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Michigan Tobacco Quitline - Return on Investment

Satisfaction Rate¹	95.4%
Quit Rate¹	26.1%
Quits in 2010 (Imputed) 6,221 participants enrolled in 12 months x 26.1%	1, 624 tobacco users
Annual Savings (Imputed) <ul style="list-style-type: none"> • Medical: \$2,140 x 1,624 = \$3.5M • Worker’s Compensation: \$1,747 x 1,624 = \$2.8M • Lost Productivity²: \$962 x 1,624 = \$1.6M 	\$7,874,776 (\$7.9M)
Amount Spent \$181 average per participant	\$1,125,000
Return on Investment	\$6,749,776 (\$6.7M)

¹Source: Michigan Tobacco Quitline FY2010 Quit & Satisfaction Rate Report

²Does not include smoking breaks which can equal 1 month of lost work time per year (average of 4 x 10 minute breaks per day) or adverse effect of secondhand smoke