

Executive Summary

Quit Now Virginia

All Groups and Support Tracks

Current Period: Aug 01, 2025 - Aug 31, 2025

Year-to-Date: Jan 01, 2025 - Aug 31, 2025



293
Enrollments
YTD: 2,390

27
Re-Enrollments
YTD: 238

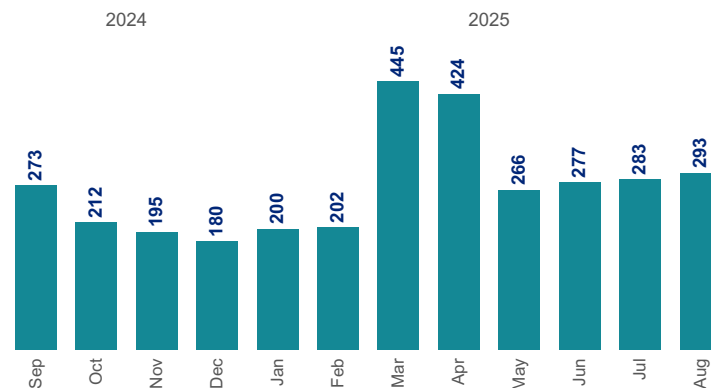


357
Engaged Members
YTD: 2,409

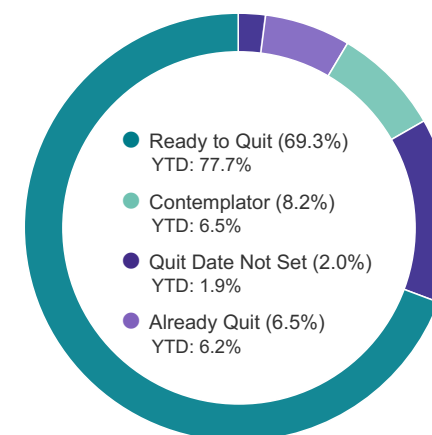
616
Member Interactions
YTD: 5,692
Members can have both
Coaching and Digital
Interactions

146
"Text a Coach" Opt-ins
YTD: 1,416
Personalized coaching tips
and strategies received via
text message.

Monthly Enrollment Trend



Readiness to Quit



Engaged Member Details



77.9%
**Interacted Live
with a Coach**
YTD: 74.6%



300 Coaching Sessions

105 Support Interactions



50.1%*
**Utilized
Digital Tools**
YTD: 68.7%



211 Resources Utilized

*Includes 146 members who opted in for "Text a Coach"

Nicotine Replacement Therapy

12.3%
YTD: 58.4%



**of members sent Nicotine
Replacement Therapies**

Enrollment Summary

Quit Now Virginia

All Groups and Support Tracks

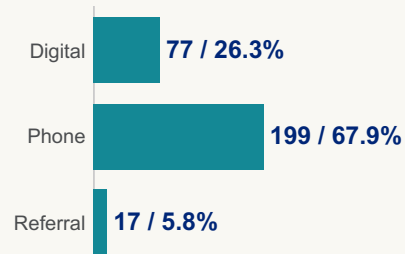
Current Period: Aug 01, 2025 - Aug 31, 2025

Year-to-Date: Jan 01, 2025 - Aug 31, 2025

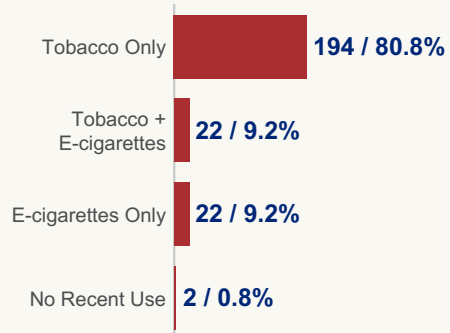


293
Enrollments

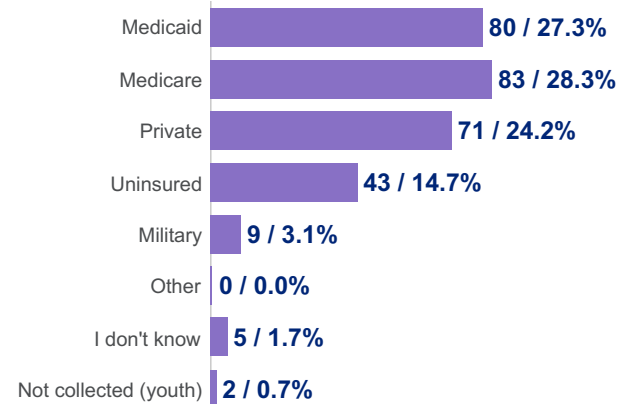
Entry Method



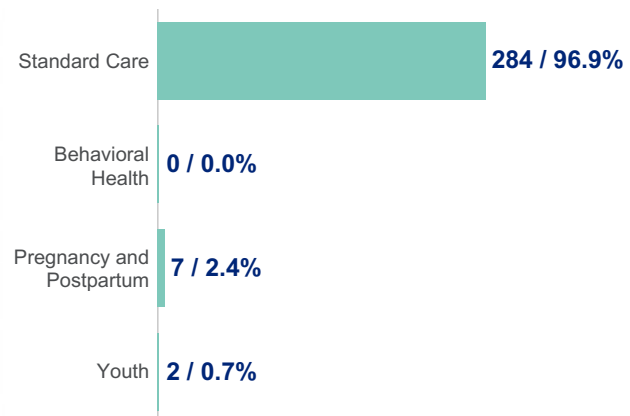
Unique Members by Utilization Type*



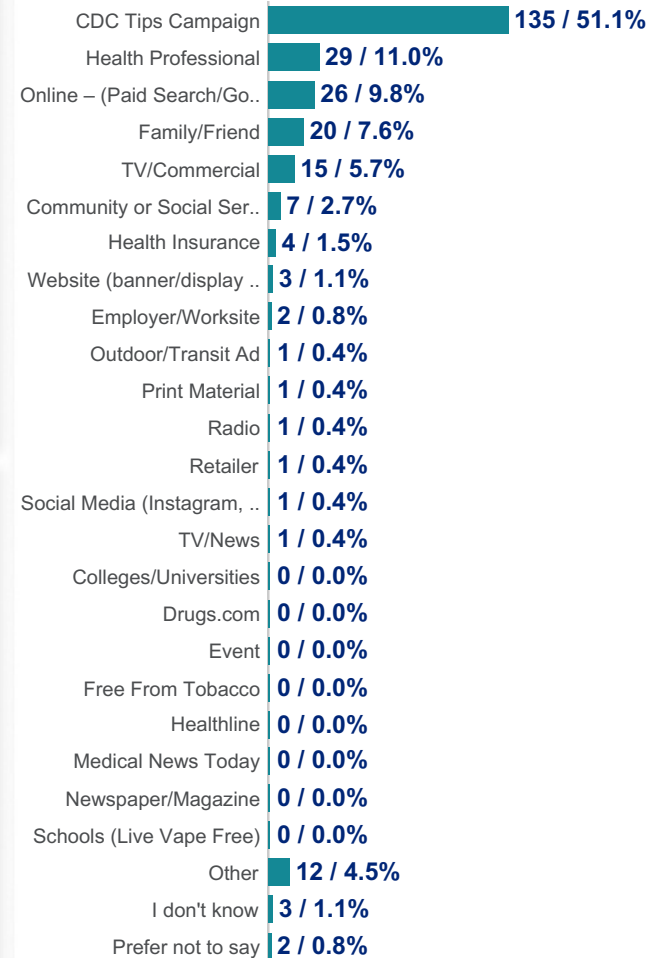
Health Insurance Type



Support Track



How Heard About*



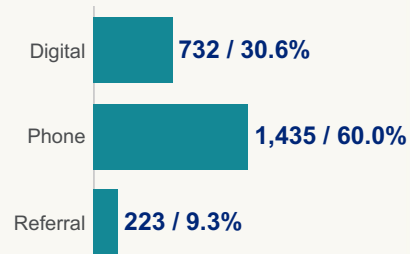
*Metrics are based on surveys completed in the reporting period

Enrollment Summary Year-to-Date

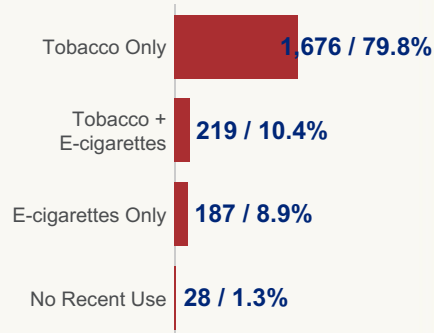


2,390
Enrollments YTD

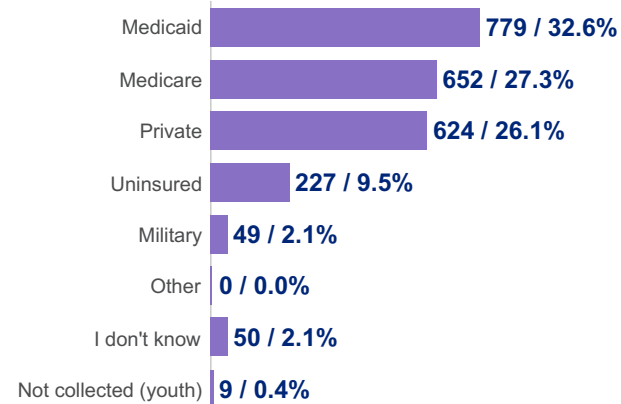
Entry Method YTD



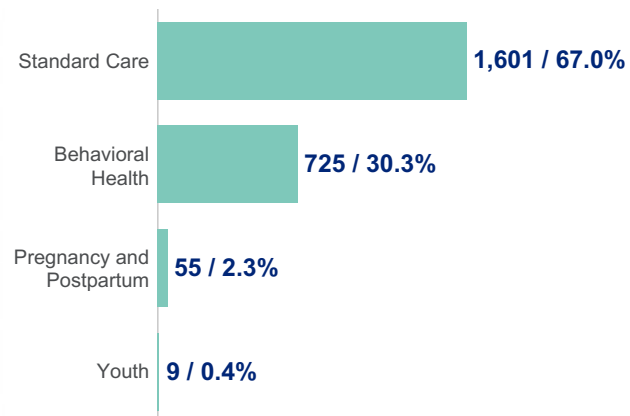
Unique Members by Utilization Type YTD*



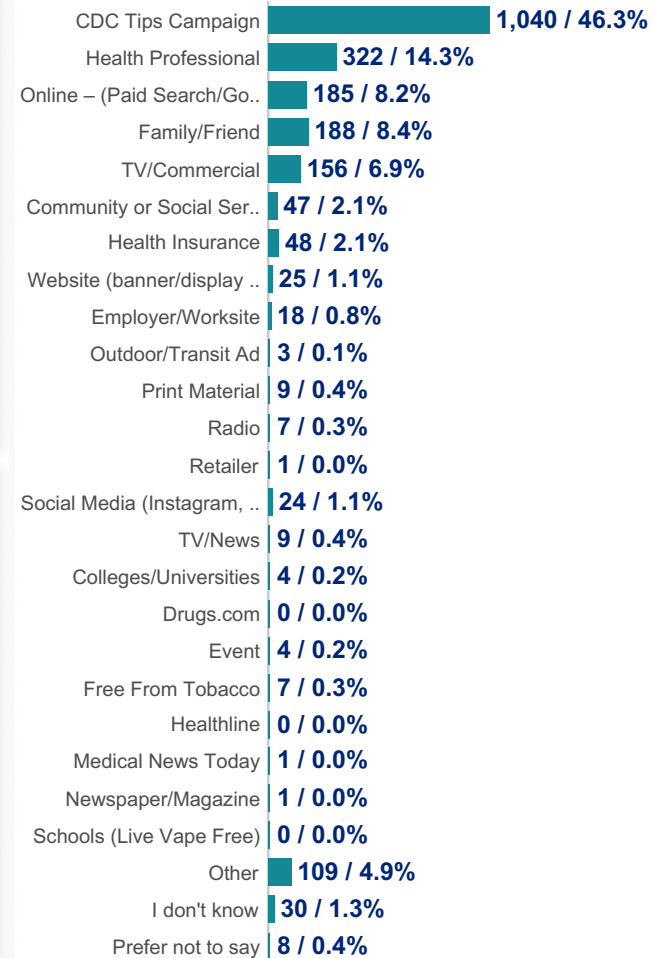
Health Insurance Type YTD



Support Track YTD



How Heard About YTD*



*Metrics are based on surveys completed in the reporting period

Enrollment - Demographics

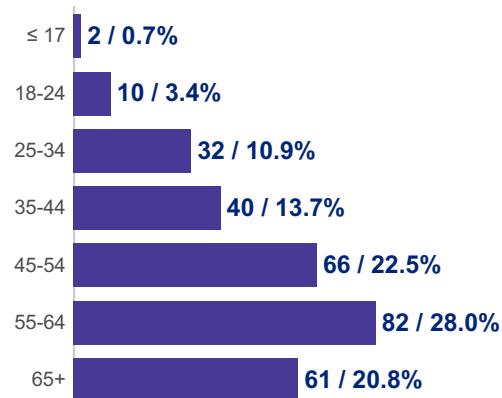
Quit Now Virginia

All Groups and Support Tracks

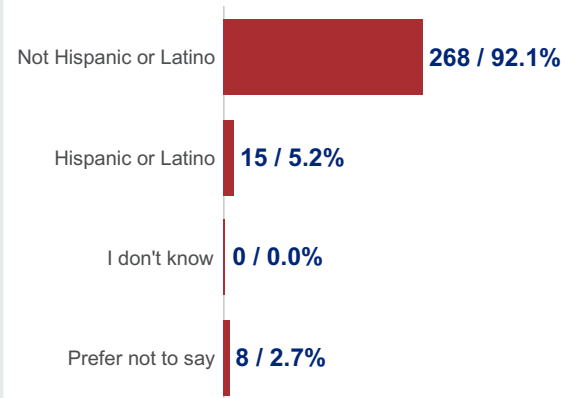
Current Period: Aug 01, 2025 - Aug 31, 2025

Year-to-Date: Jan 01, 2025 - Aug 31, 2025

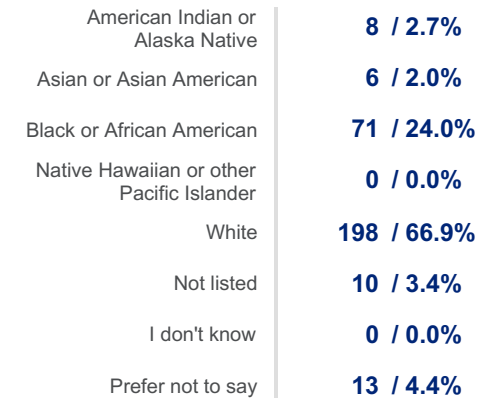
Age Range



Ethnicity*

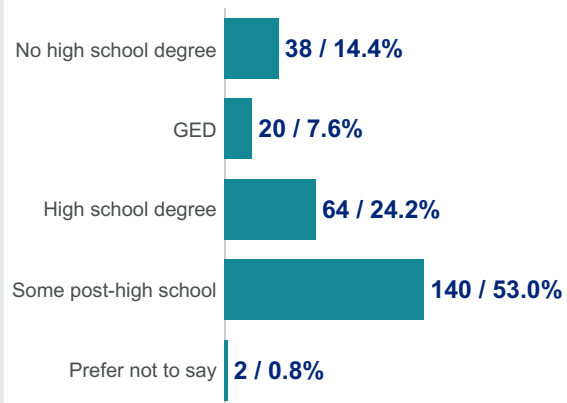


Race*



Members can be counted in multiple categories

Education*



*Metrics are based on surveys completed in the reporting period

Enrollment - Demographics Year-to-Date

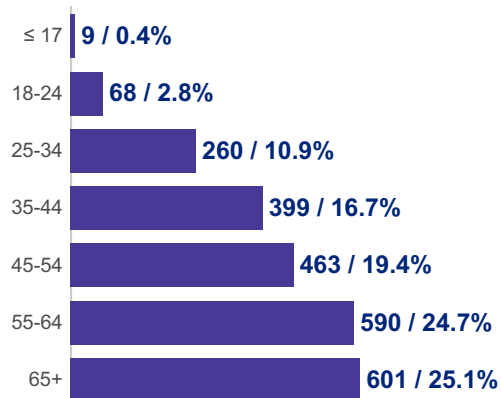
Quit Now Virginia

All Groups and Support Tracks

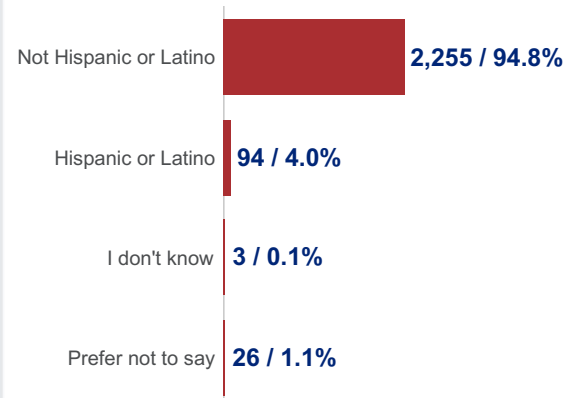
Current Period: Aug 01, 2025 - Aug 31, 2025

Year-to-Date: Jan 01, 2025 - Aug 31, 2025

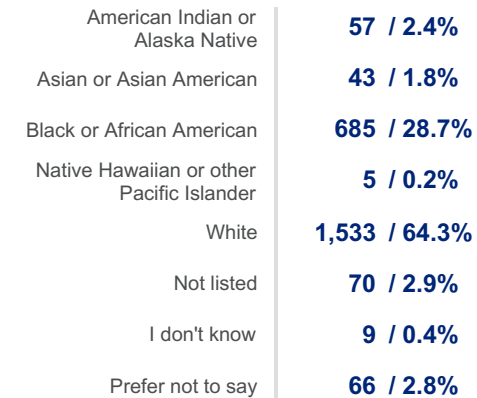
Age Range YTD



Ethnicity YTD*

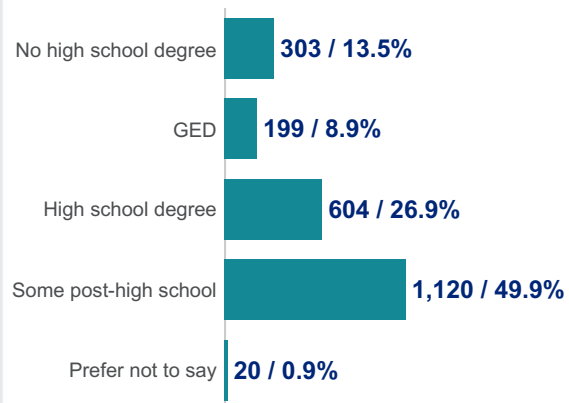


Race YTD*



Members can be counted in multiple categories

Education YTD*



*Metrics are based on surveys completed in the reporting period

Enrollment - Health Status

Metrics are based on surveys completed in the reporting period

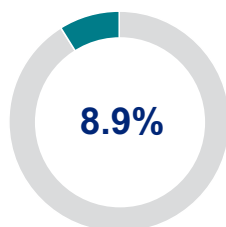
Quit Now Virginia

All Groups and Support Tracks

Current Period: Aug 01, 2025 - Aug 31, 2025

Year-to-Date: Jan 01, 2025 - Aug 31, 2025

Pregnant, Postpartum, or Planning



YTD: 8.5%

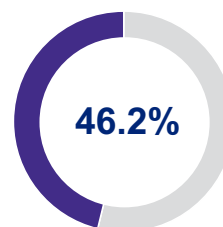
Percent of women aged 18-50 reporting one or more statuses listed below

Pregnancy Status

Given birth within the last 6 months	1
Given birth within the last year	0
Currently pregnant	3
Currently breastfeeding	1
Planning to get pregnant within the next 3 months	3
None of these	79

Members can be counted in multiple categories

Chronic Conditions



YTD: 50.0%

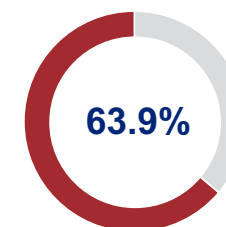
Percent of members reporting one or more chronic health conditions

Top Conditions

Chronic bronchitis (COPD or CLRD)	49
Pre-diabetes	17
Diabetes type 2	16
Diabetes type 1	2
Cancer	21
Stroke	10
Asthma	38
Coronary artery disease (CAD)	12
Heart failure (CHF)	13
Angina or heart pain	7
Irregular heartbeat	27
Heart attack	11
None of these	73

Members can be counted in multiple categories

Behavioral Health



YTD: 58.9%

Percent of members reporting one or more behavioral health conditions

Impacts to Quitting

Members who report one or more behavioral health conditions are asked the follow-up questions,

Do you think this will make it harder for you to quit?

Responses:

Yes	105	Members enrolled in Behavioral Health Support if available
Don't know	36	
No	46	
Prefer not to say	2	

Baseline Tobacco and Nicotine

Metrics are based on surveys completed in the reporting period

Quit Now Virginia

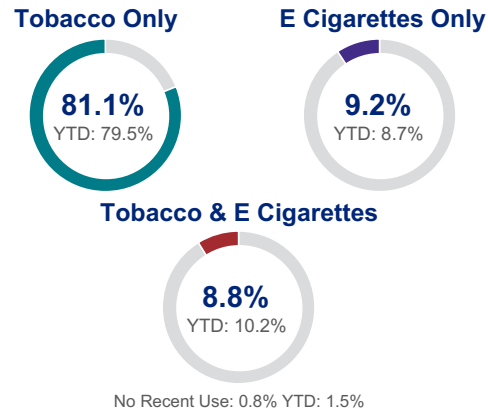
All Groups and Support Tracks

Current Period: Aug 01, 2025 - Aug 31, 2025

Year-to-Date: Jan 01, 2025 - Aug 31, 2025

Tobacco & Nicotine Products Used

Utilization Type

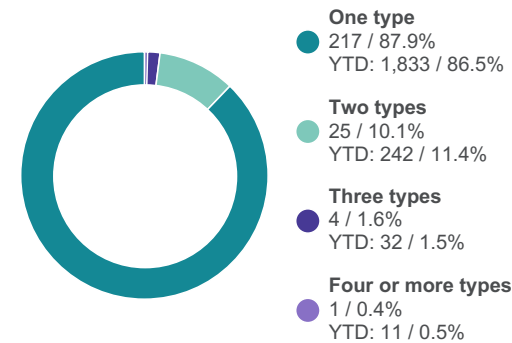


Tobacco & Nicotine Type

	Current	YTD
Cigarettes	212	1,833
Cigars	18	144
E Cigarettes	45	408
Pipe	1	11
Smokeless	5	53
Water Pipes	2	10
Other	0	0
No Recent Use	2	33

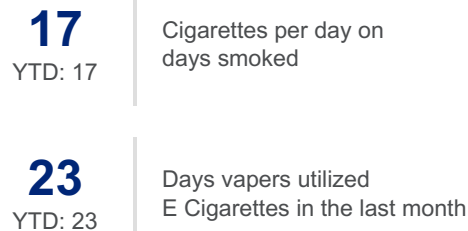
Members can be counted in multiple categories

Product Utilization

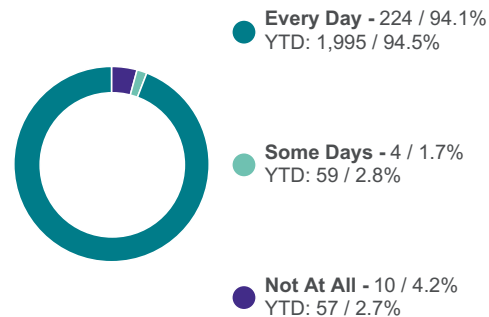


Measures of Nicotine Dependence

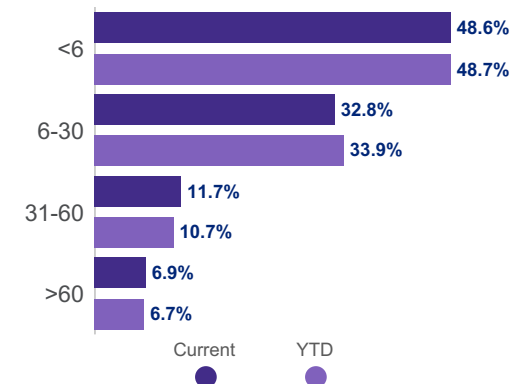
Average Utilization



Utilization Frequency



Minutes to First Use After Waking



Services Summary

Quit Now Virginia

All Groups and Support Tracks

Current Period: Aug 01, 2025 - Aug 31, 2025

Year-to-Date: Jan 01, 2025 - Aug 31, 2025



357

Engaged Members

YTD: 2,409



77.9%

(Members: 278)

Interacted Live

with a Coach

YTD: 74.6% (Members: 1,797)

Coaching
Sessions

300

YTD: 3,143

Support
Interactions

105

YTD: 292



50.1%*

(Members: 179)

Utilized

Digital Tools

YTD: 68.7% (Members: 1,655)

Resources
Utilized

211

YTD: 2,257

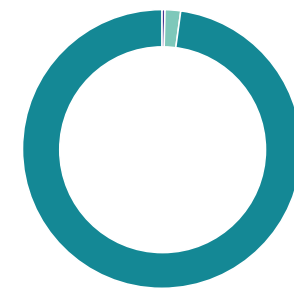
*Includes "Text a Coach" enrollments

Live Coach Interactions

Interaction Modalities

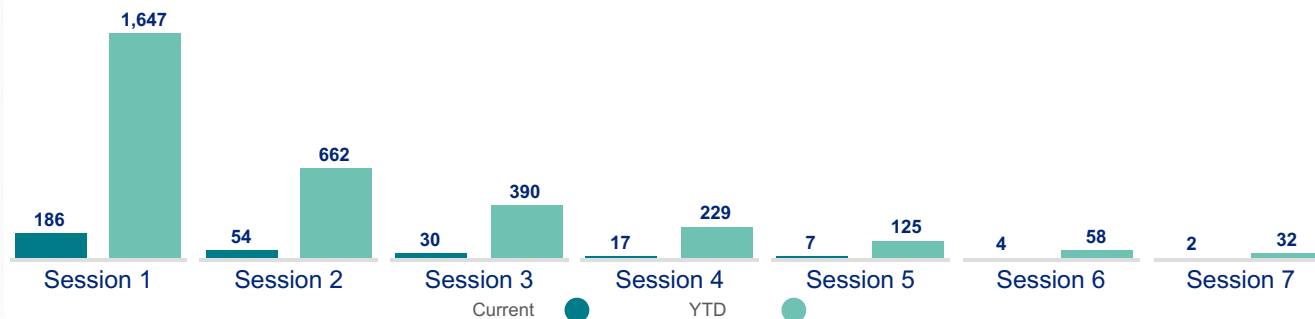
	Current	YTD
Calls	400	3,337
Chats	5	46
Texts	0	12
Group Sessions	0	40
In-Person	0	0

Modality Utilization



- One modality**
272 / 97.8%
YTD: 1,737 / 96.7%
- Two modalities**
5 / 1.8%
YTD: 54 / 3.0%
- Three modalities**
1 / 0.4%
YTD: 6 / 0.3%

Members Completing Coaching Sessions



Nicotine Replacement Therapy (NRT)

Quit Now Virginia

All Groups and Support Tracks

Current Period: Aug 01, 2025 - Aug 31, 2025

Year-to-Date: Jan 01, 2025 - Aug 31, 2025



38

Members Sent NRT

YTD: 1,414



38

Orders Shipped

YTD: 1,426



2

Average Days from
Order to Delivery

YTD: 3



12.3%

of members
sent NRT

YTD: 58.4%

Members Sent NRT Shipments

Shipment 1

37

YTD: 1,411

Shipment 2

1

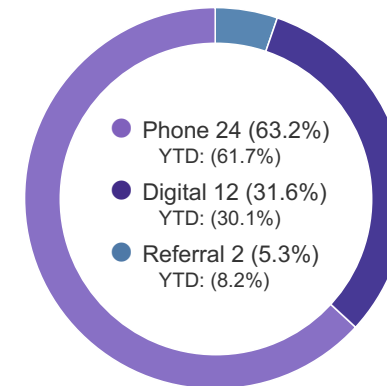
YTD: 15

Shipment 3

0

YTD: 0

Orders by NRT Assessment Method



Orders Shipped by NRT Type

