

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



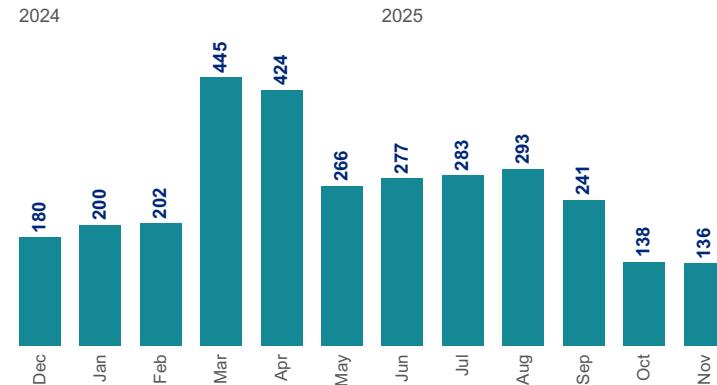
25
Re- Enrollments
YTD: 321

 **175**
Engaged Members
YTD: 2,897

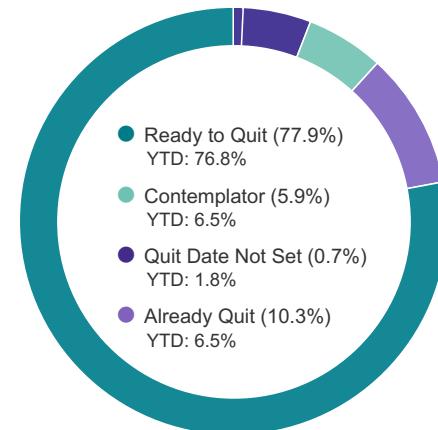
344
Member Interactions
YTD: 6,853
Members can have both
Coaching and Digital
Interactions

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

Quit Now Virginia

All Groups and Support Tracks

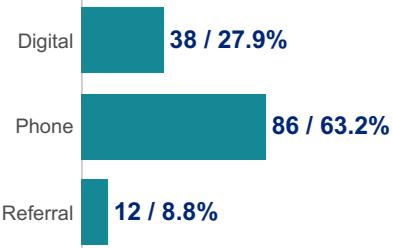
Current Period: Nov 01, 2025 - Nov 30, 2025

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

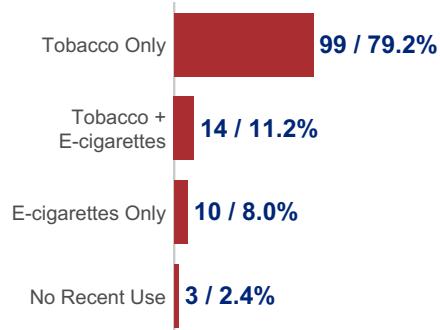


136
Enrollments

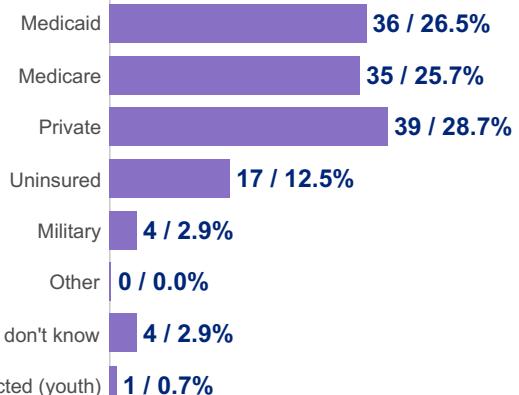
Entry Method



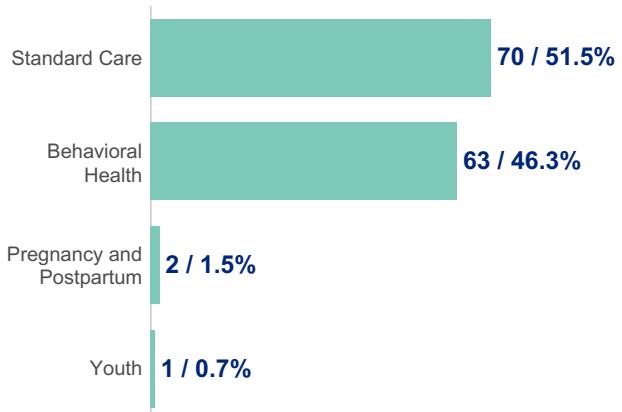
Unique Members by Utilization Type*



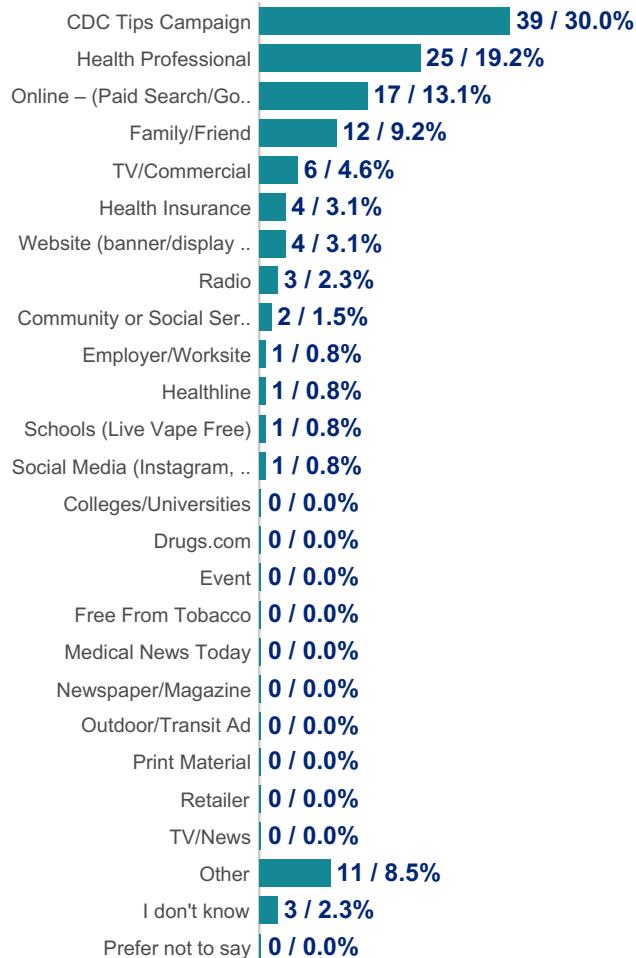
Health Insurance Type



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

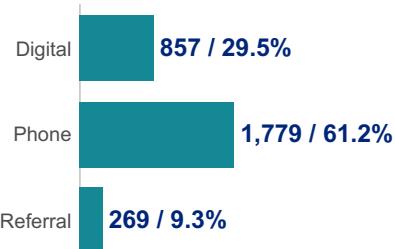
Current Period: Nov 01, 2025 - Nov 30, 2025

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

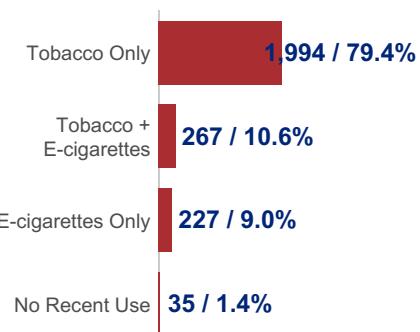


2,905
Enrollments YTD

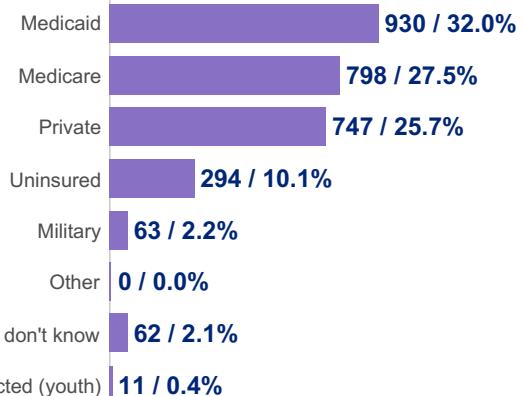
Entry Method YTD



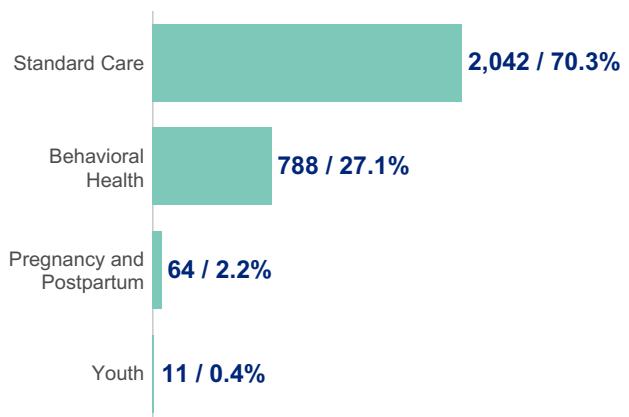
Unique Members by Utilization Type YTD*



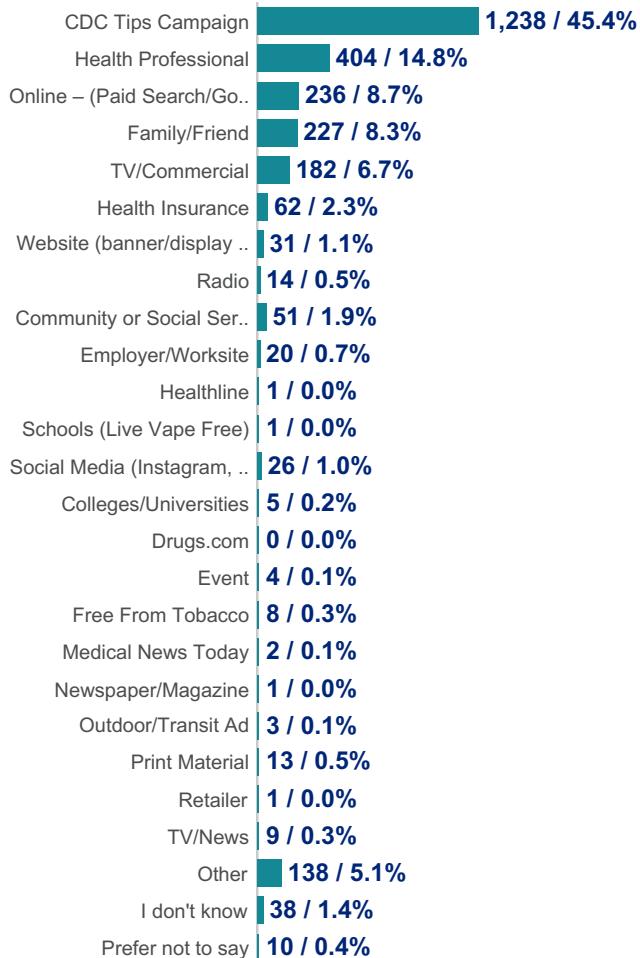
Health Insurance Type YTD



Support Track YTD



How Heard About YTD*



*Metrics are based on surveys completed in the reporting period

Enrollment - Demographics

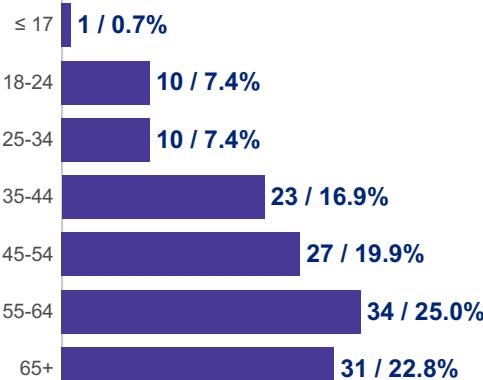
Quit Now Virginia

All Groups and Support Tracks

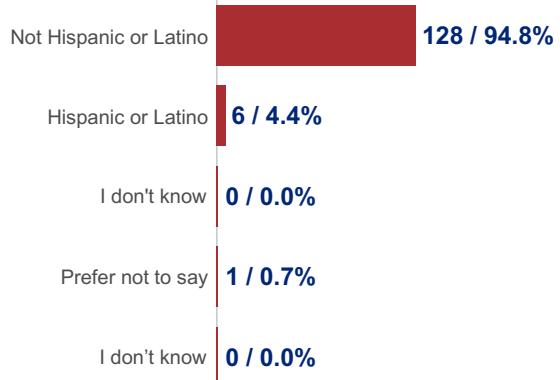
Current Period: Nov 01, 2025 - Nov 30, 2025

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

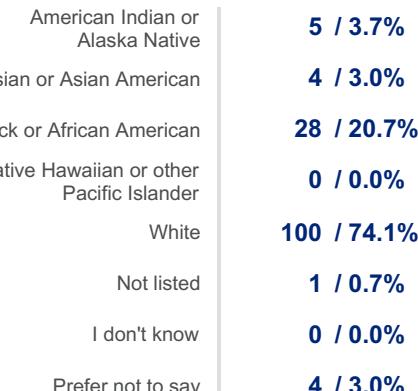
Age Range



Ethnicity*

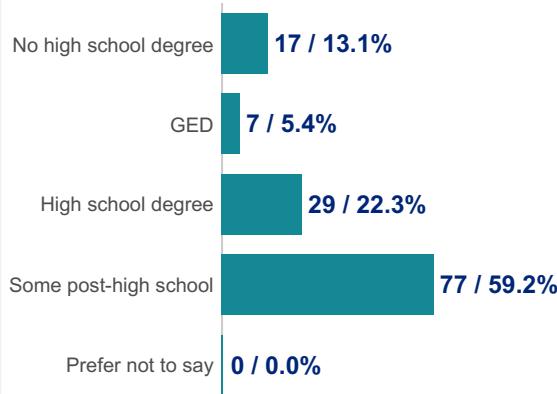


Race*



Members can be counted in multiple categories

Education*



*Metrics are based on surveys completed in the reporting period

Enrollment - Demographics Year-to-Date

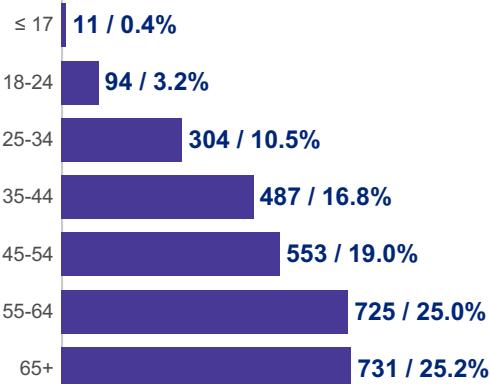
Quit Now Virginia

All Groups and Support Tracks

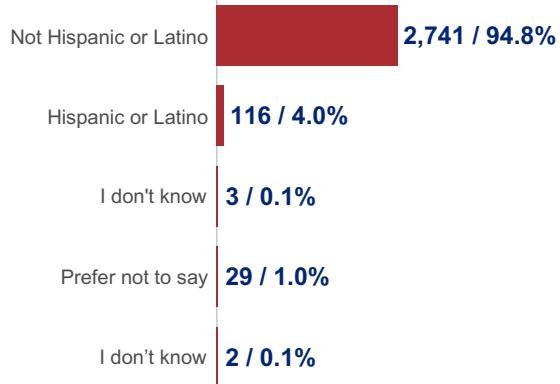
Current Period: Nov 01, 2025 - Nov 30, 2025

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

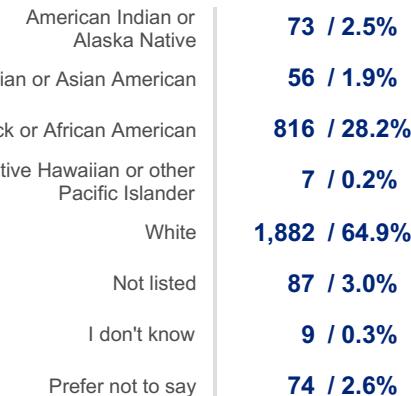
Age Range YTD



Ethnicity YTD*

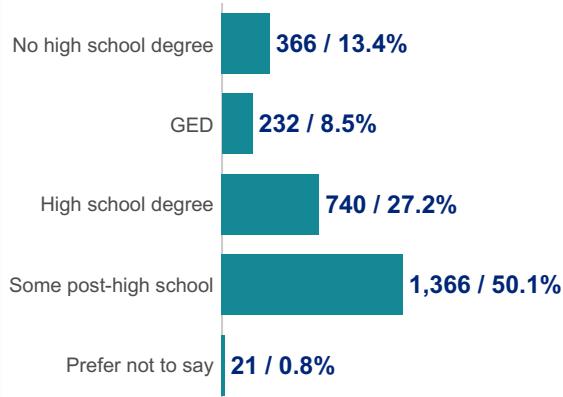


Race YTD*



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

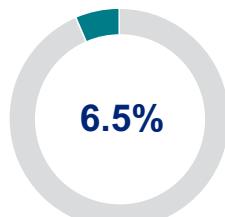
Quit Now Virginia

All Groups and Support Tracks

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

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

Pregnant, Postpartum, or Planning



YTD: 8.3%

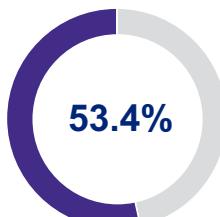
Percent of women aged 18-50 reporting one or more statuses listed below

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%

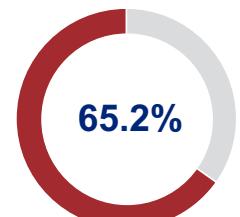
Percent of members reporting one or more chronic health conditions

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

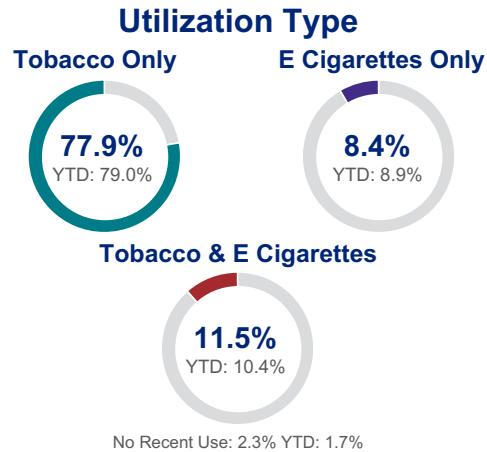
Metrics are based on surveys completed in the reporting period

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

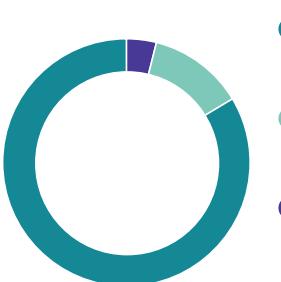


Tobacco & Nicotine Products Used

	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



Category	Current	YTD
One type	107 / 83.6%	2,183 / 86.0%
Two types	16 / 12.5%	302 / 11.9%
Three types	5 / 3.9%	42 / 1.7%
Four or more types	0 / 0.0%	11 / 0.4%

Average Utilization

18

YTD: 17

Cigarettes per day on days smoked

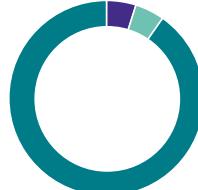
24

YTD: 23

Days vapers utilized E Cigarettes in the last month

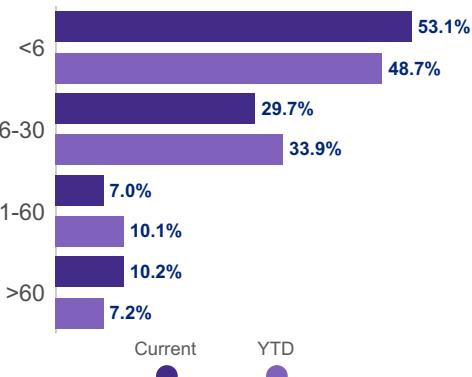
Measures of Nicotine Dependence

Utilization Frequency



Every Day	111 / 90.2%
Some Days	6 / 4.9%
Not At All	6 / 4.9%

Minutes to First Use After Waking



Services 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



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

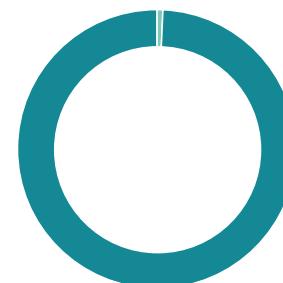
98

YTD: 2,607

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%

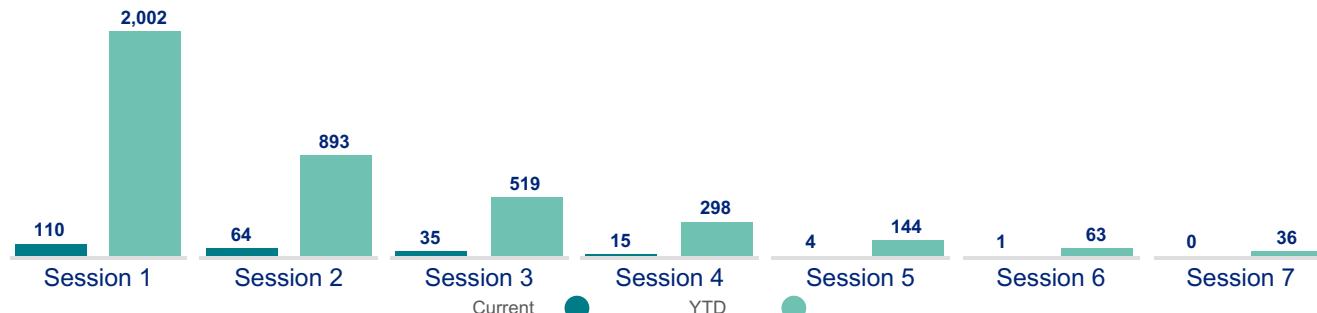
Two modalities

1 / 0.7%
YTD: 57 / 2.6%

Three modalities

0 / 0.0%
YTD: 6 / 0.3%

Members Completing Coaching Sessions



*Includes "Text a Coach" enrollments

Nicotine Replacement Therapy (NRT)

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



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

Shipment 1

104

YTD: 1,559

Shipment 2

25

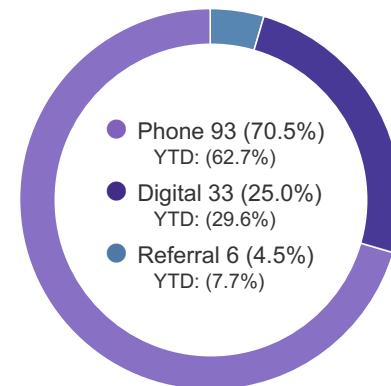
YTD: 41

Shipment 3

3

YTD: 3

Orders by NRT Assessment Method



Orders Shipped by NRT Type

