

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

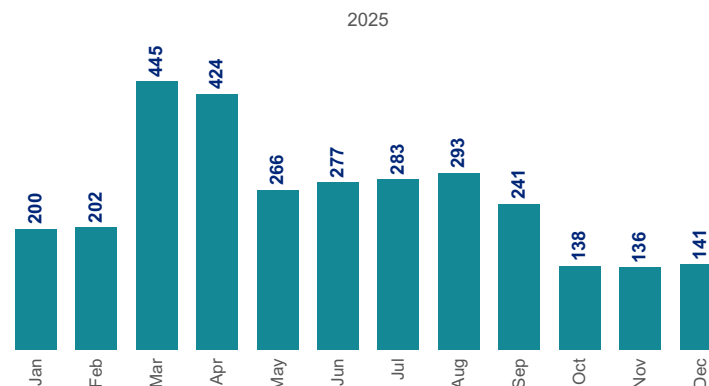


213
Engaged Members
YTD: 3,038

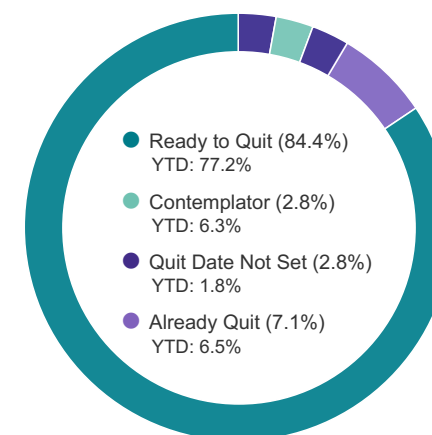
459
Member Interactions
YTD: 7,309
Members can have both
Coaching and Digital
Interactions

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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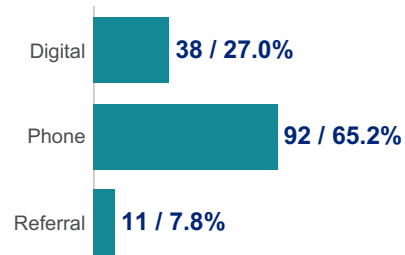
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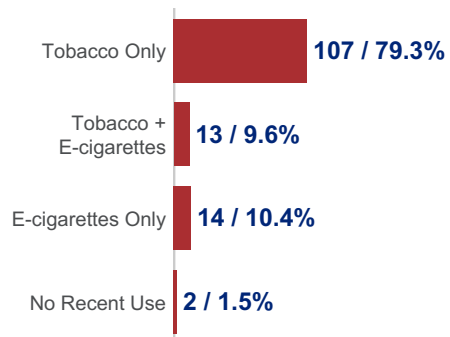


141
Enrollments

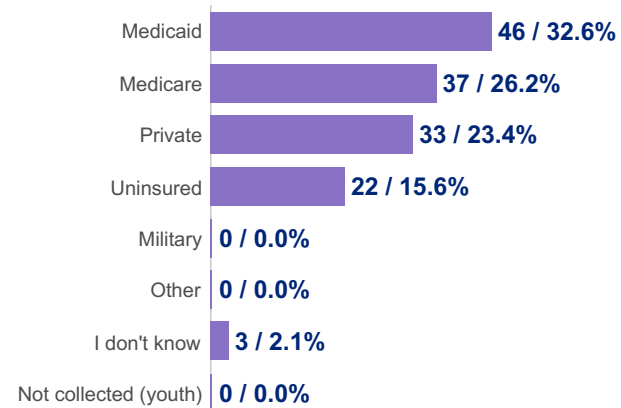
Entry Method



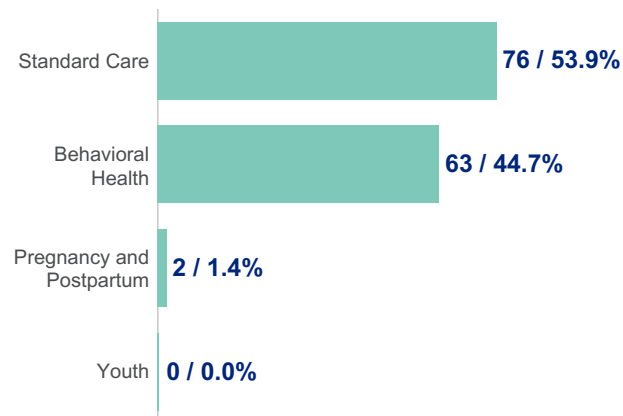
Unique Members by Utilization Type*



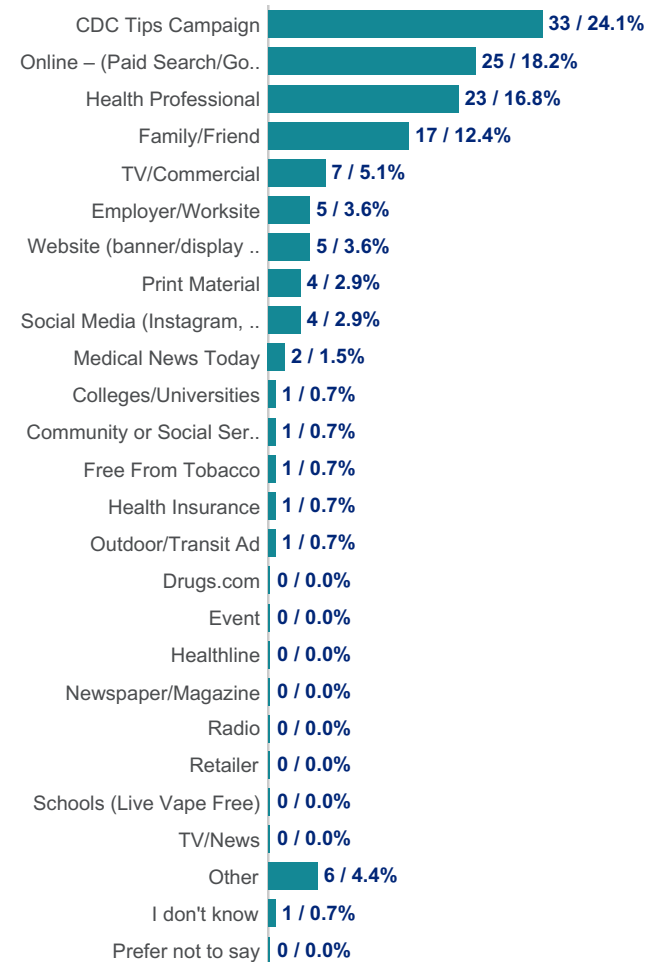
Health Insurance Type



Support Track



How Heard About*



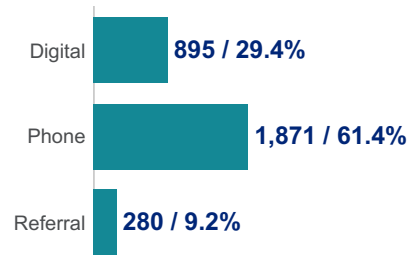
*Metrics are based on surveys completed in the reporting period

Enrollment Summary Year-to-Date

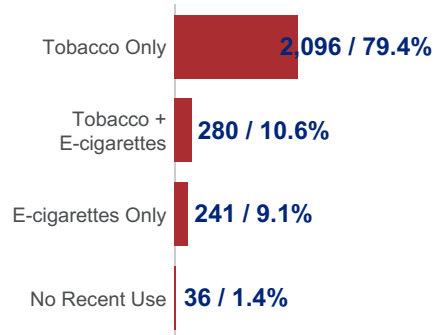


3,046
Enrollments YTD

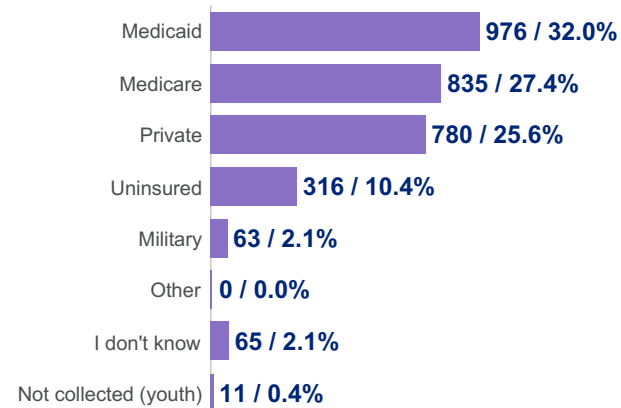
Entry Method YTD



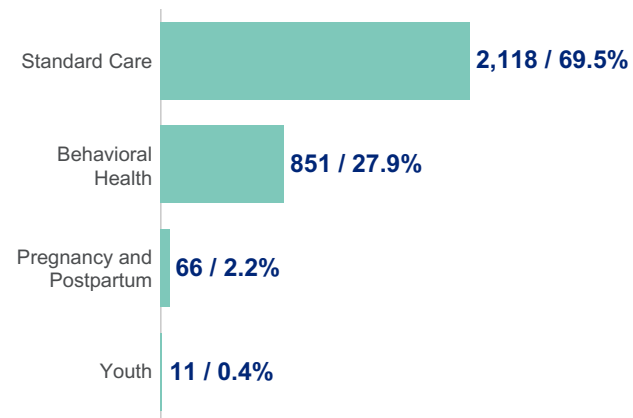
Unique Members by Utilization Type YTD*



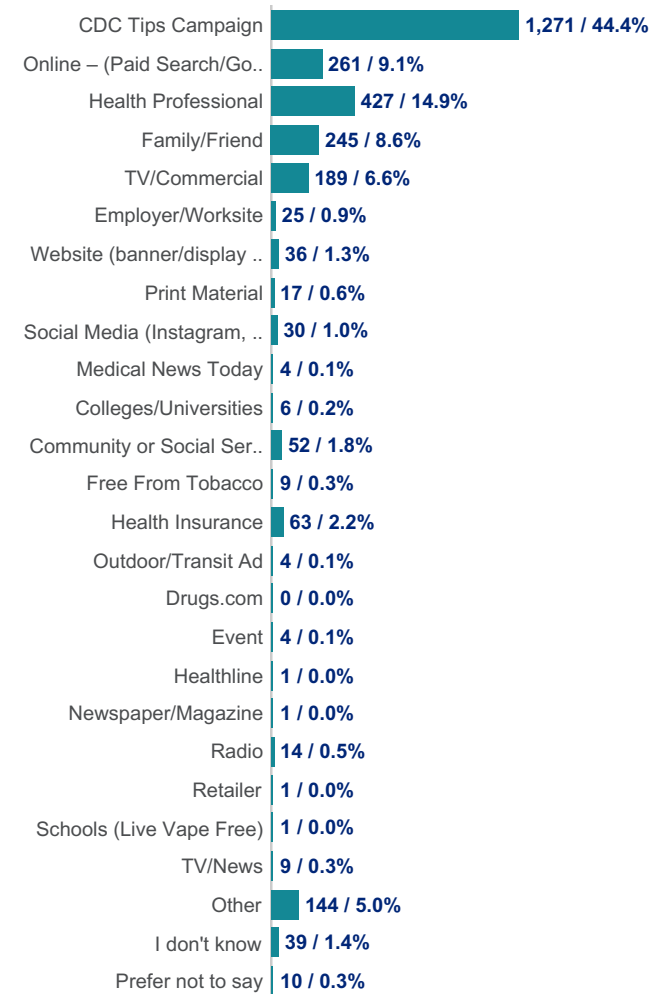
Health Insurance Type YTD



Support Track YTD



How Heard About YTD*



*Metrics are based on surveys completed in the reporting period

Enrollment - Demographics

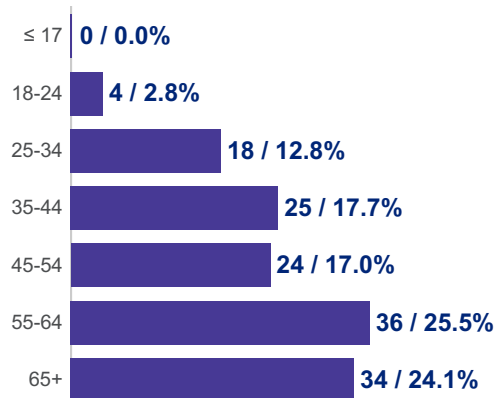
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All Groups and Support Tracks

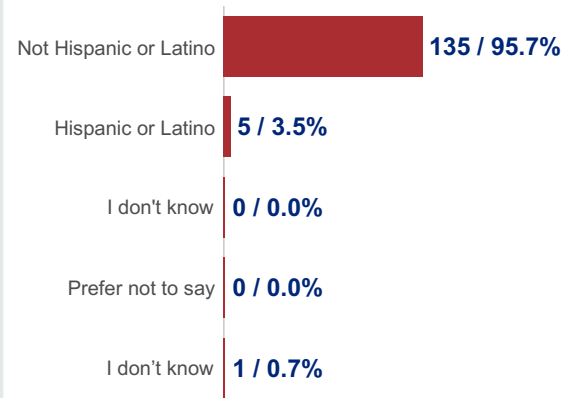
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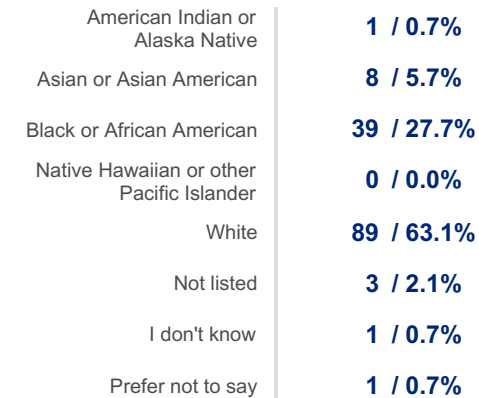
Age Range



Ethnicity*

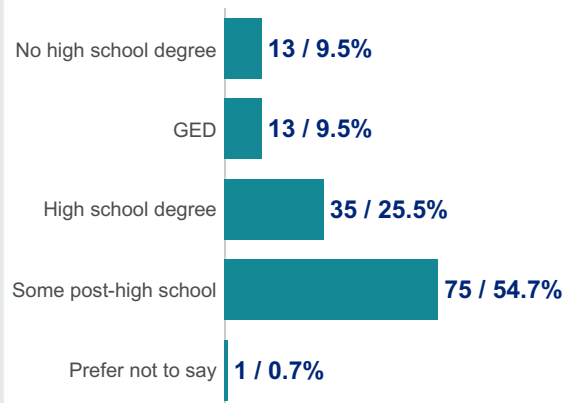


Race*



Members can be counted in multiple categories

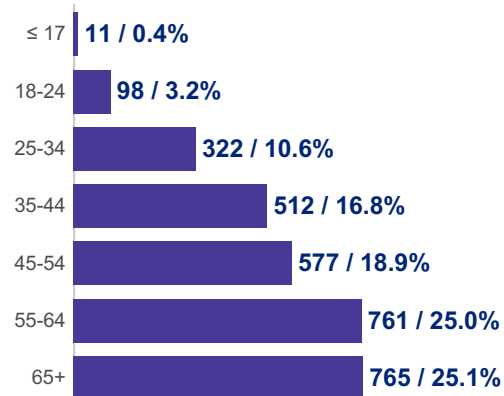
Education*



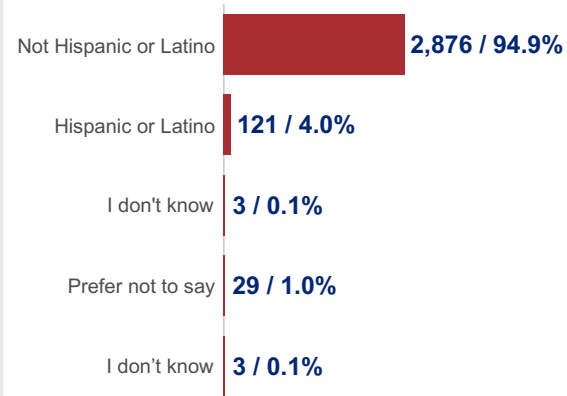
*Metrics are based on surveys completed in the reporting period

Enrollment - Demographics Year-to-Date

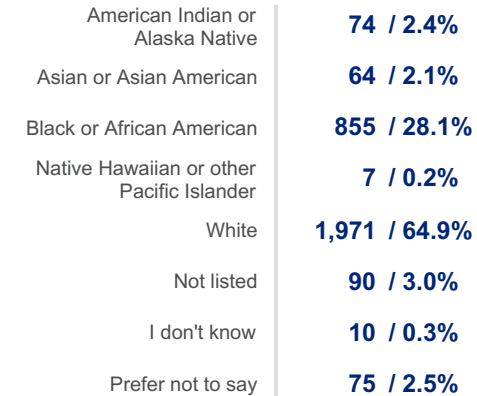
Age Range YTD



Ethnicity YTD*

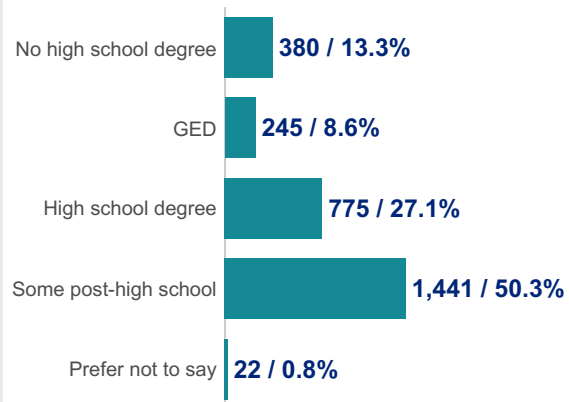


Race YTD*



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

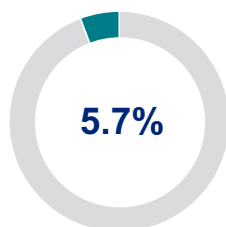
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Pregnant, Postpartum, or Planning



YTD: 8.2%

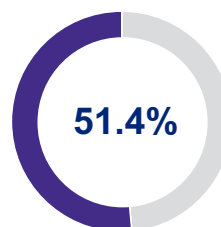
Percent of women aged 18-50 reporting one or more statuses listed below

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

Chronic Conditions



YTD: 49.0%

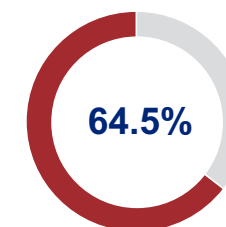
Percent of members reporting one or more chronic health conditions

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

Behavioral Health



YTD: 59.6%

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

Baseline Tobacco and Nicotine

Metrics are based on surveys completed in the reporting period

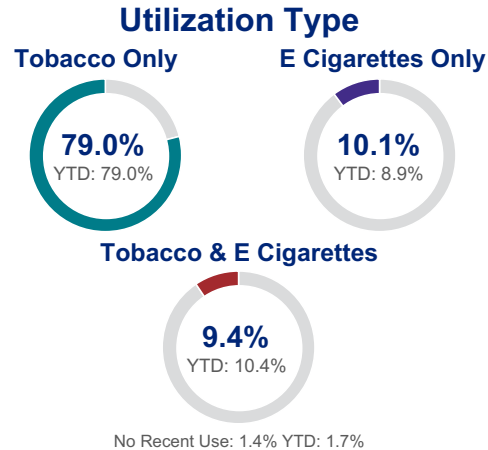
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Tobacco & Nicotine Products Used

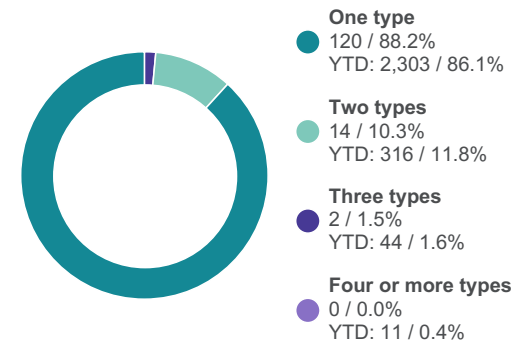


Tobacco & Nicotine Type

	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

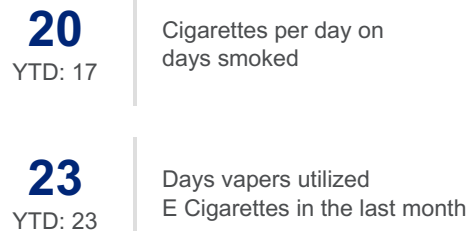
Members can be counted in multiple categories

Product Utilization

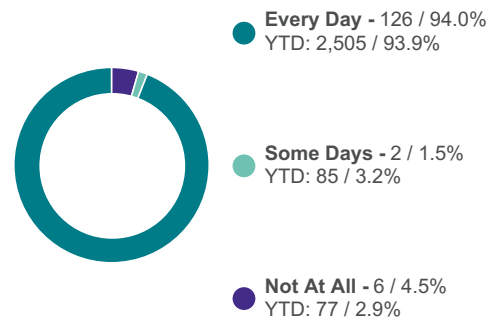


Measures of Nicotine Dependence

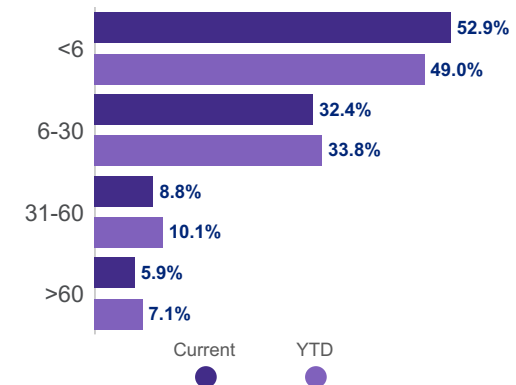
Average Utilization



Utilization Frequency



Minutes to First Use After Waking



Services Summary

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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%*
Utilized
Digital Tools

(Members: 108)

YTD: 68.7% (Members: 2,087)

Resources
Utilized

135

YTD: 2,739

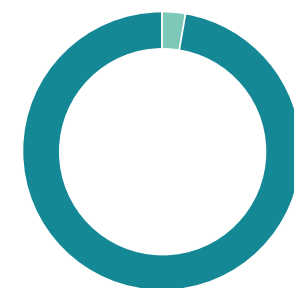
*Includes "Text a Coach" enrollments

Live Coach Interactions

Interaction Modalities

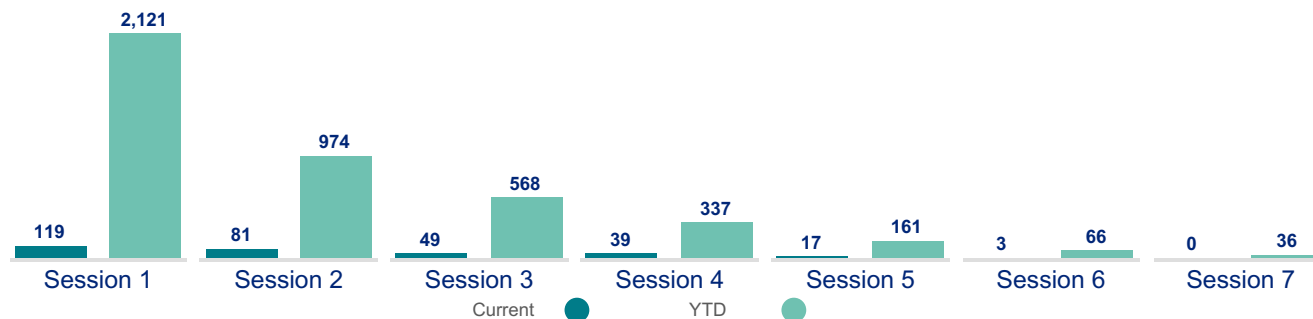
	Current	YTD
Calls	321	4,458
Chats	3	57
Texts	0	14
Group Sessions	0	41
In-Person	0	0

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



Nicotine Replacement Therapy (NRT)

**155****Members Sent NRT**

YTD: 1,690

**204****Orders Shipped**

YTD: 1,807

**3****Average Days from
Order to Delivery**

YTD: 3

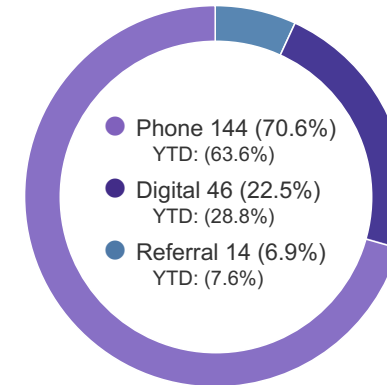
**83.7%****of members
sent NRT**

YTD: 54.9%

Members Sent NRT Shipments



Orders by NRT Assessment Method



Orders Shipped by NRT Type

