

Executive Summary

Quit Now Virginia

All Groups and Support Tracks

Current Period: Jun 01, 2025 - Jun 30, 2025

Year-to-Date: Jan 01, 2025 - Jun 30, 2025



275

Enrollments

YTD: 1,813

26

Re-Enrollments

YTD: 182



416

Engaged Members

YTD: 1,878

746

Member Interactions

YTD: 4,442

Members can have both Coaching and Digital Interactions

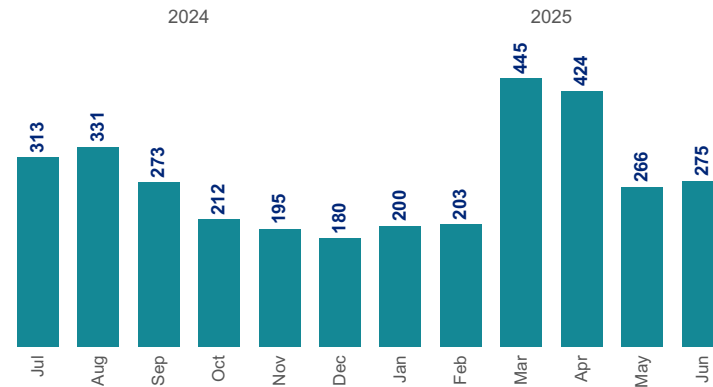
175

"Text a Coach" Opt-ins

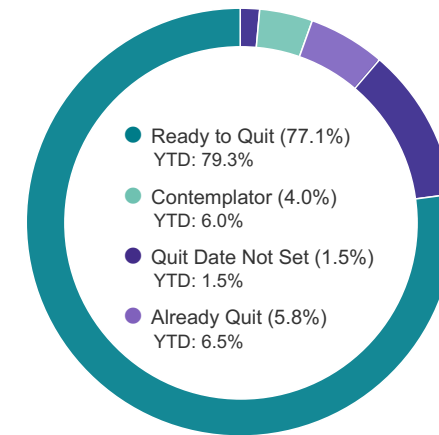
YTD: 1,086

Personalized coaching tips and strategies received via text message.

Monthly Enrollment Trend



Readiness to Quit



Engaged Member Details



80.8%

Interacted Live with a Coach

YTD: 74.9%



421 Coaching Sessions

23 Support Interactions



49.3%*

Utilized Digital Tools

YTD: 68.3%



302 Resources Utilized

*Includes 175 members who opted in for "Text a Coach"

Nicotine Replacement Therapy

21.1%

YTD: 73.2%



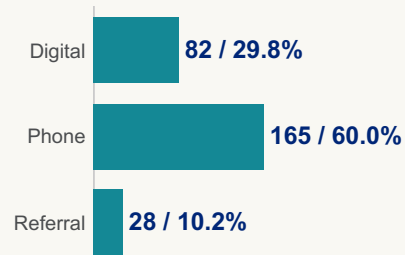
of members sent Nicotine Replacement Therapies

Enrollment Summary

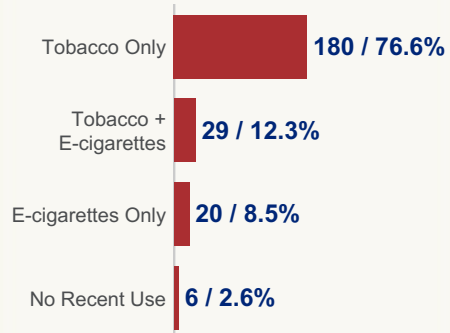


275
Enrollments

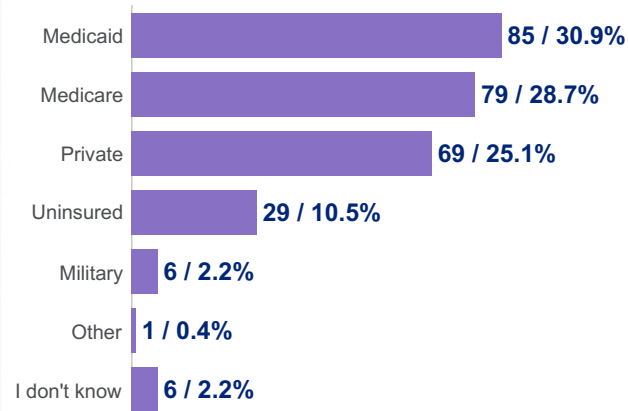
Entry Method



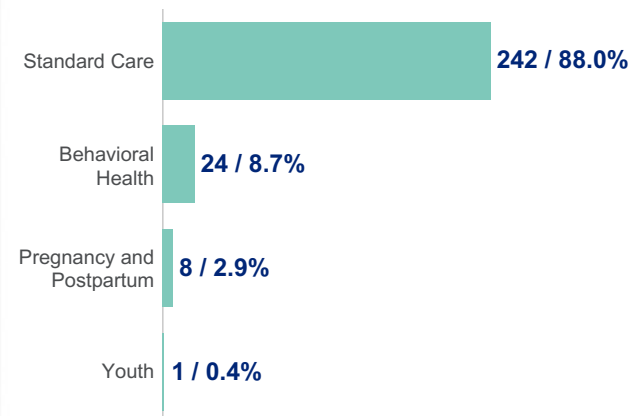
Unique Members by Utilization Type*



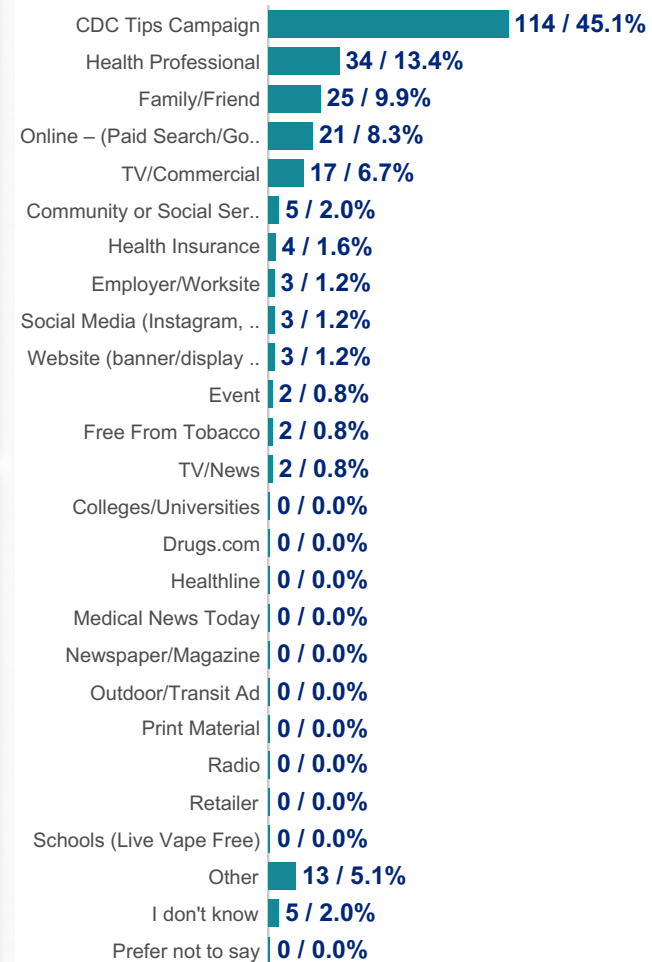
Health Insurance Type



Support Track



How Heard About*



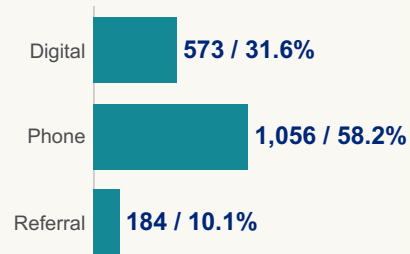
*Metrics are based on surveys completed in the reporting period

Enrollment Summary Year-to-Date

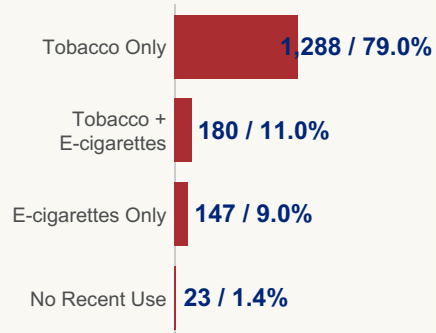


1,813
Enrollments YTD

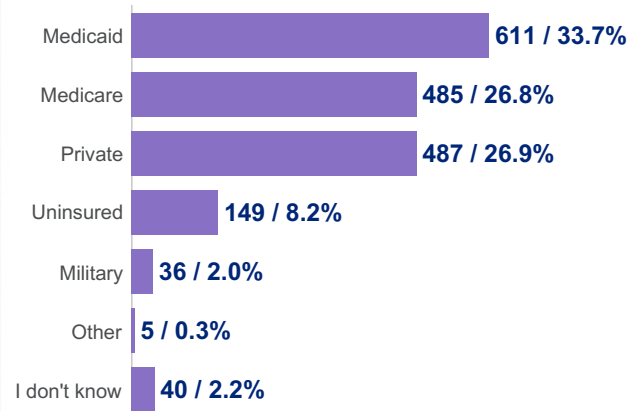
Entry Method YTD



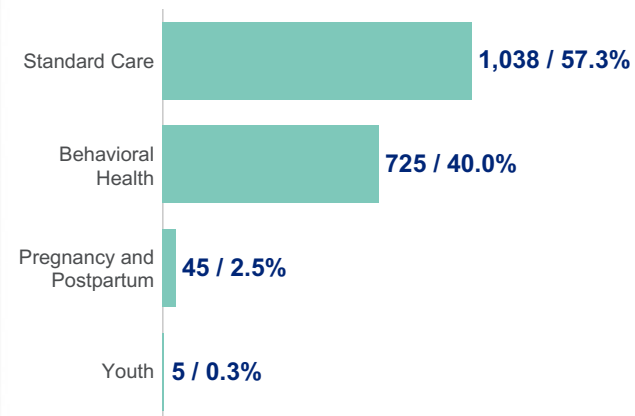
Unique Members by Utilization Type YTD*



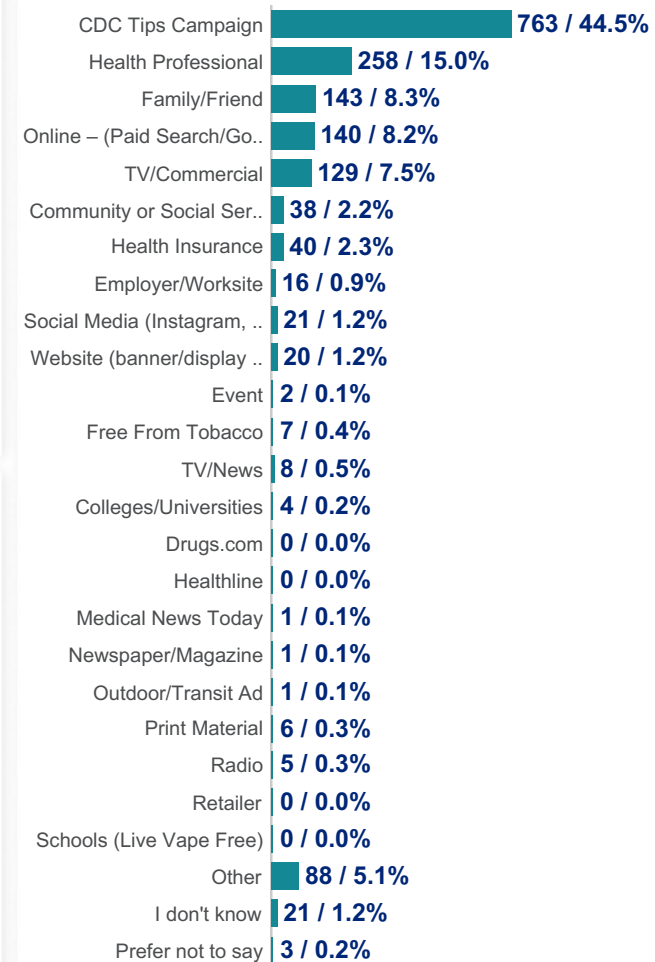
Health Insurance Type YTD



Support Track YTD



How Heard About YTD*



*Metrics are based on surveys completed in the reporting period

Enrollment - Demographics

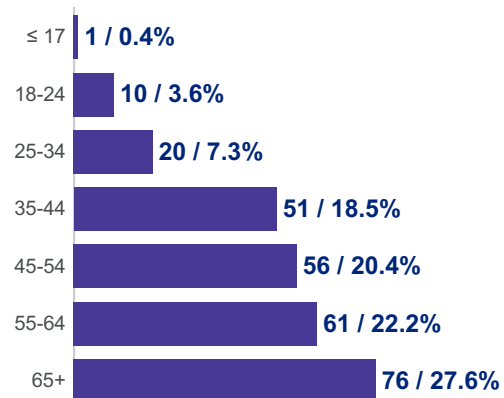
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All Groups and Support Tracks

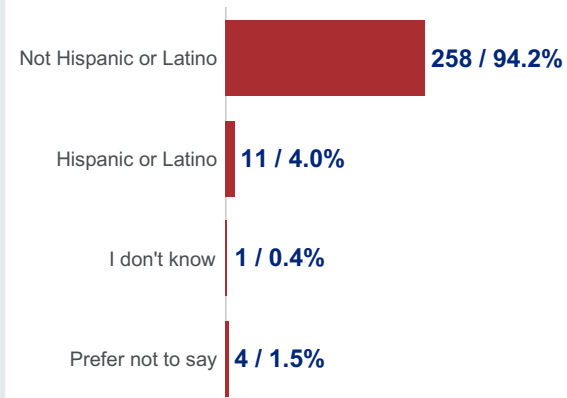
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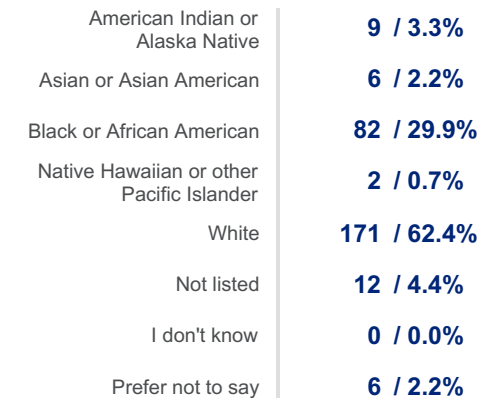
Age Range



Ethnicity*

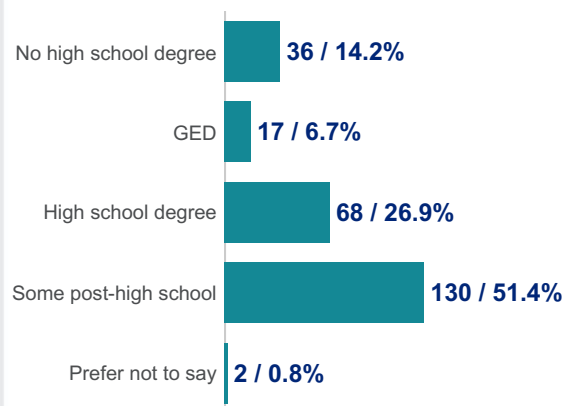


Race*



Members can be counted in multiple categories

Education*



*Metrics are based on surveys completed in the reporting period

Enrollment - Demographics Year-to-Date

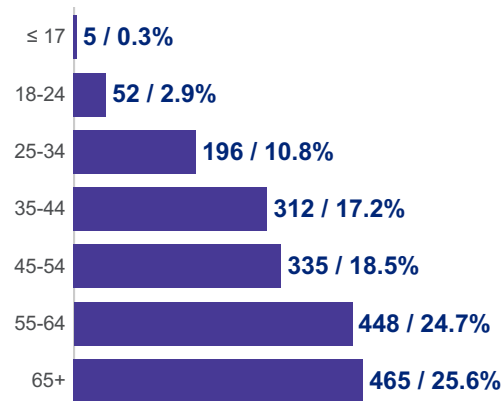
Quit Now Virginia

All Groups and Support Tracks

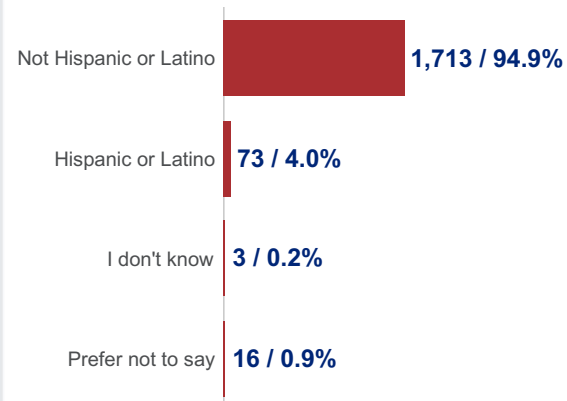
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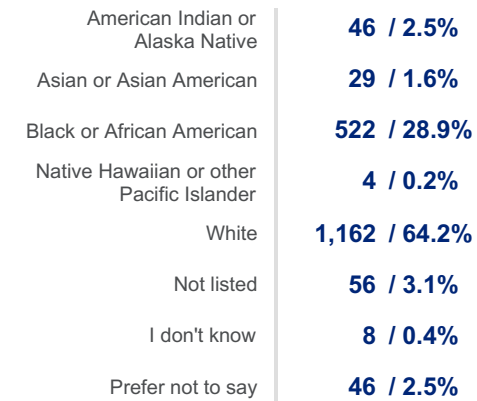
Age Range YTD



Ethnicity YTD*

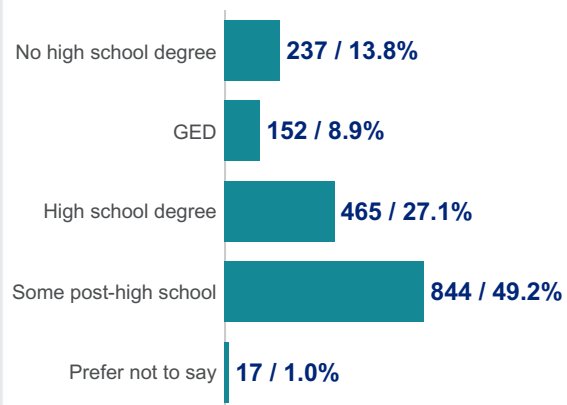


Race YTD*



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

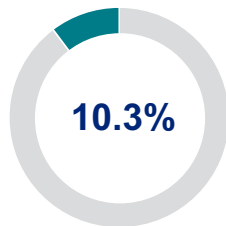
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Pregnant, Postpartum, or Planning



YTD: 9.2%

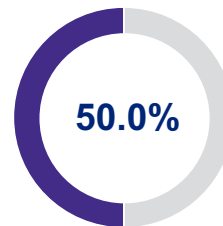
Percent of women aged 18-50 reporting one or more statuses listed below

Pregnancy Status

| | |
|---|----|
| Given birth within the last 6 months | 0 |
| Given birth within the last year | 2 |
| Currently pregnant | 4 |
| Currently breastfeeding | 0 |
| Planning to get pregnant within the next 3 months | 2 |
| None of these | 76 |

Members can be counted in multiple categories

Chronic Conditions



YTD: 52.2%

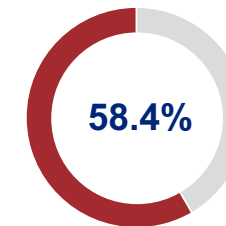
Percent of members reporting one or more chronic health conditions

Top Conditions

| | |
|-----------------------------------|----|
| Chronic bronchitis (COPD or CLRD) | 47 |
| Pre-diabetes | 22 |
| Diabetes type 2 | 34 |
| Diabetes type 1 | 3 |
| Cancer | 20 |
| Stroke | 15 |
| Asthma | 34 |
| Coronary artery disease (CAD) | 13 |
| Heart failure (CHF) | 11 |
| Angina or heart pain | 10 |
| Irregular heartbeat | 23 |
| Heart attack | 12 |
| None of these | 82 |

Members can be counted in multiple categories

Behavioral Health



YTD: 58.8%

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 | 26 | |
| No | 36 | |
| Prefer not to say | 0 | |

Baseline Tobacco and Nicotine

Metrics are based on surveys completed in the reporting period

Quit Now Virginia

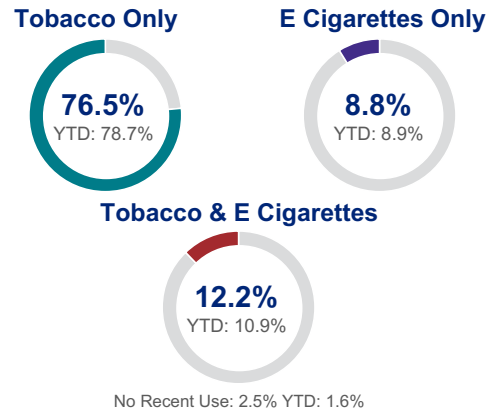
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Tobacco & Nicotine Products Used

Utilization Type

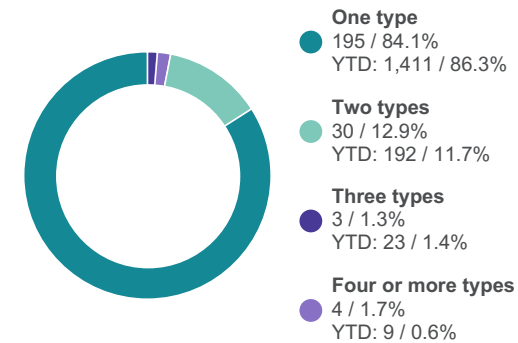


Tobacco & Nicotine Type

| | Current | YTD |
|---------------|---------|-------|
| Cigarettes | 200 | 1,417 |
| Cigars | 20 | 104 |
| E Cigarettes | 50 | 328 |
| Pipe | 3 | 8 |
| Smokeless | 6 | 38 |
| Water Pipes | 1 | 7 |
| Other | 0 | 0 |
| No Recent Use | 6 | 26 |

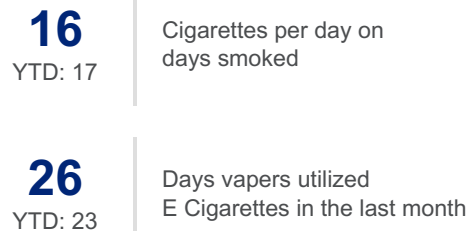
Members can be counted in multiple categories

Product Utilization

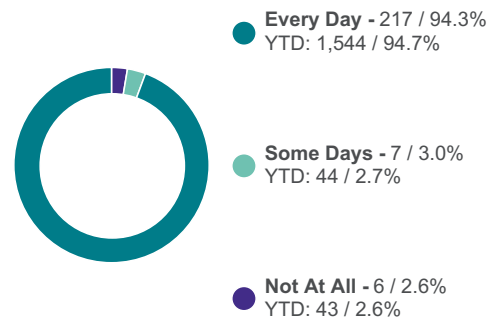


Measures of Nicotine Dependence

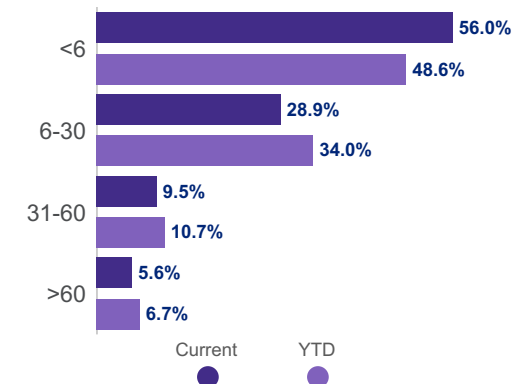
Average Utilization



Utilization Frequency



Minutes to First Use After Waking



Services Summary

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416

Engaged Members

YTD: 1,878



80.8%

(Members: 336)

**Interacted Live
with a Coach**

YTD: 74.9% (Members: 1,406)

Coaching
Sessions

421

YTD: 2,453

Support
Interactions

23

YTD: 159



49.3%*

(Members: 205)

**Utilized
Digital Tools**

YTD: 68.3% (Members: 1,282)

Resources
Utilized

302

YTD: 1,830

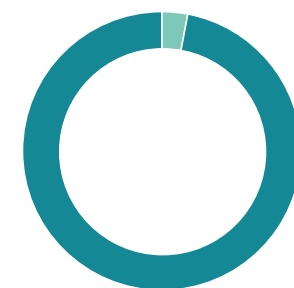
*Includes "Text a Coach" enrollments

Live Coach Interactions

Interaction Modalities

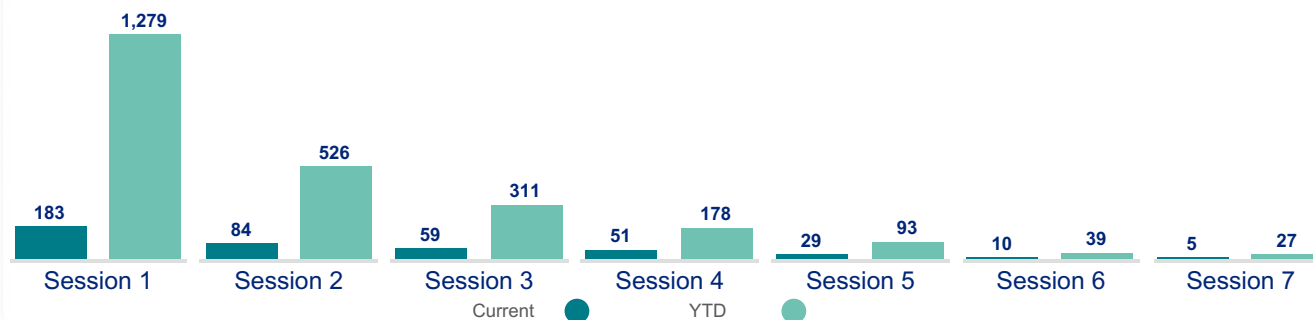
| | Current | YTD |
|----------------|------------|--------------|
| Calls | 436 | 2,530 |
| Chats | 6 | 38 |
| Texts | 0 | 10 |
| Group Sessions | 2 | 34 |
| In-Person | 0 | 0 |

Modality Utilization



- One modality**
326 / 97.0%
YTD: 1,356 / 96.4%
- Two modalities**
10 / 3.0%
YTD: 45 / 3.2%
- Three modalities**
0 / 0.0%
YTD: 5 / 0.4%

Members Completing Coaching Sessions



Nicotine Replacement Therapy (NRT)

**73****Members Sent NRT**

YTD: 1,346

**73****Orders Shipped**

YTD: 1,357

**6****Average Days from
Order to Delivery**

YTD: 3

**21.1%****of members
sent NRT**

YTD: 73.2%

Members Sent NRT Shipments

Shipment 1

72

YTD: 1,343

Shipment 2

1

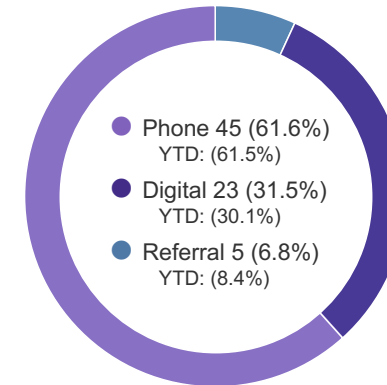
YTD: 14

Shipment 3

0

YTD: 0

Orders by NRT Assessment Method



Orders Shipped by NRT Type

