

# Executive Summary

Quit Now Virginia

All Groups and Support Tracks

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

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



**283**

Enrollments

YTD: 2,096

**29**

Re- Enrollments

YTD: 211



**389**

Engaged Members

YTD: 2,141

**646**

Member Interactions

YTD: 5,085

Members can have both  
Coaching and Digital  
Interactions

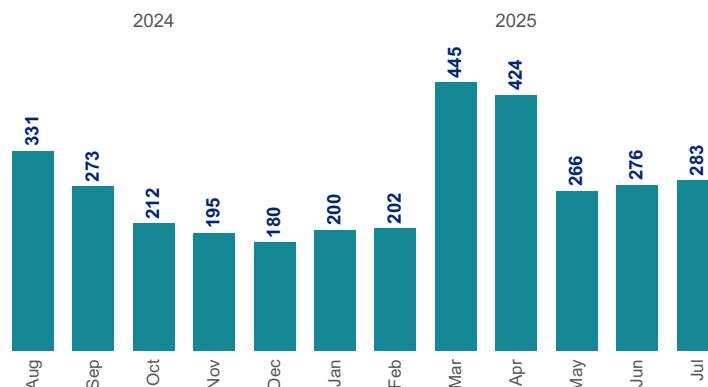
**176**

"Text a Coach" Opt-ins

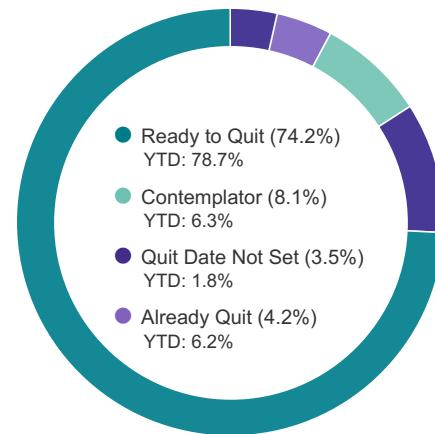
YTD: 1,266

Personalized coaching tips  
and strategies received via  
text message.

## Monthly Enrollment Trend



## Readiness to Quit



## Engaged Member Details



**80.2%**

Interacted Live  
with a Coach

YTD: 74.7%

**390** Coaching Sessions

**28** Support Interactions



**51.7%\***

Utilized  
Digital Tools

YTD: 69.1%

**228** Resources Utilized

\*Includes 176 members who opted in for "Text a Coach"

## Nicotine Replacement Therapy



**9.9%**

YTD: 64.8%

**of members sent Nicotine  
Replacement Therapies**

# Enrollment Summary

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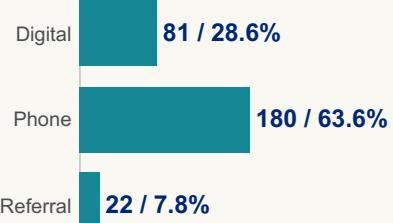
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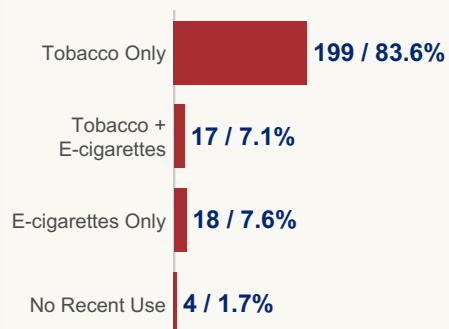


**283**  
Enrollments

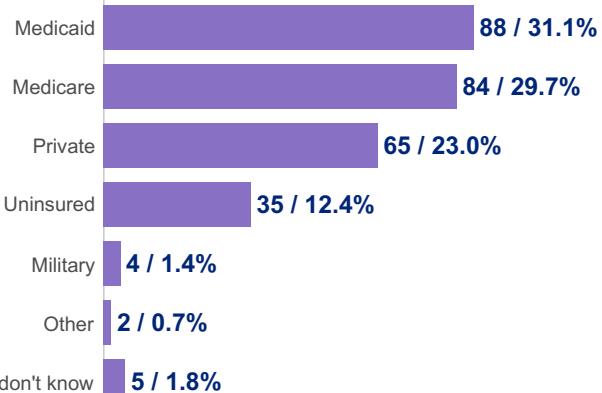
## Entry Method



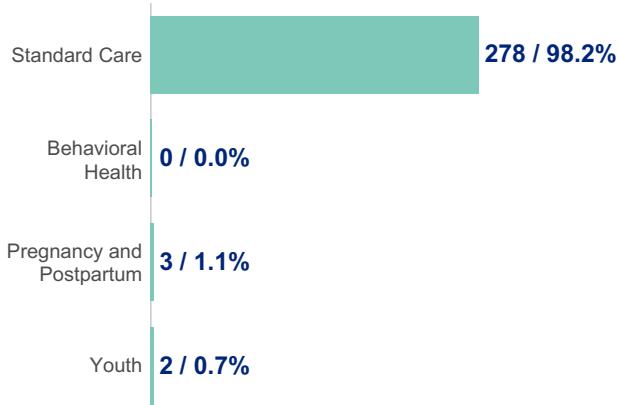
## Unique Members by Utilization Type\*



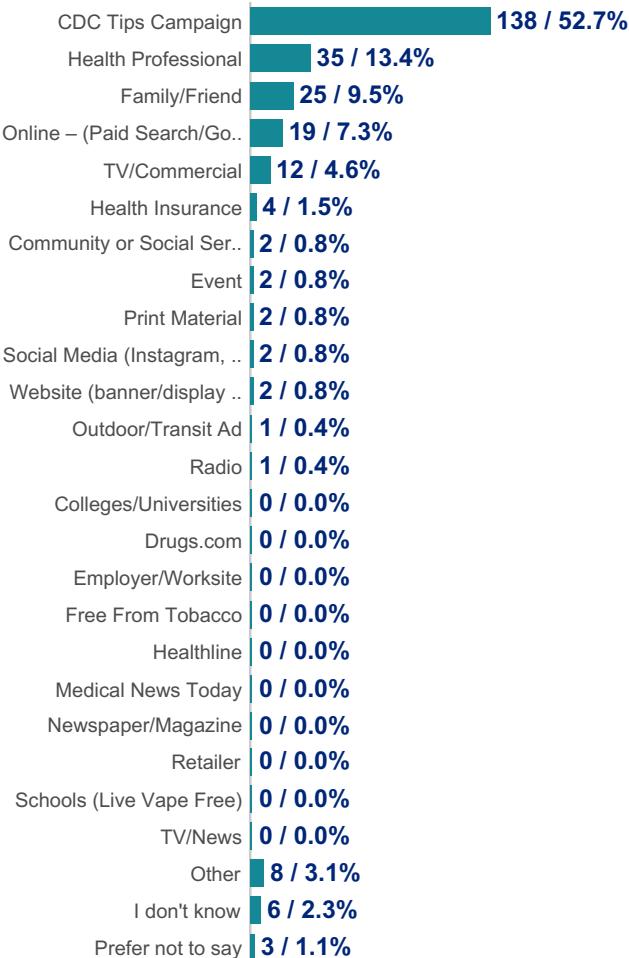
## Health Insurance Type



## 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

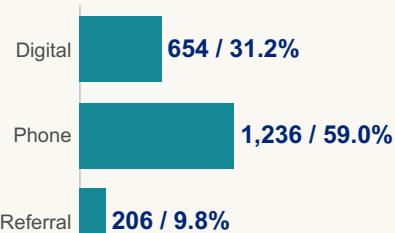
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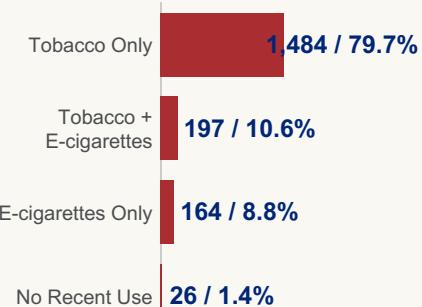


**2,096**  
Enrollments YTD

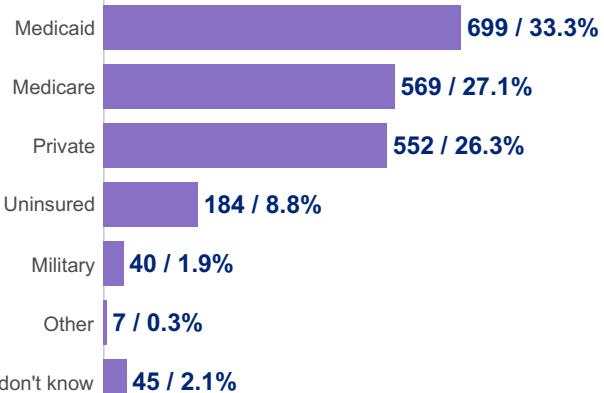
## Entry Method YTD



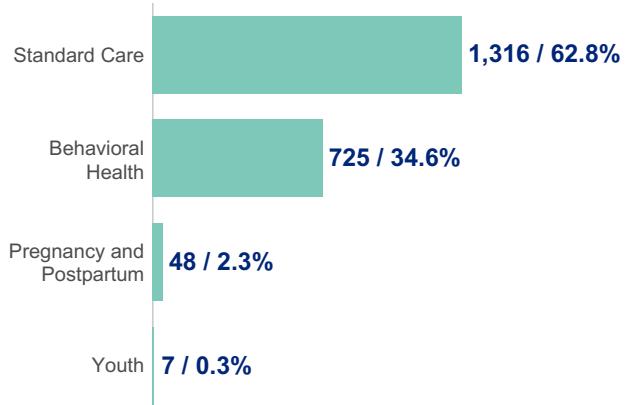
## Unique Members by Utilization Type YTD\*



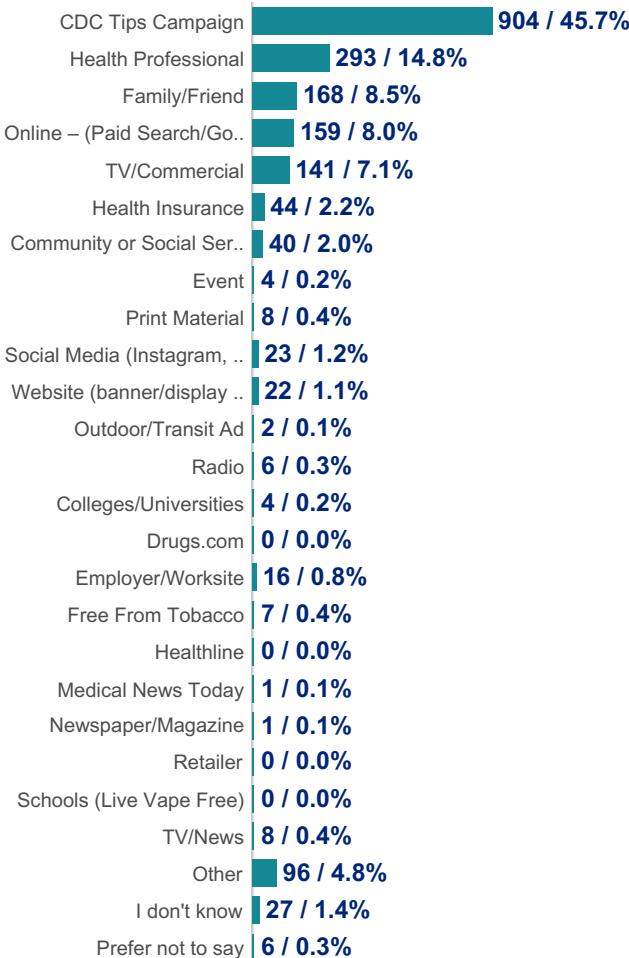
## Health Insurance Type YTD



## Support Track YTD



## How Heard About YTD\*



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

# Enrollment - Demographics

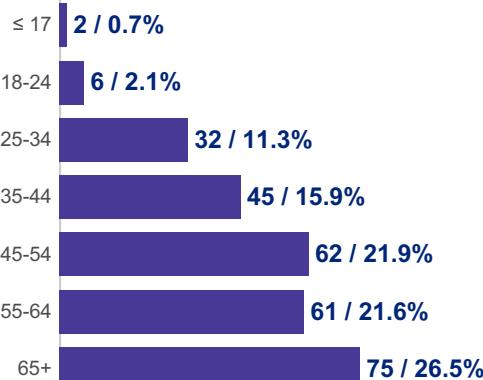
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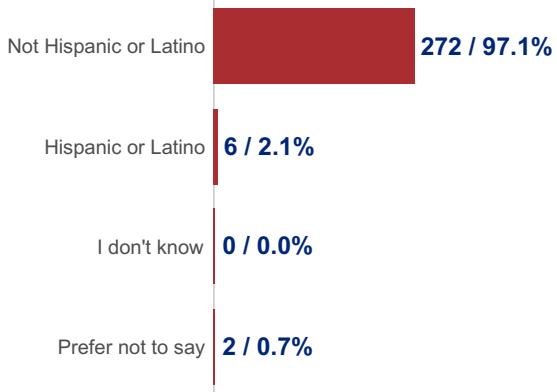
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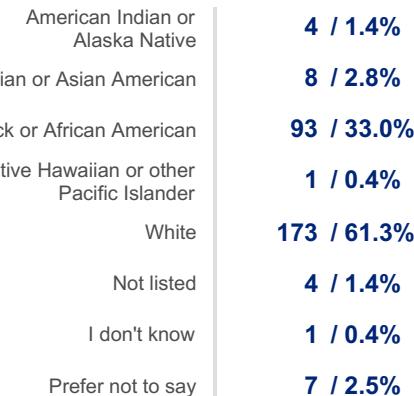
## Age Range



## Ethnicity\*

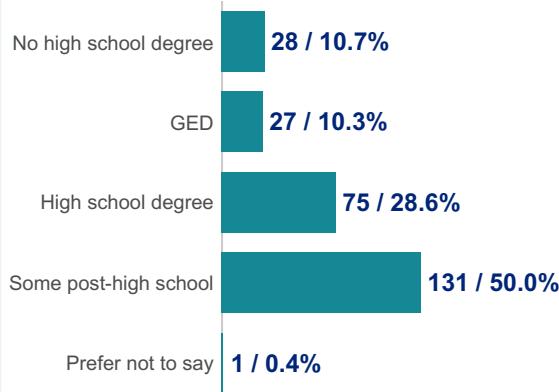


## Race\*



Members can be counted in multiple categories

## Education\*



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

# Enrollment - Demographics Year-to-Date

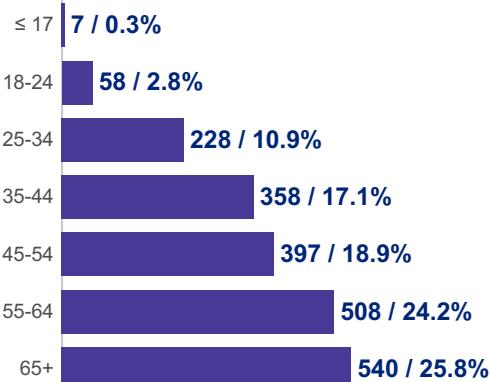
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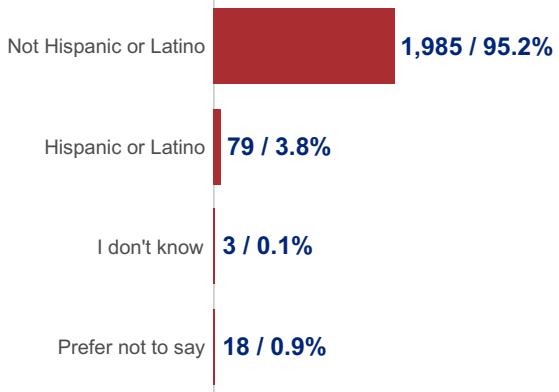
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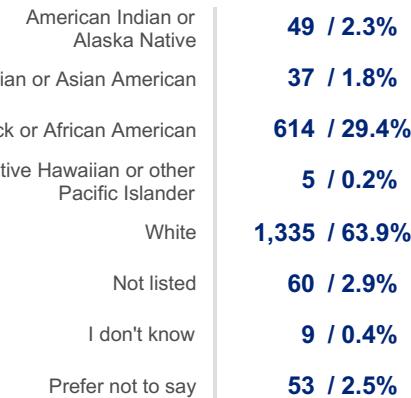
## Age Range YTD



## Ethnicity YTD\*

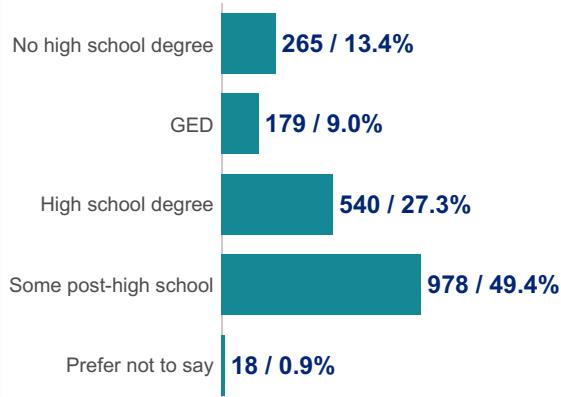


## Race YTD\*



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

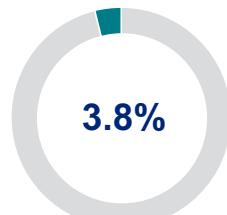
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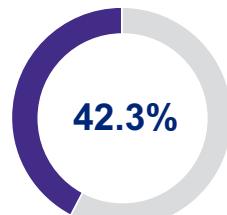
## Pregnant, Postpartum, or Planning



YTD: 8.4%

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

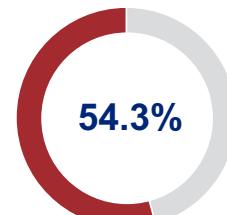
## Chronic Conditions



YTD: 50.7%

Percent of members reporting one or more chronic health conditions

## Behavioral Health



YTD: 58.2%

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	1
Currently breastfeeding	0
Planning to get pregnant within the next 3 months	2
None of these	79

Members can be counted in multiple categories

## Top Conditions

Chronic bronchitis (COPD or CLRD)	37
Pre-diabetes	15
Diabetes type 2	30
Diabetes type 1	1
Cancer	20
Stroke	9
Asthma	29
Coronary artery disease (CAD)	6
Heart failure (CHF)	4
Angina or heart pain	6
Irregular heartbeat	22
Heart attack	10
None of these	84

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	98	Members enrolled in Behavioral Health Support if available
Don't know	25	
No	30	
Prefer not to say	0	

# Baseline Tobacco and Nicotine

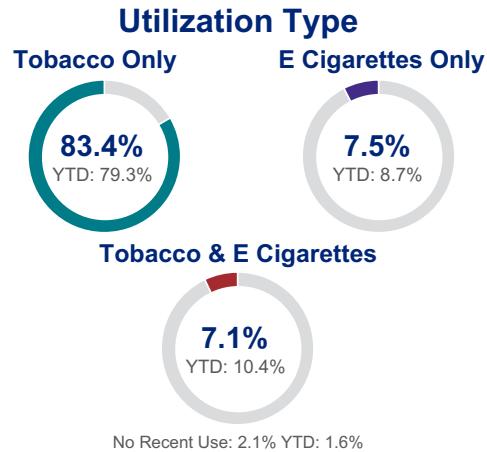
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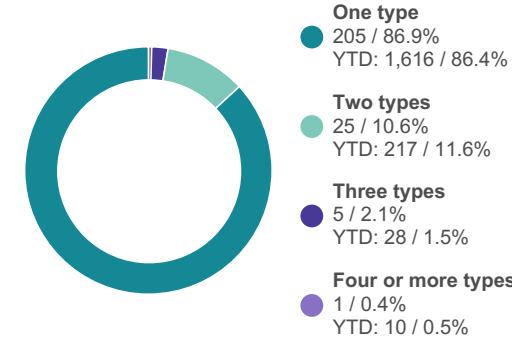


### Tobacco & Nicotine Products Used

	Current	YTD
Cigarettes	204	1,621
Cigars	22	126
E Cigarettes	35	363
Pipe	2	10
Smokeless	10	48
Water Pipes	1	8
Other	0	0
No Recent Use	5	31

Members can be counted in multiple categories

### Product Utilization



### Average Utilization

**18**  
YTD: 17

Cigarettes per day on days smoked

**22**  
YTD: 23

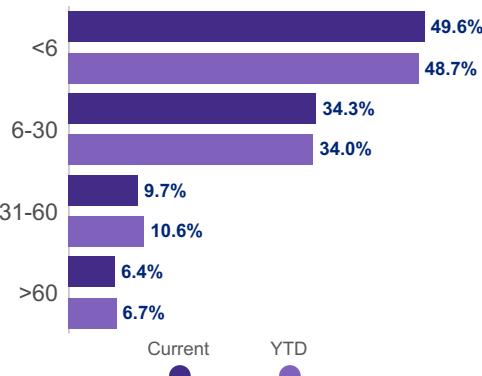
Days vapers utilized E Cigarettes in the last month

### Measures of Nicotine Dependence

#### Utilization Frequency



#### Minutes to First Use After Waking



# Services Summary

Quit Now Virginia

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**389**

Engaged Members

YTD: 2,141



**80.2%**

(Members: 312)

Interacted Live  
with a Coach

YTD: 74.7% (Members: 1,600)

Coaching  
Sessions

**390**

YTD: 2,843

Support  
Interactions

**28**

YTD: 187



**51.7%\***

(Members: 201)

Utilized  
Digital Tools

YTD: 69.1% (Members: 1,480)

Resources  
Utilized

**228**

YTD: 2,055

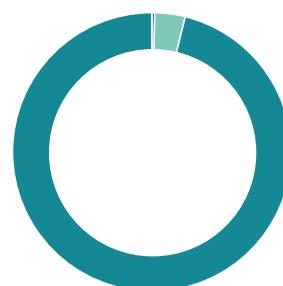
\*Includes "Text a Coach" enrollments

## Live Coach Interactions

### Interaction Modalities

	Current	YTD
Calls	<b>407</b>	<b>2,937</b>
Chats	<b>3</b>	<b>41</b>
Texts	<b>2</b>	<b>12</b>
Group Sessions	<b>6</b>	<b>40</b>
In-Person	<b>0</b>	<b>0</b>

### Modality Utilization

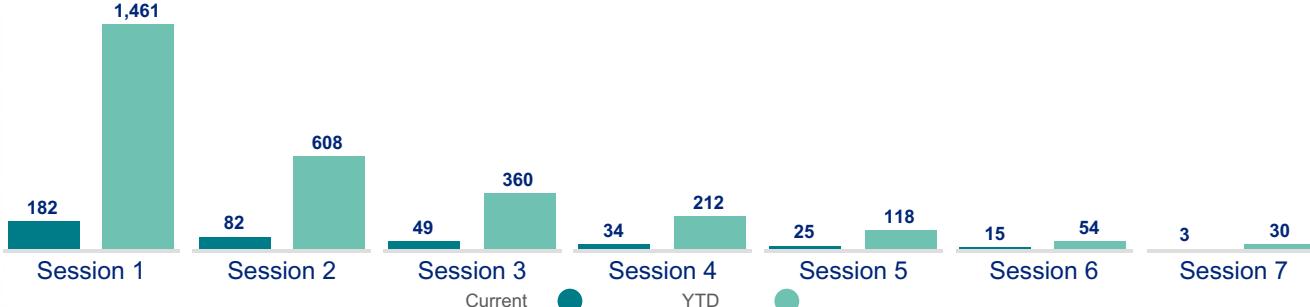


One modality  
300 / 96.2%  
YTD: 1,542 / 96.4%

Two modalities  
11 / 3.5%  
YTD: 52 / 3.3%

Three modalities  
1 / 0.3%  
YTD: 6 / 0.4%

## Members Completing Coaching Sessions



# Nicotine Replacement Therapy (NRT)

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

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31

Members Sent NRT

YTD: 1,377



31

Orders Shipped

YTD: 1,388



3

Average Days from Order to Delivery

YTD: 3



9.9%

of members sent NRT

YTD: 64.8%

## Members Sent NRT Shipments

Shipment 1

31

YTD: 1,374

Shipment 2

0

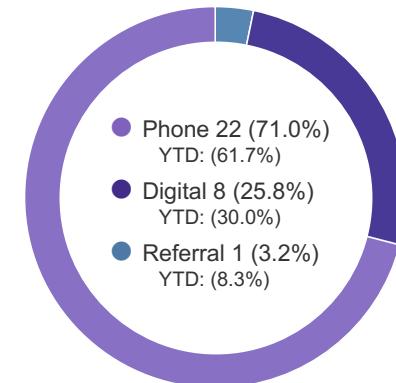
YTD: 14

Shipment 3

0

YTD: 0

## Orders by NRT Assessment Method



## Orders Shipped by NRT Type

