

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

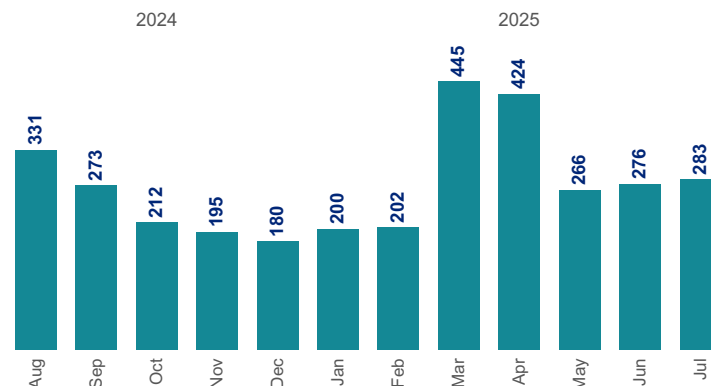


389
Engaged Members
YTD: 2,141

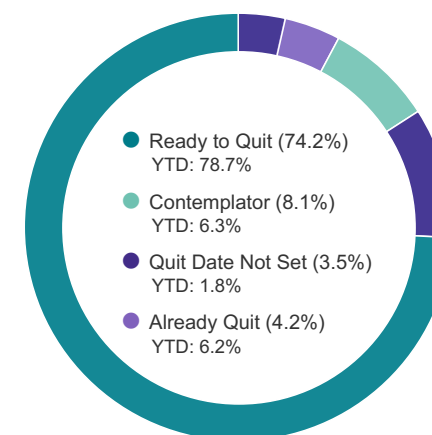
646
Member Interactions
YTD: 5,085
Members can have both
Coaching and Digital
Interactions

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%



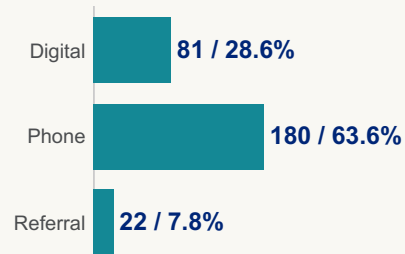
**of members sent Nicotine
Replacement Therapies**

Enrollment Summary

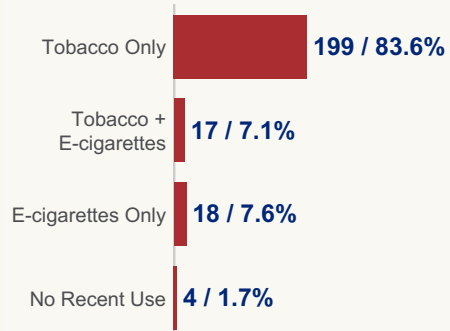


283
Enrollments

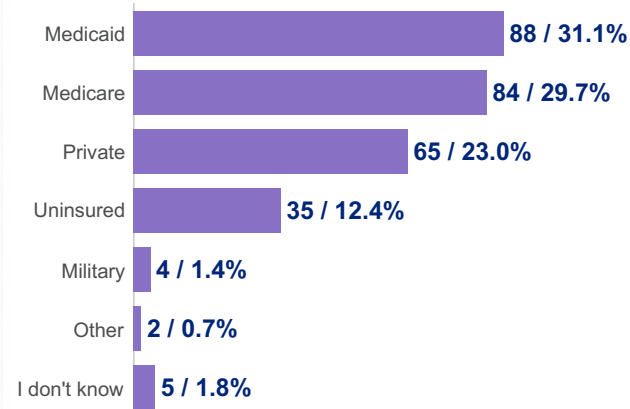
Entry Method



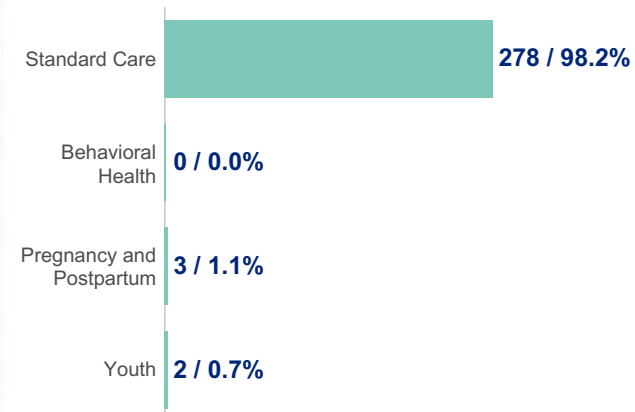
Unique Members by Utilization Type*



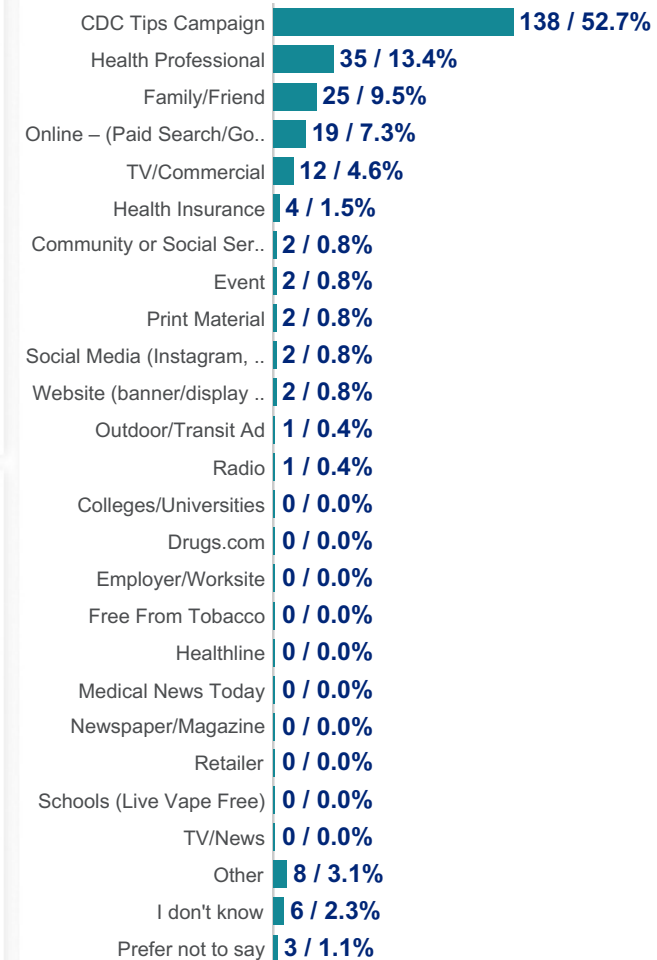
Health Insurance Type



Support Track



How Heard About*



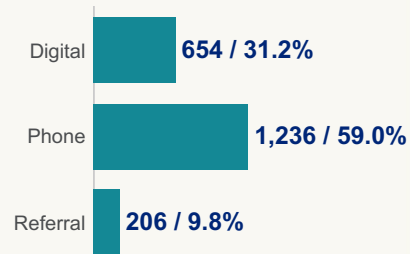
*Metrics are based on surveys completed in the reporting period

Enrollment Summary Year-to-Date

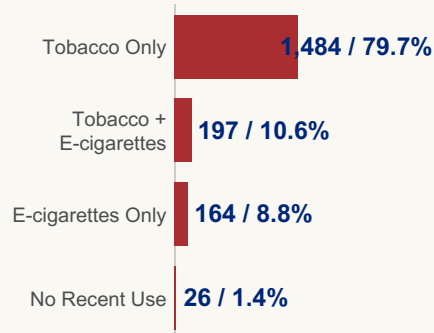


2,096
Enrollments YTD

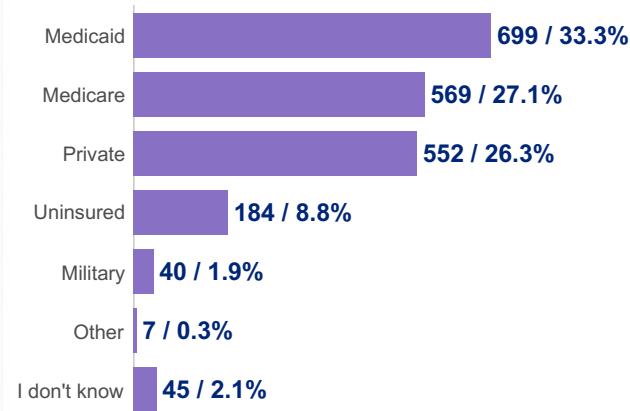
Entry Method YTD



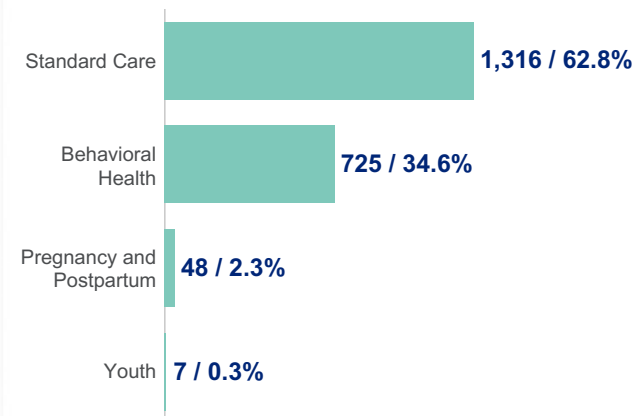
Unique Members by Utilization Type YTD*



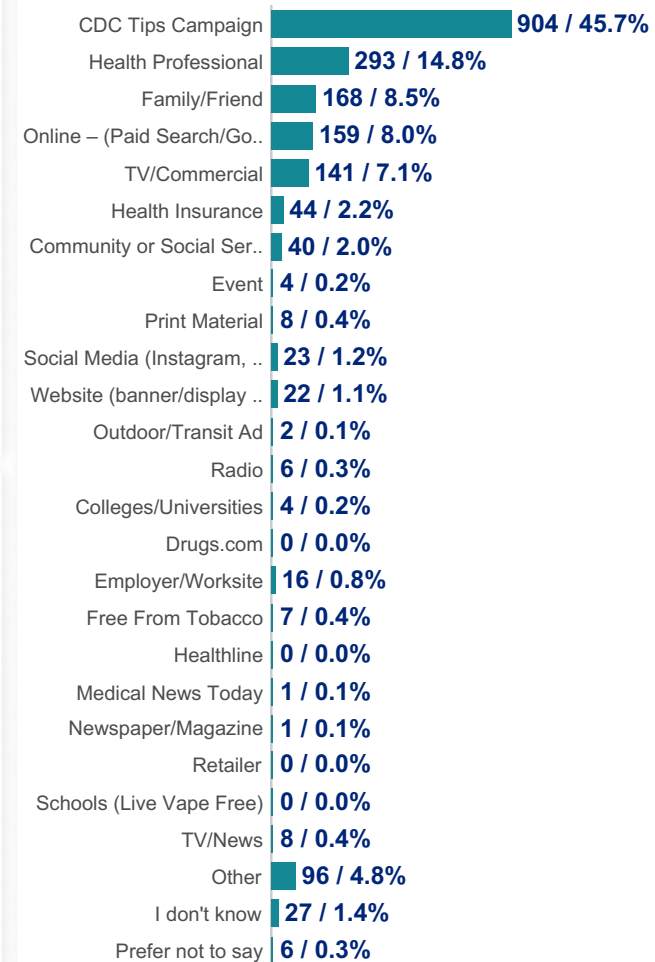
Health Insurance Type YTD



Support Track YTD



How Heard About YTD*



*Metrics are based on surveys completed in the reporting period

Enrollment - Demographics

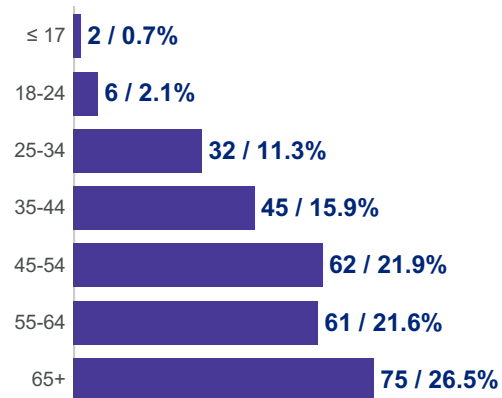
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All Groups and Support Tracks

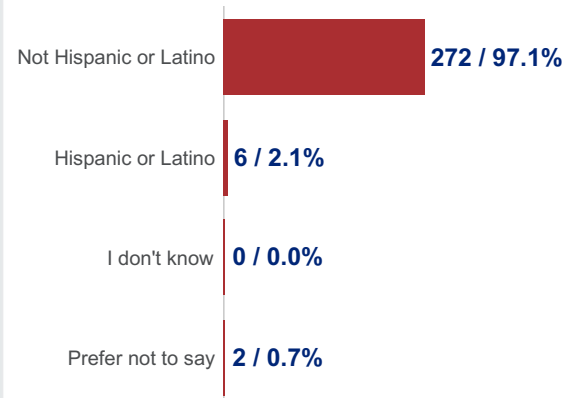
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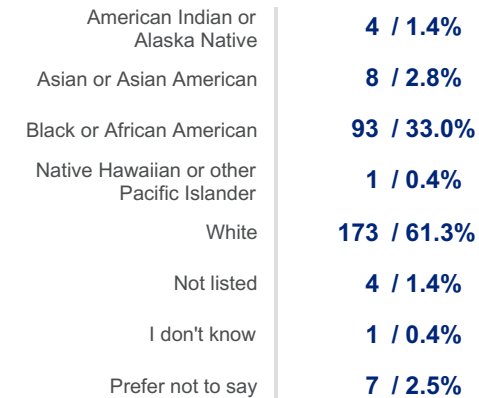
Age Range



Ethnicity*

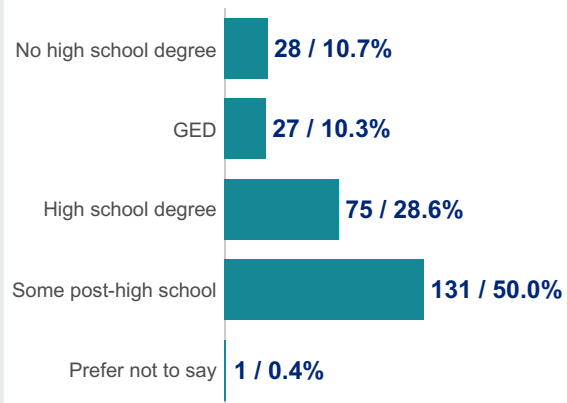


Race*



Members can be counted in multiple categories

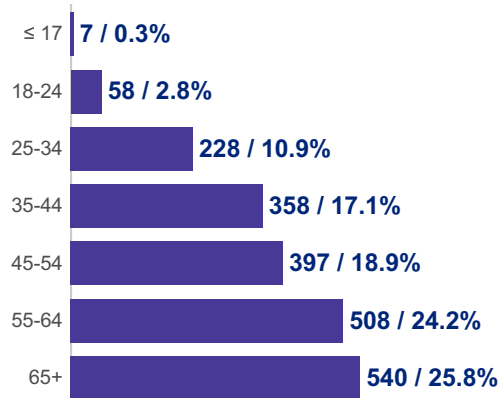
Education*



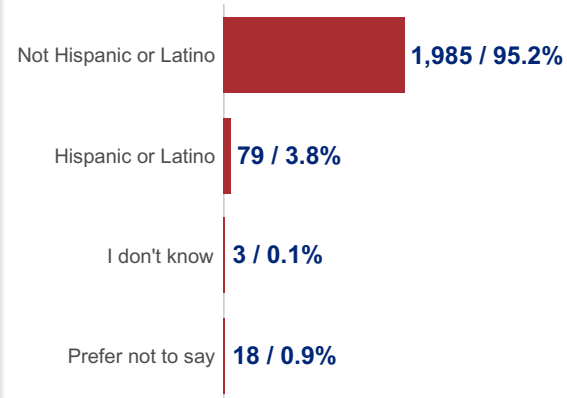
*Metrics are based on surveys completed in the reporting period

Enrollment - Demographics Year-to-Date

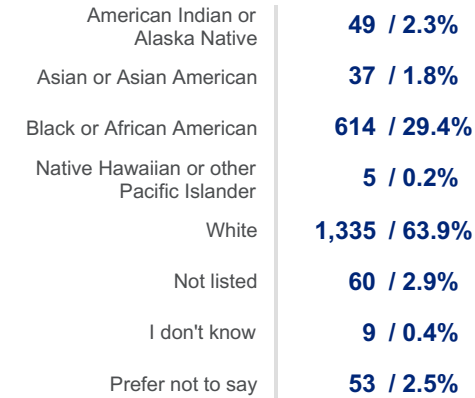
Age Range YTD



Ethnicity YTD*

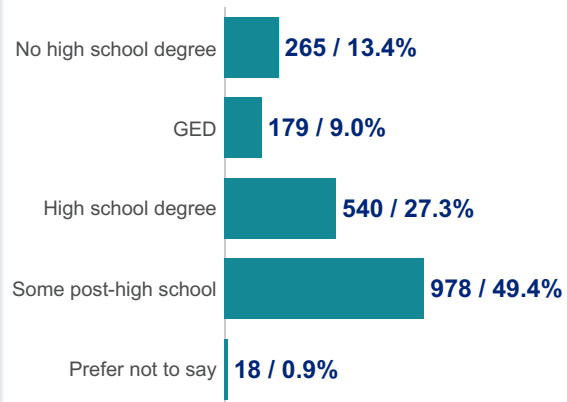


Race YTD*



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

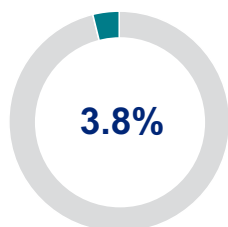
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Pregnant, Postpartum, or Planning



YTD: 8.4%

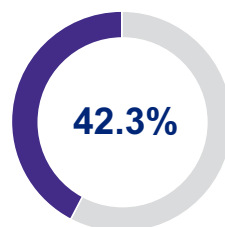
Percent of women aged 18-50 reporting one or more statuses listed below

Pregnancy Status

Given birth within the last 6 months	0
Given birth within the last year	0
Currently pregnant	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

Chronic Conditions



YTD: 50.7%

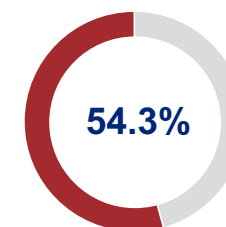
Percent of members reporting one or more chronic health conditions

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

Behavioral Health



YTD: 58.2%

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

Baseline Tobacco and Nicotine

Metrics are based on surveys completed in the reporting period

Quit Now Virginia

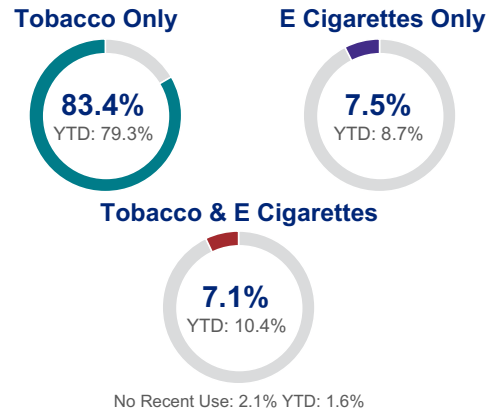
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Tobacco & Nicotine Products Used

Utilization Type

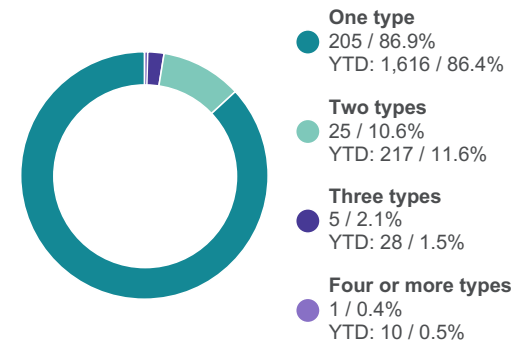


Tobacco & Nicotine Type

	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

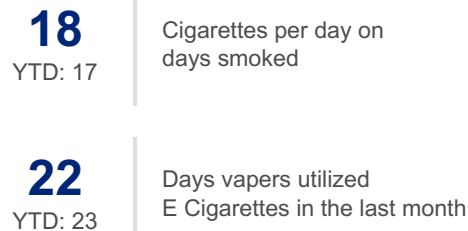
Members can be counted in multiple categories

Product Utilization

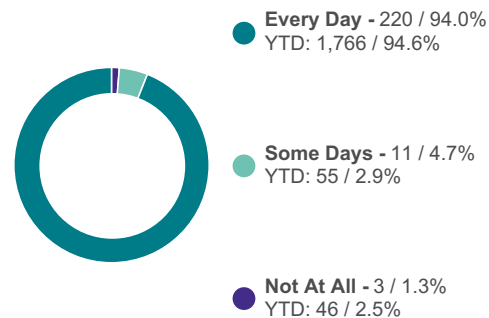


Measures of Nicotine Dependence

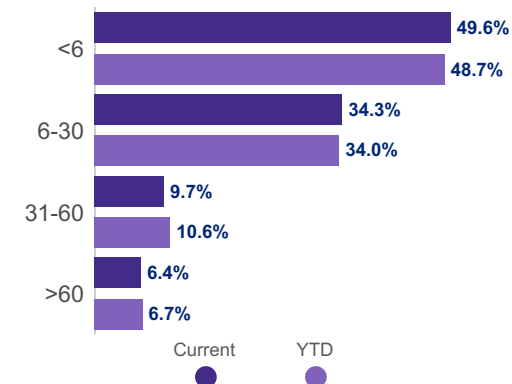
Average Utilization



Utilization Frequency



Minutes to First Use After Waking



Services Summary

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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

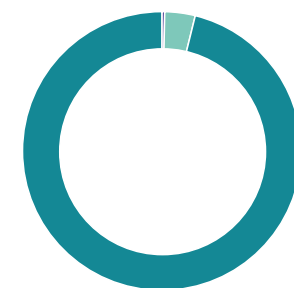
*Includes "Text a Coach" enrollments

Live Coach Interactions

Interaction Modalities

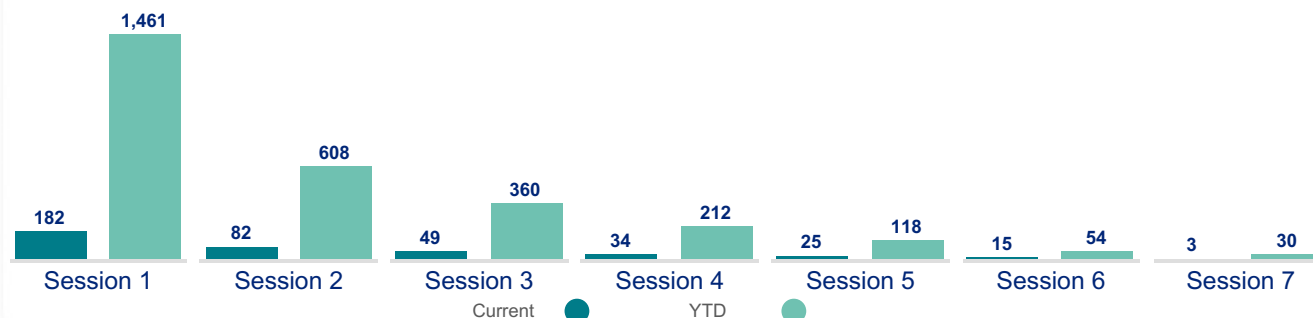
	Current	YTD
Calls	407	2,937
Chats	3	41
Texts	2	12
Group Sessions	6	40
In-Person	0	0

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)

**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

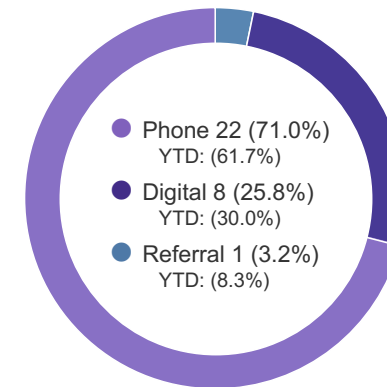
YTD: 14

Shipment 3

0

YTD: 0

Orders by NRT Assessment Method



Orders Shipped by NRT Type

