

# Executive Summary

Quit Now Virginia

All Groups and Support Tracks

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

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



**141**  
Enrollments  
YTD: 3,046

**20**  
Re-Enrollments  
YTD: 341

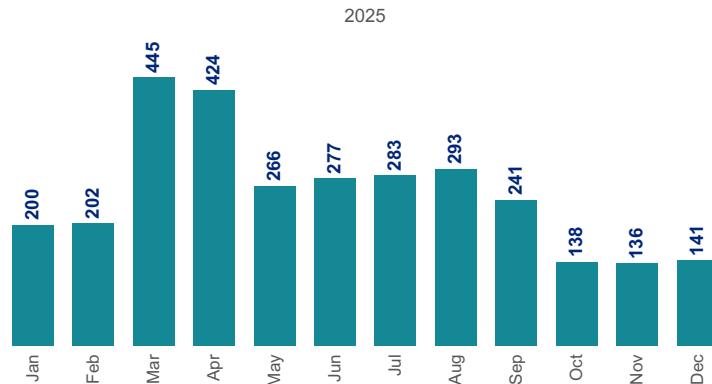


**213**  
Engaged Members  
YTD: 3,038

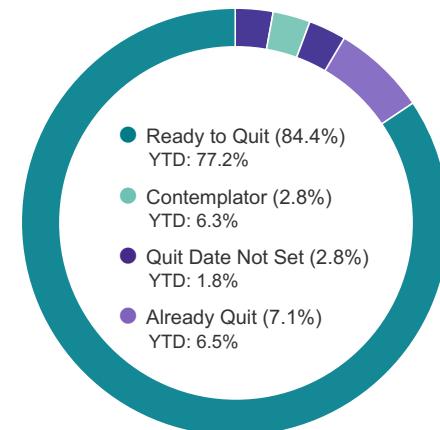
**459**  
Member Interactions  
YTD: 7,309  
Members can have both  
Coaching and Digital  
Interactions

**82**  
"Text a Coach" Opt-ins  
YTD: 1,797  
Personalized coaching tips  
and strategies received via  
text message.

## Monthly Enrollment Trend



## Readiness to Quit



## Engaged Member Details



**86.4%**  
Interacted Live  
with a Coach  
YTD: 75.3%

**308** Coaching Sessions

**16** Support Interactions



**50.7%\***  
Utilized  
Digital Tools  
YTD: 68.7%

**135** Resources Utilized

\*Includes 82 members who opted in for "Text a Coach"

## Nicotine Replacement Therapy



**83.7%**  
YTD: 54.9%

**of members sent Nicotine Replacement Therapies**

# Enrollment Summary

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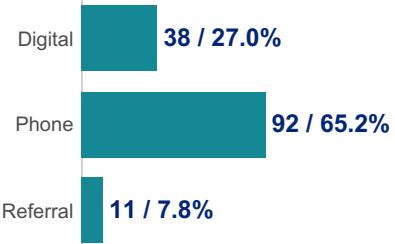
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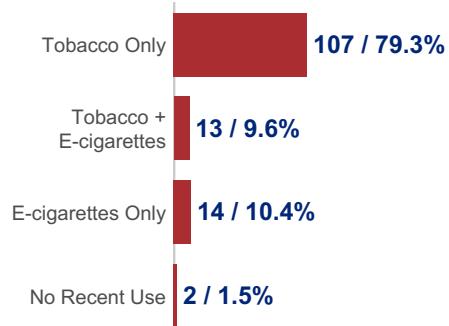


**141**  
Enrollments

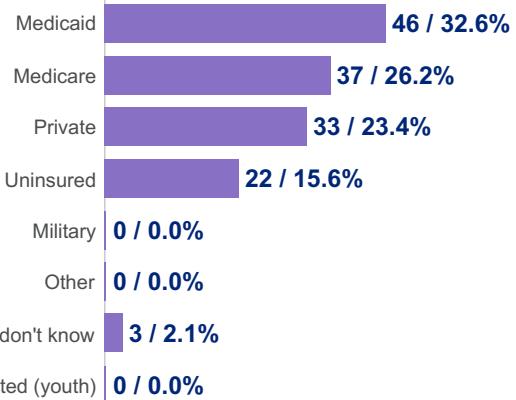
## Entry Method



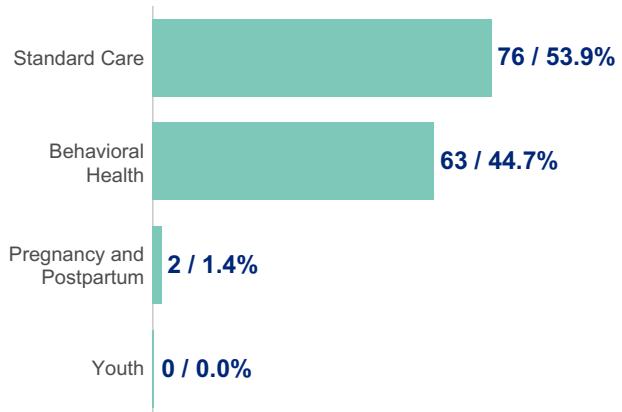
## Unique Members by Utilization Type\*



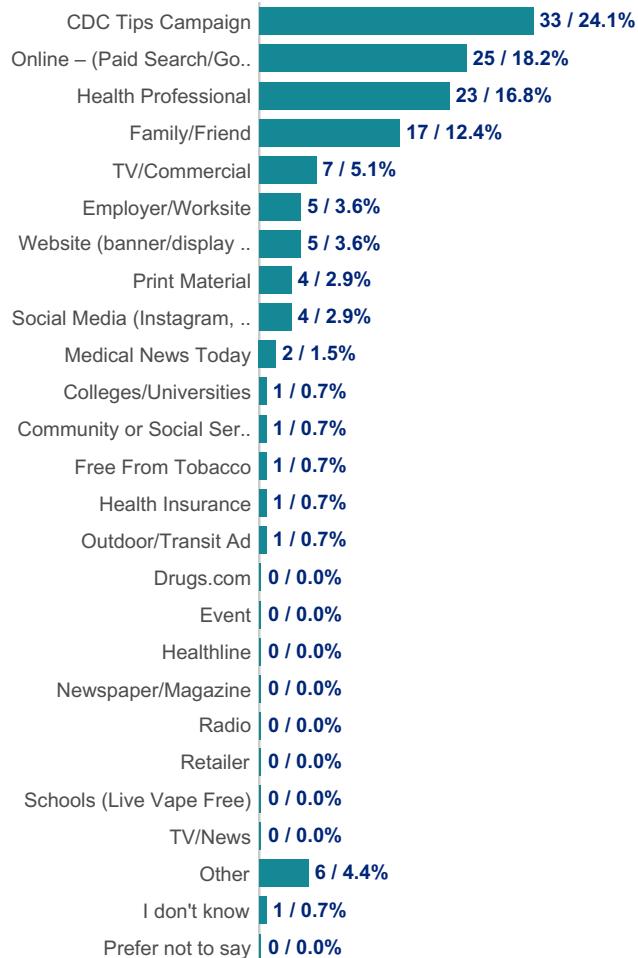
## Health Insurance Type



## Support Track



## How Heard About\*



\*Metrics are based on surveys completed in the reporting period

# Enrollment Summary Year-to-Date

Quit Now Virginia

All Groups and Support Tracks

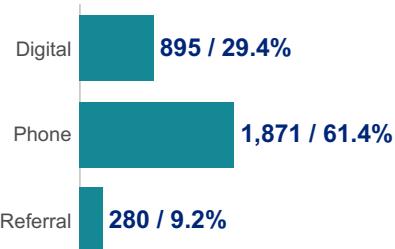
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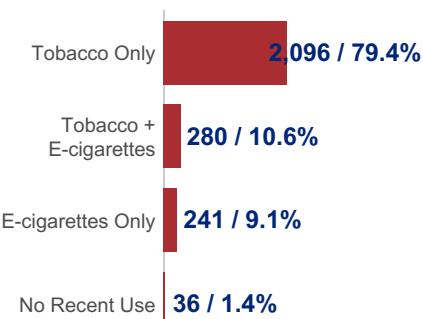


**3,046**  
Enrollments YTD

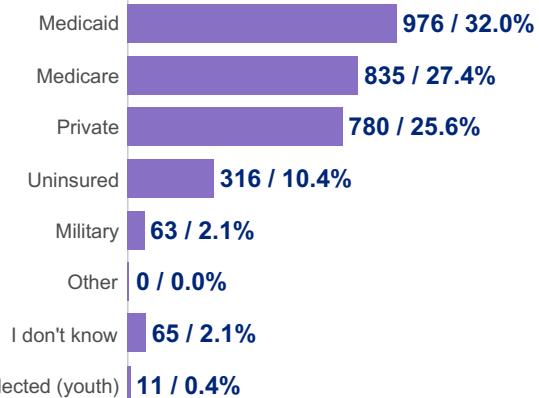
## Entry Method YTD



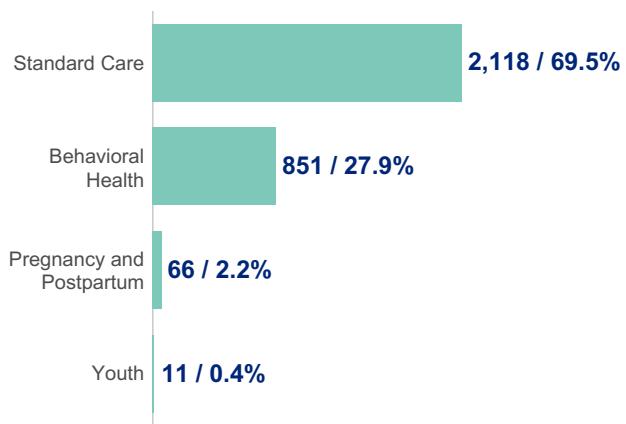
## Unique Members by Utilization Type YTD\*



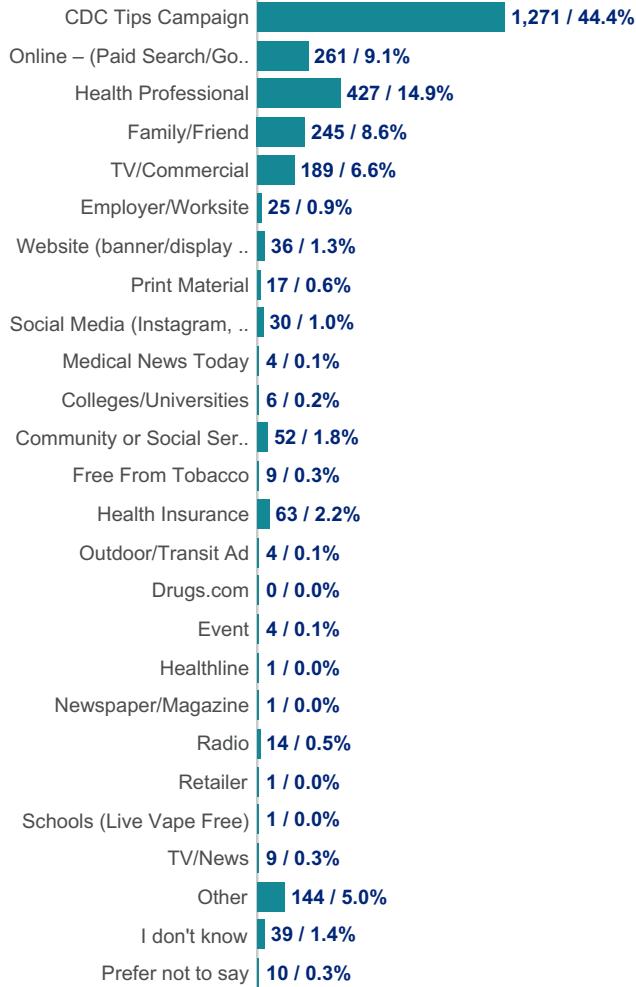
## Health Insurance Type YTD



## Support Track YTD



## How Heard About YTD\*



\*Metrics are based on surveys completed in the reporting period

# Enrollment - Demographics

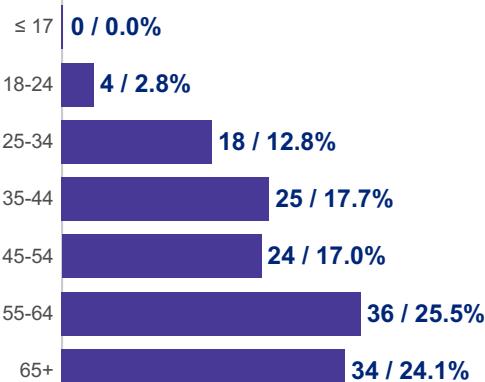
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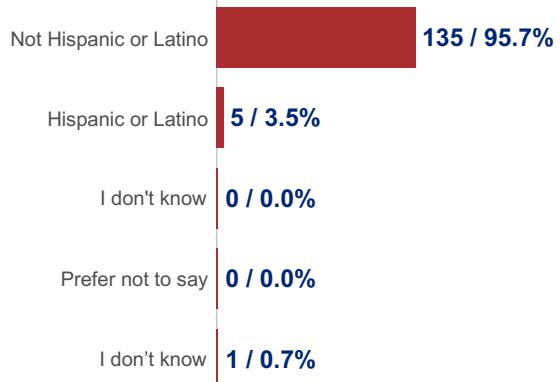
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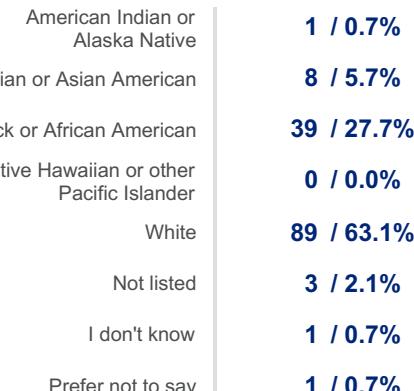
## Age Range



## Ethnicity\*

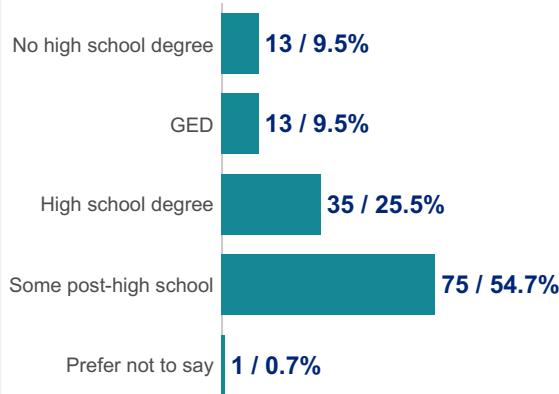


## Race\*



Members can be counted in multiple categories

## Education\*



\*Metrics are based on surveys completed in the reporting period

# Enrollment - Demographics Year-to-Date

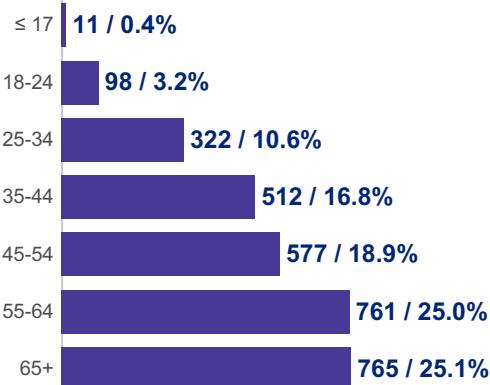
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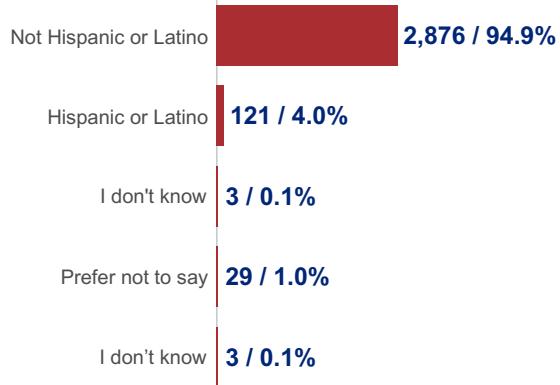
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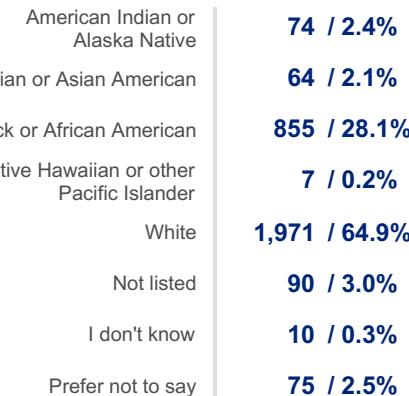
## Age Range YTD



## Ethnicity YTD\*

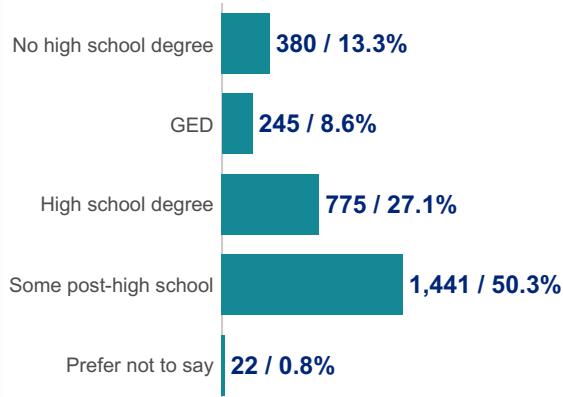


## Race YTD\*



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

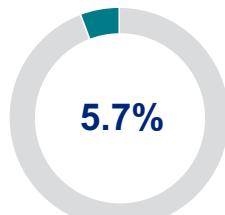
Quit Now Virginia

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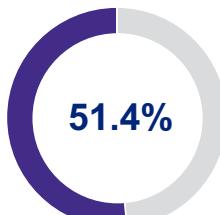
## Pregnant, Postpartum, or Planning



YTD: 8.2%

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

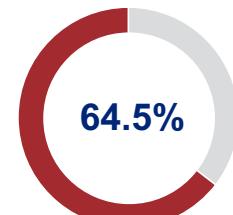
## Chronic Conditions



YTD: 49.0%

Percent of members reporting one or more chronic health conditions

## Behavioral Health



YTD: 59.6%

Percent of members reporting one or more behavioral health conditions

## Pregnancy Status

Given birth within the last 6 months	0
Given birth within the last year	0
Currently pregnant	2
Currently breastfeeding	0
Planning to get pregnant within the next 3 months	0
None of these	35

Members can be counted in multiple categories

## Top Conditions

Chronic bronchitis (COPD or CLRD)	32
Pre-diabetes	14
Diabetes type 2	16
Diabetes type 1	2
Cancer	17
Stroke	9
Asthma	21
Coronary artery disease (CAD)	8
Heart failure (CHF)	9
Angina or heart pain	6
Irregular heartbeat	9
Heart attack	10
None of these	64

Members can be counted in multiple categories

## 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	51	Members enrolled in Behavioral Health Support if available
Don't know	12	
No	27	
Prefer not to say	1	

# Baseline Tobacco and Nicotine

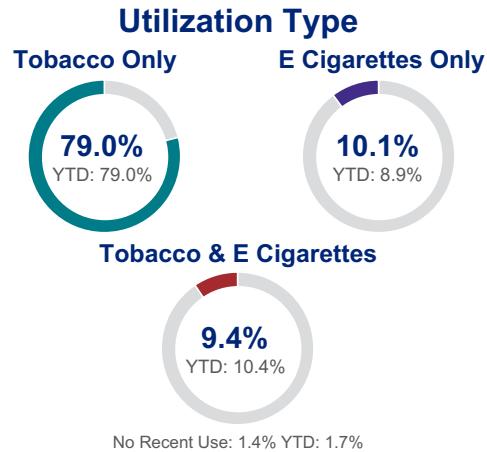
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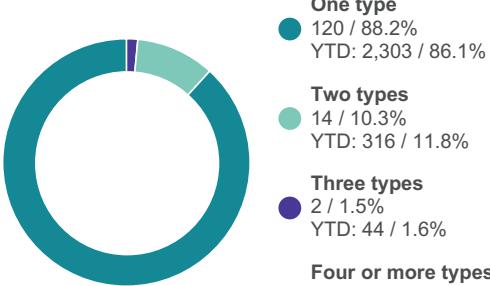


### Tobacco & Nicotine Products Used

	Current	YTD
Cigarettes	111	2,303
Cigars	11	186
E Cigarettes	27	525
Pipe	0	11
Smokeless	4	73
Water Pipes	1	15
Other	0	0
No Recent Use	2	46

Members can be counted in multiple categories

### Product Utilization



### Average Utilization

**20**  
YTD: 17

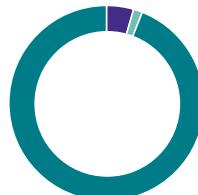
Cigarettes per day on days smoked

**23**  
YTD: 23

Days vapers utilized E Cigarettes in the last month

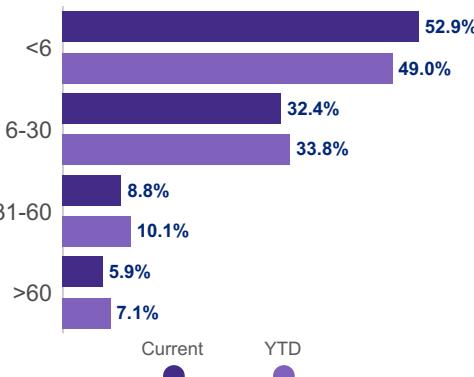
### Measures of Nicotine Dependence

#### Utilization Frequency



Every Day	126 / 94.0%	YTD: 2,505 / 93.9%
Some Days	2 / 1.5%	YTD: 85 / 3.2%
Not At All	6 / 4.5%	YTD: 77 / 2.9%

#### Minutes to First Use After Waking



# Services Summary

Quit Now Virginia

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



**213**

Engaged Members

YTD: 3,038



**86.4%**

(Members: 184)

Interacted Live  
with a Coach

YTD: 75.3% (Members: 2,289)

Coaching  
Sessions

**308**

YTD: 4,264

Support  
Interactions

**16**

YTD: 306



**50.7%\***

(Members: 108)

Utilized  
Digital Tools

YTD: 68.7% (Members: 2,087)

Resources  
Utilized

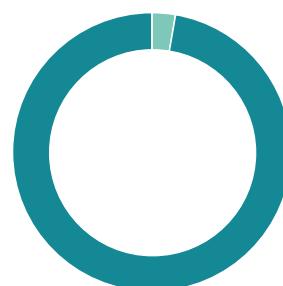
**135**

YTD: 2,739

## Interaction Modalities

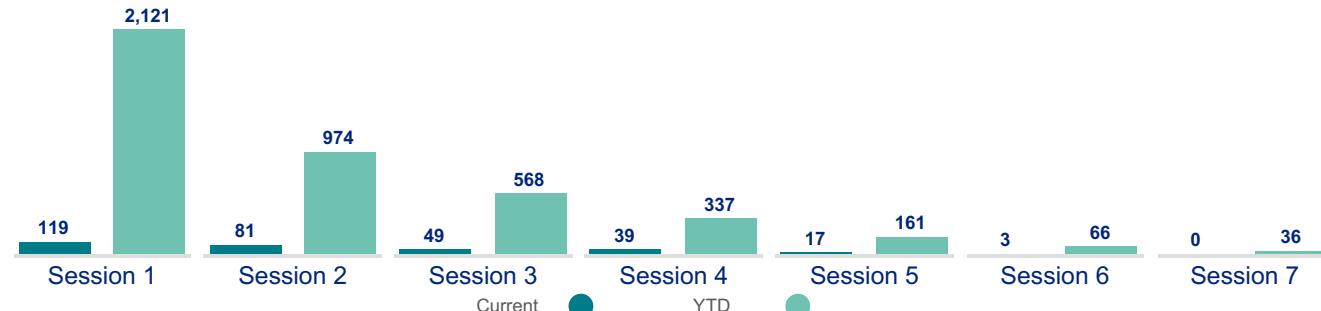
	Current	YTD
Calls	<b>321</b>	<b>4,458</b>
Chats	<b>3</b>	<b>57</b>
Texts	<b>0</b>	<b>14</b>
Group Sessions	<b>0</b>	<b>41</b>
In-Person	<b>0</b>	<b>0</b>

## Modality Utilization



One modality	179 / 97.3%
	YTD: 2,222 / 97.1%
Two modalities	5 / 2.7%
	YTD: 61 / 2.7%
Three modalities	0 / 0.0%
	YTD: 6 / 0.3%

## Members Completing Coaching Sessions



\*Includes "Text a Coach" enrollments

# Nicotine Replacement Therapy (NRT)

Quit Now Virginia

All Groups and Support Tracks

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

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



**155**

Members Sent NRT

YTD: 1,690



**204**

Orders Shipped

YTD: 1,807



**3**

Average Days from Order to Delivery

YTD: 3



**83.7%**

of members sent NRT

YTD: 54.9%

## Members Sent NRT Shipments

Shipment 1

**128**

YTD: 1,687

Shipment 2

**58**

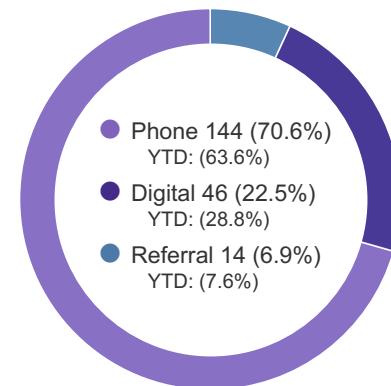
YTD: 99

Shipment 3

**18**

YTD: 21

## Orders by NRT Assessment Method



## Orders Shipped by NRT Type

