



TAKE THE FIRST STEP TOWARDS QUITTING OR REDUCING SMOKING. PIVOT FIRST. QUIT WHEN YOU'RE READY.

Blue Cross and Blue Shield of North Carolina (Blue Cross NC) is collaborating with Pivot to offer a different type of quit smoking program—one that uses innovative technology and clinically-proven strategies to help people reduce and ultimately quit smoking. With Pivot there is no obligation to set a quit date. Participants set their own pace, building skills and motivation along the way.

Blue Cross NC is providing Pivot at no additional cost for eligible members.

LEARN MORE

Visit pivot.co/BlueCrossNC8 with registration code **BlueCrossNC**.

Or text **BlueNC8** to **31996**.



BlueCrossNC.com



BlueCross BlueShield
of North Carolina

PIVOT

WHY PIVOT WORKS.

Pivot's unique approach celebrates everyday progress over perfection, leading to higher success rates overall.



Pivot App: Learn and practice

Personalized daily activities and challenges that are built for busy schedules. Based on years of research conducted by physicians, clinicians and behavioral scientists.



Nicotine Replacement Therapy: Reduce cravings

Free quit smoking products, proven to increase the chances of successfully quitting—order in the app and have them delivered directly to your door.



The Pivot Breath Sensor: Track progress

Track changes in your breath day-to-day. Visualize progress and see how even small changes can have major impacts on carbon monoxide levels.



Support and Guidance: Available when needed

You can tap into Pivot's active user community for collective wisdom, or text with a tobacco cessation expert for personalized support, help dealing with triggers and proven strategies for success.

For those who prefer a telephone based program, Blue Cross NC continues to offer QuitlineNC. Available 24x7, QuitlineNC quit coaches offer support and resources including NRT like patches, gum and lozenges at no extra cost. Call QuitlineNC today at 1-844-8NCQUIT (1-844-862-7848).

1. Initial Assessment of a Comprehensive Digital Smoking Cessation Program That Incorporates a Mobile App, Breath Sensor, and Coaching: Cohort Study, Marler, et al., JMIR Mhealth Uhealth, 2019, Vol. 7 Iss. 2, <https://mhealth.jmir.org/2019/2/e12609/>
2. Red Antler Marketing Agency, (September 12, 2019), "Research Findings on the Pivot program", Retrieved from Red Antler database

Blue Cross NC provides Pivot by Carrot and QuitlineNC for your convenience and is not liable in any way for services received. Decisions regarding care should be made with the advice of a doctor. Blue Cross NC reserves the right to discontinue or change these programs at any time. Carrot and QuitlineNC are separate companies that are solely responsible for the services they provide. Carrot and QuitlineNC do not offer Blue Cross or Blue Shield products or services.

BLUE CROSS®, BLUE SHIELD®, and the Cross and Shield symbols are registered marks of the Blue Cross and Blue Shield Association, an association of independent Blue Cross and Blue Shield plans. All other marks and trade names are the property of their respective owners. Blue Cross and Blue Shield of North Carolina is an independent licensee of the Blue Cross and Blue Shield Association. U36797, 9/20



"Pivot made it possible to quit at my own pace. I was not intending to even quit smoking in the beginning... and I ended up quitting smoking."

Tony C. | 57

78%

of Pivot users decreased their number of cigarettes per day.¹

81%

of users said Pivot was the best quit program they had ever tried.²

LEARN MORE

Visit pivot.co/BlueCrossNC8

with registration code

BlueCrossNC.

Or text **BlueNC8** to **31996**.



[BlueCrossNC.com](https://www.bluecrossnc.com)



**BlueCross BlueShield
of North Carolina**

PIVOT