

Magellan Health and Click Therapeutics Launch Fully Digital, Integrated and Comprehensive Smoking Cessation Program

Companies will work together to launch other offerings in the future

SCOTTSDALE, Ariz.--(BUSINESS WIRE)-- [Magellan Health, Inc.](#) (NASDAQ: MGLN), a leader in the fastest growing, most complex areas of health, and Click Therapeutics, Inc., a leader in Digital Therapeutics™ solutions, today announced the launch of a unique fully digital, integrated and comprehensive smoking cessation program. The companies have leveraged Magellan's clinical coaching and pharmacy benefit management (PBM) capabilities with Click's technology and machine learning platform, including the mobile application, CLICKOTINE®, to create this all-in-one solution. The full program, including access to a real-time data analytics portal, will be available to Magellan's employer, managed care and government customers. A study published in 2013 reviewed the medical and non-medical costs related to employing a smoker in the United States, and calculated an annual excess cost of more than \$5,800 per employee that smokes.

"We believe that smoking cessation programs must be personalized, easy-to-use and include a combination of both live coaching and mobile solutions to help individuals reach their personal goal," said Lynn Hamilton, senior vice president of employer markets with Magellan Health. "This solution leverages Magellan's expertise in the behavioral health field along with its PBM capabilities, as well as Click's technology and adaptive data science platform, to help change behavior and allow individuals to live a healthier life."

"This collaboration highlights the value of combining the cutting-edge technological and informatics capabilities of Click with Magellan's market-leading solutions for managing behavioral and physical health, providing a broad distribution channel for our innovative solutions," said David Benshoof Klein, co-founder and chief executive officer of Click Therapeutics. "We believe this collaboration will bring value to customers through a reduction in smoking rates, as well as the associated medical conditions and costs."

CLICKOTINE® is a comprehensive smoking cessation platform that works in tandem with Magellan's resources, including access to live coaching, a clinical call center and PBM resources to provide quit aids, including nicotine replacement therapy. The platform empowers individuals to take control of their own health and behaviors, and equips healthcare providers and payers with tools to more effectively and efficiently manage patient care. CLICKOTINE® implements clinically validated mechanisms of action to provide a personalized platform for overcoming nicotine addiction.

Dr. Seth Feuerstein, chief medical officer of medical and digital innovation at Magellan Health, will join Click Therapeutics' board of directors. Feuerstein is a member of the Advisory Board at the Center for Biomedical and Interventional Technology at Yale University, as well as a member of the Yale University School of Medicine clinical faculty. A thought leader in technology, digital health and clinical innovation, Feuerstein is the founder and former CEO of Cobalt Therapeutics, LLC, which was acquired by Magellan Health in 2014.

About Magellan Health: Headquartered in Scottsdale, Ariz., Magellan Health, Inc. is a leader in managing the fastest growing, most complex areas of health, including special populations, complete pharmacy benefits and other specialty areas of healthcare. Magellan develops innovative solutions that combine advanced analytics, agile technology and clinical excellence to drive better decision making, positively impact health outcomes and optimize the cost of care for the members it serves - all within a customer-first culture. Magellan's customers include health plans and other managed care organizations, employers, labor unions, various military and governmental agencies, third-party administrators, consultants and brokers. For more information, visit [MagellanHealth.com](#).

About Click Therapeutics: Click Therapeutics, Inc. engineers, validates, and commercializes Digital Therapeutics™ solutions to benefit people with unmet medical needs through cognitive and neurobehavioral modification. Click Therapeutics™ digital interventions enable change within individuals, and can be used independently or in conjunction with biomedical treatments. The Clickometrics™ adaptive data science platform continuously personalizes user experience to drive cognitive and behavioral outcomes. As the leader in Digital Therapeutics™ solutions, Click Therapeutics is building the brains behind digital health. For more information, visit [ClickTherapeutics.com](#).

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