

## Online Smoking Cessation Support

In the United States, 70 percent of all adult smokers say they want to quit smoking and half will try each year. QuitNet®, which operates in association with Boston University, has helped tens of thousands to quit through its online community of smokers and ex-smokers. Operational since 1995, QuitNet® brings proven scientific methods to the web to deliver personalized content, intensive social support, expert advice, and pharmaceutical product information to tobacco users. It is the recipient of over two dozen awards for public service, including being named as one of the web's top 10 healthcare web sites by *Healthcare Online for Dummies*.<sup>1</sup>



Oxford® is excited to offer Members discounted membership through our *Healthy Bonus*® program. Oxford Members can purchase a lifetime membership in QuitNet® for \$65, a 35 percent discount off the regular annual membership of \$99. Visit [www.quitnet.com/Oxford](http://www.quitnet.com/Oxford) to find out more about this offer, and the resources available from QuitNet®.



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<sup>1</sup> *Healthcare Online for Dummies* "Top Ten Health Sites" 2001