

Executive Summary

Quit Now Virginia

All Groups and Support Tracks

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

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



136

Enrollments

YTD: 2,905

25

Re- Enrollments

YTD: 321



175

Engaged Members

YTD: 2,897

344

Member Interactions

YTD: 6,853

Members can have both Coaching and Digital Interactions

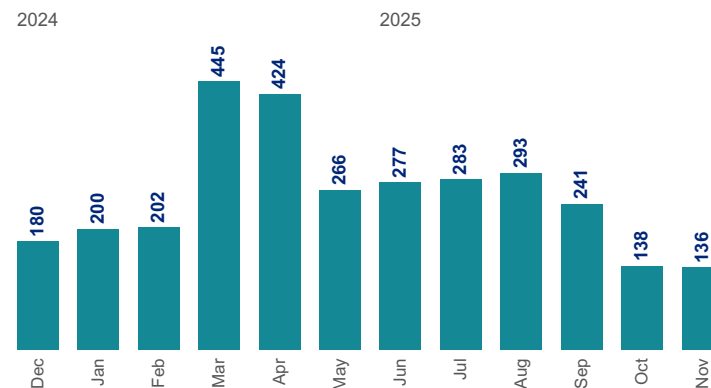
65

"Text a Coach" Opt-ins

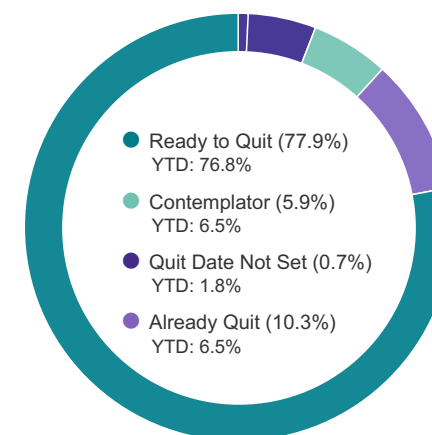
YTD: 1,715

Personalized coaching tips and strategies received via text message.

Monthly Enrollment Trend



Readiness to Quit



Engaged Member Details



82.9%

Interacted Live with a Coach

YTD: 74.9%



229 Coaching Sessions

17 Support Interactions



49.7%*

Utilized Digital Tools

YTD: 68.7%



98 Resources Utilized

*Includes 65 members who opted in for "Text a Coach"

Nicotine Replacement Therapy

71.3%

YTD: 53.1%



of members sent Nicotine Replacement Therapies

Enrollment Summary

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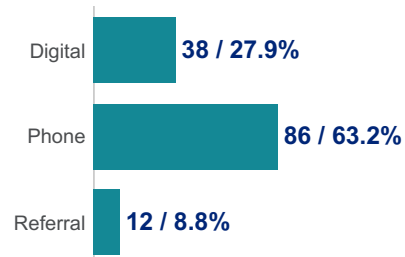
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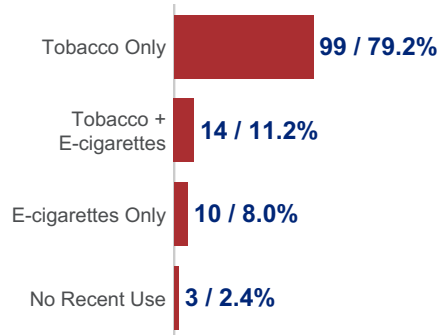


136
Enrollments

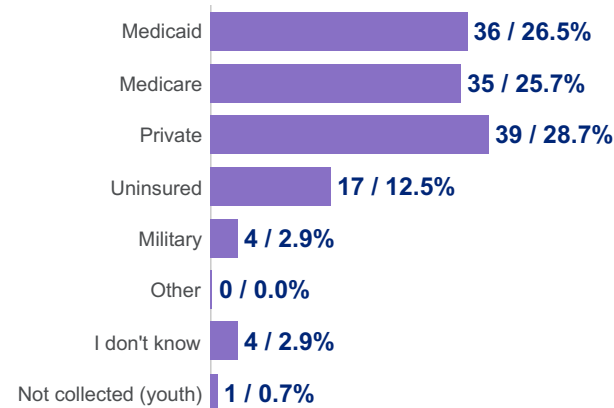
Entry Method



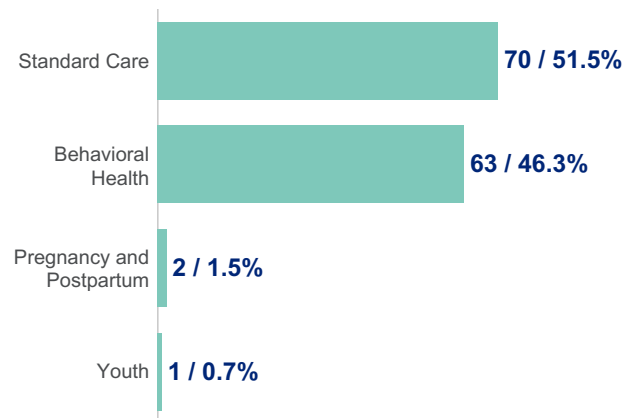
Unique Members by Utilization Type*



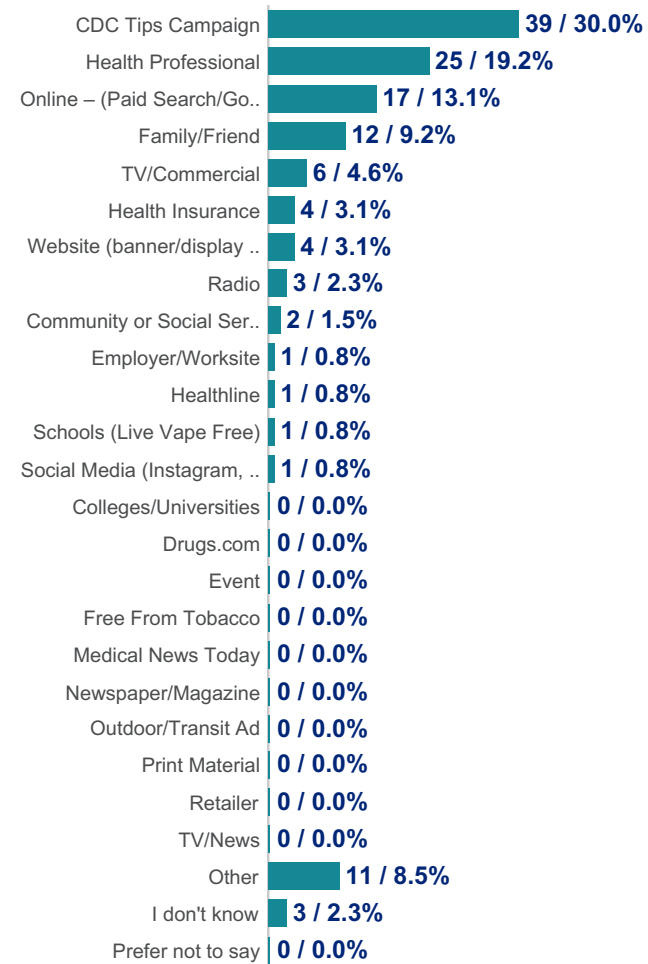
Health Insurance Type



Support Track



How Heard About*



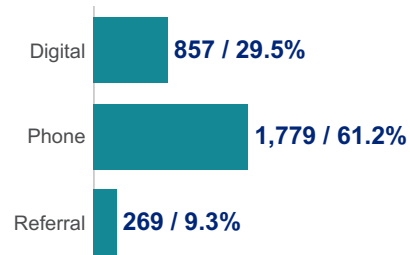
*Metrics are based on surveys completed in the reporting period

Enrollment Summary Year-to-Date

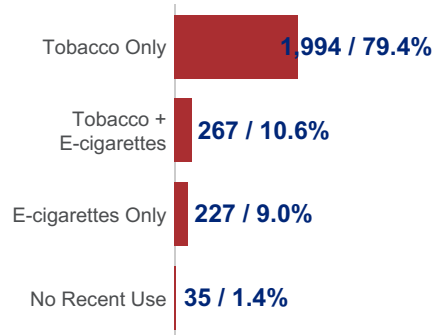


2,905
Enrollments YTD

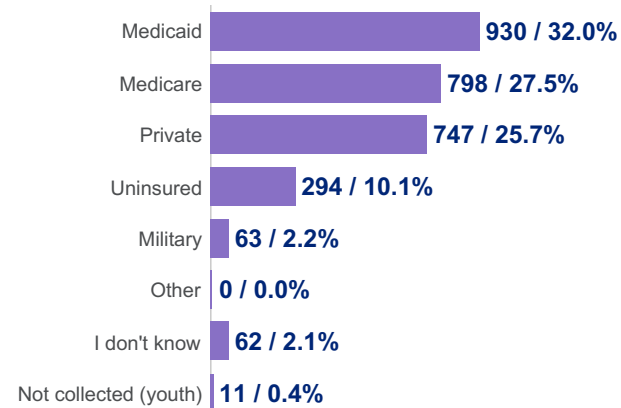
Entry Method YTD



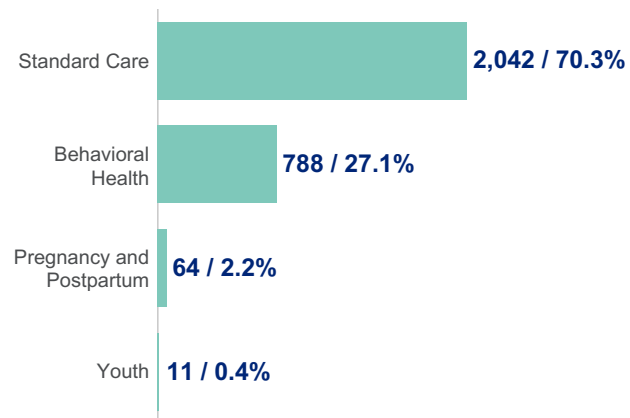
Unique Members by Utilization Type YTD*



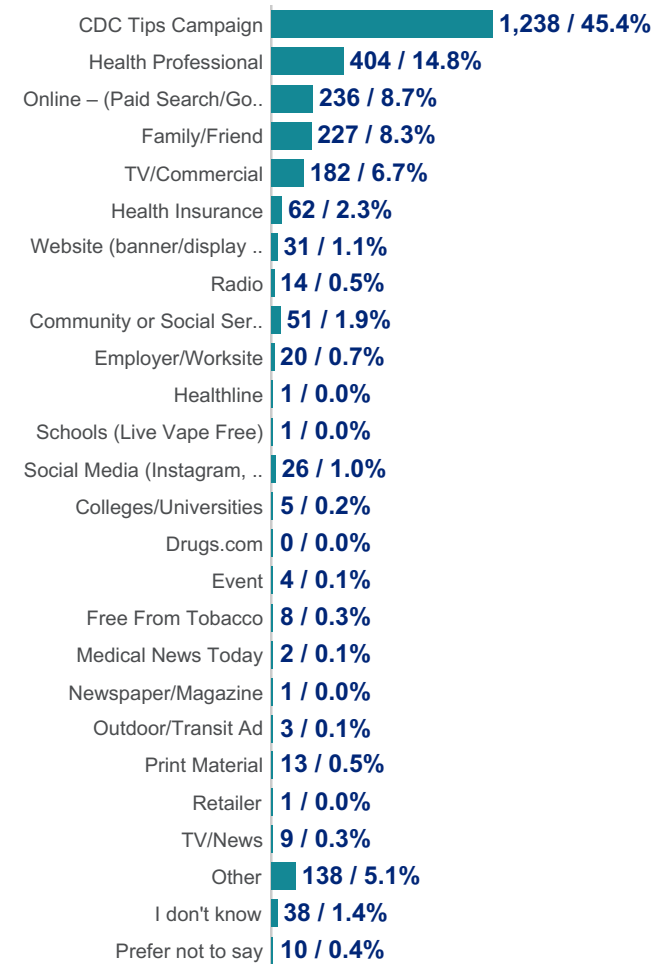
Health Insurance Type YTD



Support Track YTD



How Heard About YTD*



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Enrollment - Demographics

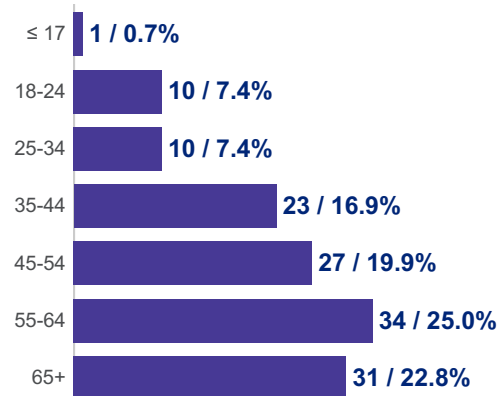
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All Groups and Support Tracks

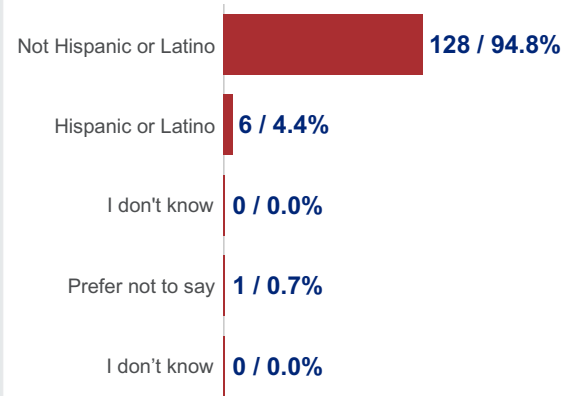
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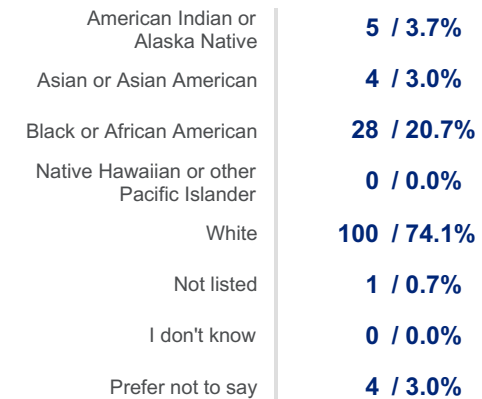
Age Range



Ethnicity*

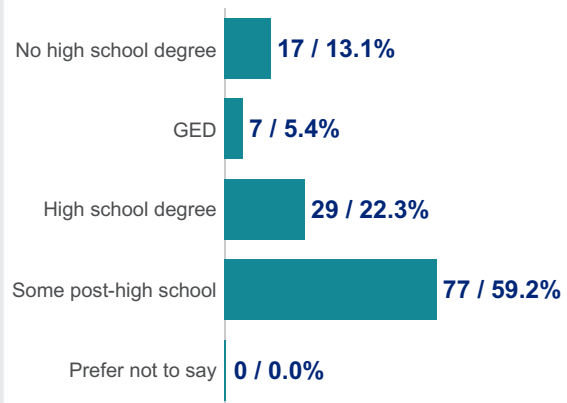


Race*



Members can be counted in multiple categories

Education*



*Metrics are based on surveys completed in the reporting period

Enrollment - Demographics Year-to-Date

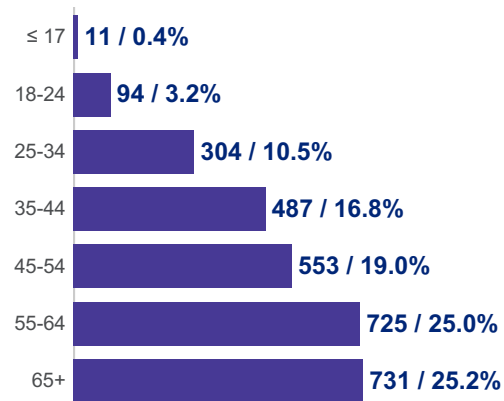
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All Groups and Support Tracks

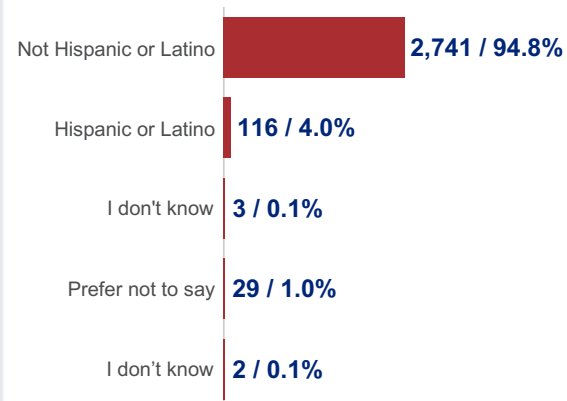
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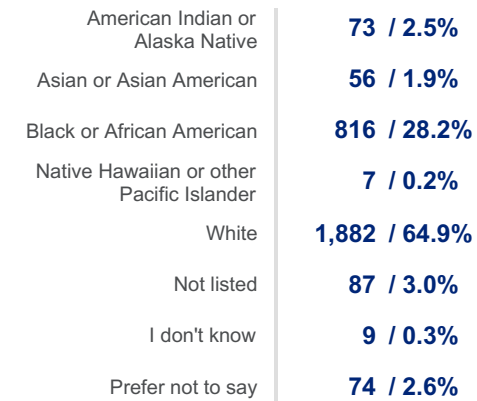
Age Range YTD



Ethnicity YTD*

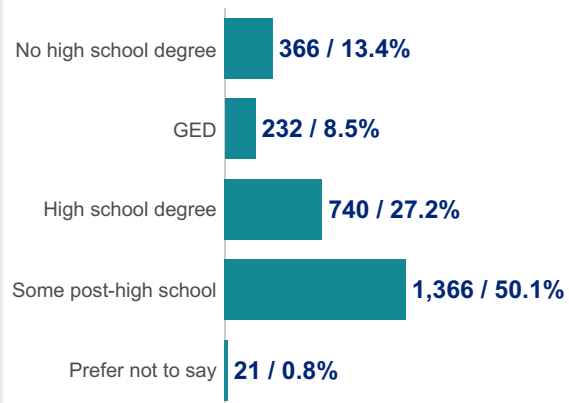


Race YTD*



Members can be counted in multiple categories

Education YTD*



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Enrollment - Health Status

Metrics are based on surveys completed in the reporting period

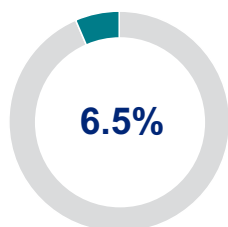
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Pregnant, Postpartum, or Planning



YTD: 8.3%

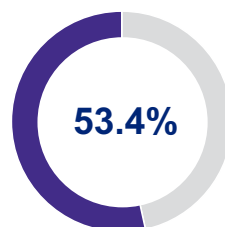
Percent of women aged 18-50 reporting one or more statuses listed below

Pregnancy Status

Given birth within the last 6 months	0
Given birth within the last year	1
Currently pregnant	0
Currently breastfeeding	0
Planning to get pregnant within the next 3 months	1
None of these	33

Members can be counted in multiple categories

Chronic Conditions



YTD: 49.0%

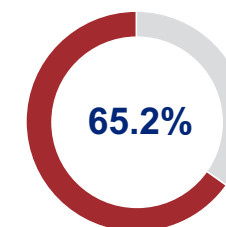
Percent of members reporting one or more chronic health conditions

Top Conditions

Chronic bronchitis (COPD or CLRD)	32
Pre-diabetes	10
Diabetes type 2	19
Diabetes type 1	1
Cancer	6
Stroke	15
Asthma	15
Coronary artery disease (CAD)	6
Heart failure (CHF)	8
Angina or heart pain	2
Irregular heartbeat	10
Heart attack	11
None of these	52

Members can be counted in multiple categories

Behavioral Health



YTD: 59.4%

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	56	Members enrolled in Behavioral Health Support if available
Don't know	12	
No	19	
Prefer not to say	1	

Baseline Tobacco and Nicotine

Metrics are based on surveys completed in the reporting period

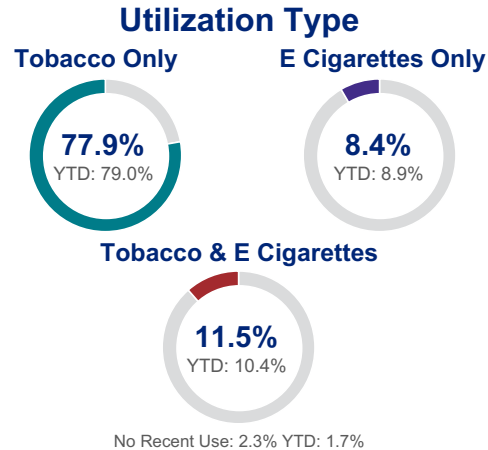
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Tobacco & Nicotine Products Used

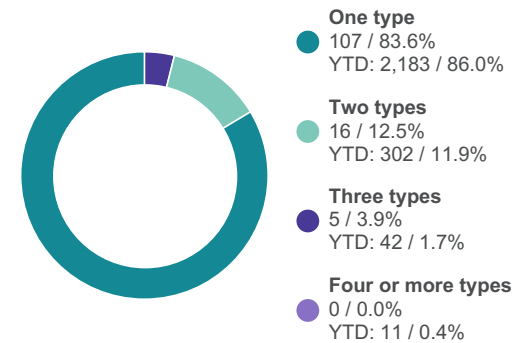


Tobacco & Nicotine Type

	Current	YTD
Cigarettes	112	2,192
Cigars	6	175
E Cigarettes	26	498
Pipe	0	11
Smokeless	9	69
Water Pipes	1	14
Other	0	0
No Recent Use	3	44

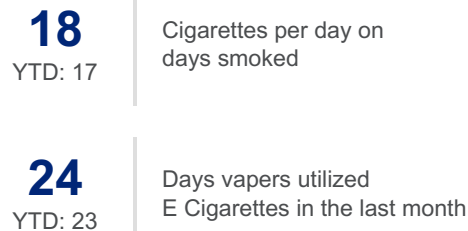
Members can be counted in multiple categories

Product Utilization

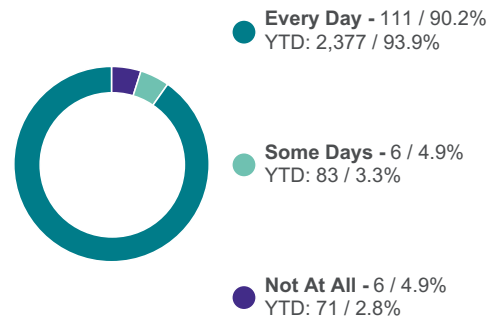


Measures of Nicotine Dependence

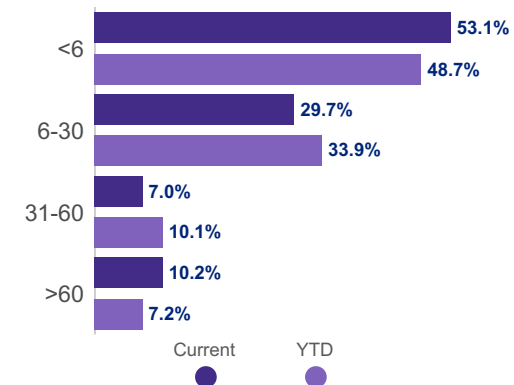
Average Utilization



Utilization Frequency



Minutes to First Use After Waking



Services Summary

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175

Engaged Members

YTD: 2,897



82.9%

(Members: 145)

Interacted Live
with a Coach

YTD: 74.9% (Members: 2,169)

Coaching
Sessions

229

YTD: 3,956

Support
Interactions

17

YTD: 290



49.7%*

(Members: 87)

Utilized
Digital Tools

YTD: 68.7% (Members: 1,990)

Resources
Utilized

98

YTD: 2,607

*Includes "Text a Coach" enrollments

Live Coach Interactions

Interaction Modalities

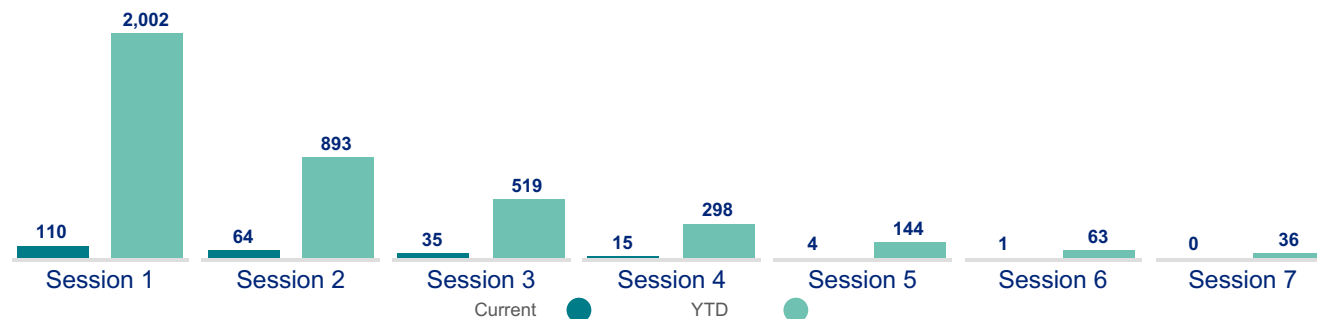
	Current	YTD
Calls	241	4,137
Chats	4	54
Texts	1	14
Group Sessions	0	41
In-Person	0	0

Modality Utilization



- One modality**
144 / 99.3%
YTD: 2,106 / 97.1%
- Two modalities**
1 / 0.7%
YTD: 57 / 2.6%
- Three modalities**
0 / 0.0%
YTD: 6 / 0.3%

Members Completing Coaching Sessions



Nicotine Replacement Therapy (NRT)

**105****Members Sent NRT**

YTD: 1,562

**132****Orders Shipped**

YTD: 1,603

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

YTD: 3

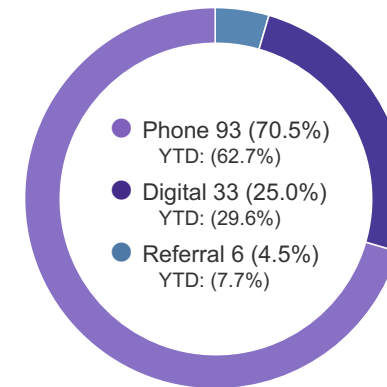
**71.3%****of members
sent NRT**

YTD: 53.1%

Members Sent NRT Shipments



Orders by NRT Assessment Method



Orders Shipped by NRT Type

