



HOW A NC COMPANY CUT HEALTH COSTS AND BOOSTED WELL-BEING

The Power of a QuitlineNC Partnership: A Winning Model for Employee Health and Business Success

In North Carolina's manufacturing industry, commercial tobacco use continues to take a serious toll on employee health, workplace productivity and company insurance costs. At Rock House Farm Family of Brands (RHF), a self-insured company with 1,600 employees, these impacts were becoming increasingly difficult to ignore — especially amid rising claims tied to tobacco-related illness and higher smoking rates typical of the furniture manufacturing sector. Employees who use tobacco or a nicotine-containing product pay a higher insurance premium, but this has not proven successful in incentivizing RHF employees to quit.

Company concerns about employee tobacco use came to a head in 2021 during the COVID-19 pandemic because of the compounding respiratory effects of COVID-19 and tobacco use. The solution? RHF partnered with QuitlineNC to offer employees free, personalized, and evidence-based cessation counseling and nicotine replacement therapy, when appropriate.

QuitlineNC delivers measurable value: for every \$1 invested, employers can expect an estimated \$4 return in future health care savings. That's because QuitlineNC consistently helps people quit — achieving quit rates as high as 35%, compared to just 5% for those who try on their own. One RHF employee summarizes their success using QuitlineNC:

"I had tried many times throughout the years to quit on my own, but every time something would trigger me to pick up cigarettes and start smoking again, usually a stressful life event. I was skeptical at first about calling Quitline NC but I'm so glad I did. The coaches were really great to work with and encouraged me to text them any time, which I definitely had to do a few times when I was having a weak moment. I've stayed quit now for 18 months." - RHF Employee

"It's a win-win," says Benefits & Wellness Coordinator Kelsey Kindley Pfaff. "Employees feel supported and empowered, and the company gains a healthier, more resilient workforce." RHF's experience shows that investing in tobacco cessation is more than good health policy — it's smart business. Employers across North Carolina can replicate this model and see meaningful results for their employees and their bottom line.

Kelsey Kindley Pfaff, MPH, CHES, Benefits & Wellness Coordinator | Rock House Farm Family of Brands (RHF)
Phone: 828-326-8312 | Email: kpaff@centuryfurniture.com | Website: www.rockhousefarm.com

FOR MORE INFORMATION ON PARTNERING WITH QUITLINENC, CONTACT NATALIE THOMPSON | EMAIL: NATALIE.THOMPSON@DHHS.NC.GOV



NC DEPARTMENT OF
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HUMAN SERVICES**
Division of Public Health

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