Replacement Therapy are for those who smoke combustible cigarettes.