

Executive Summary

Quit Now Virginia

All Groups and Support Tracks

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

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



138
Enrollments
YTD: 2,769

21
Re-Enrollments
YTD: 296

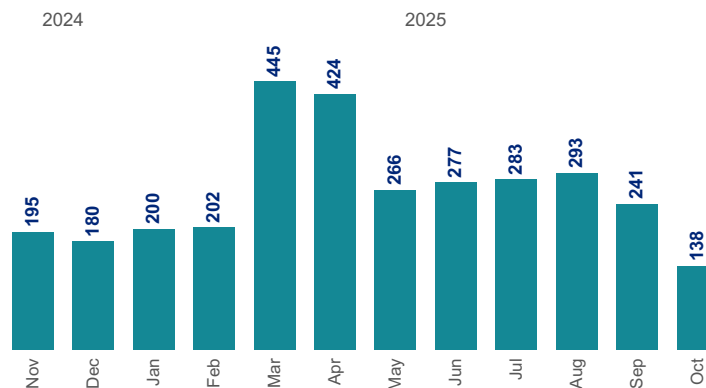


195
Engaged Members
YTD: 2,759

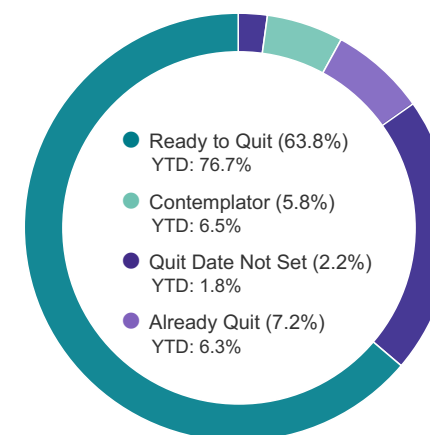
371
Member Interactions
YTD: 6,510
Members can have both
Coaching and Digital
Interactions

78
"Text a Coach" Opt-ins
YTD: 1,637
Personalized coaching tips
and strategies received via
text message.

Monthly Enrollment Trend



Readiness to Quit



Engaged Member Details



81.0%
**Interacted Live
with a Coach**
YTD: 74.5%



222 Coaching Sessions

15 Support Interactions



48.7%*
**Utilized
Digital Tools**
YTD: 68.9%



134 Resources Utilized

*Includes 78 members who opted in for "Text a Coach"

Nicotine Replacement Therapy

10.9%
YTD: 52.0%



**of members sent Nicotine
Replacement Therapies**

Enrollment Summary

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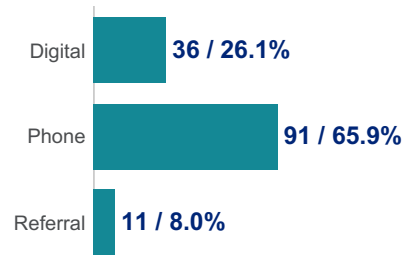
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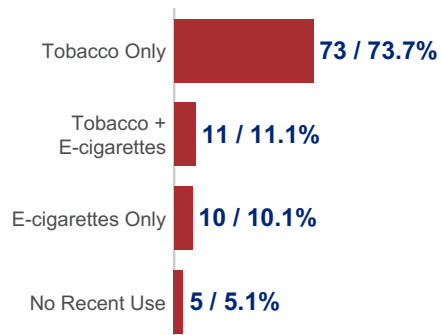


138
Enrollments

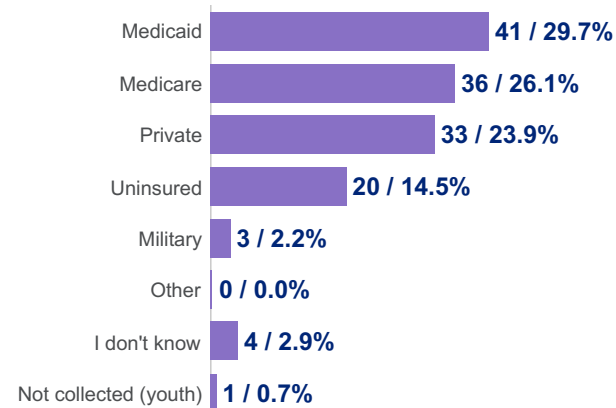
Entry Method



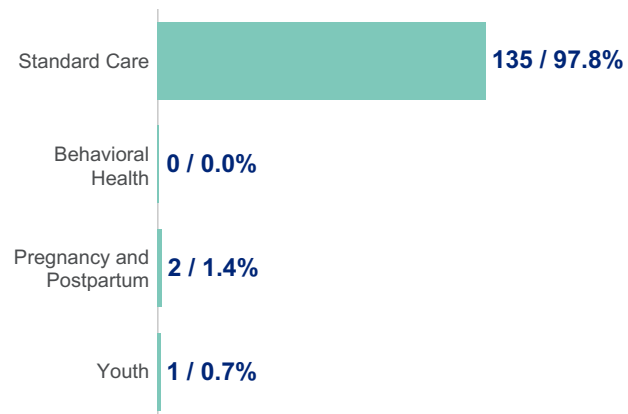
Unique Members by Utilization Type*



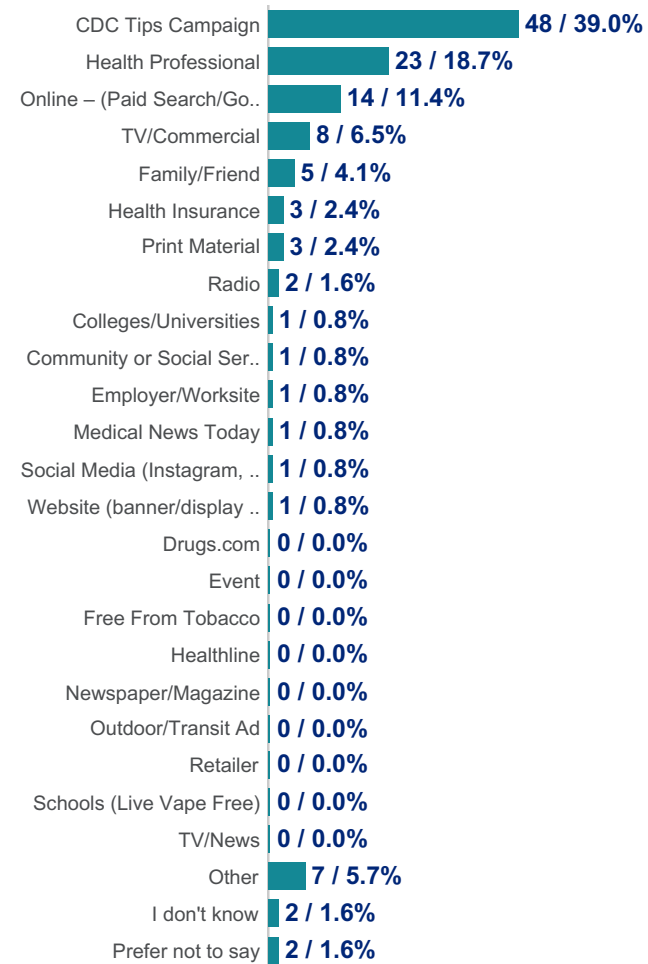
Health Insurance Type



Support Track



How Heard About*



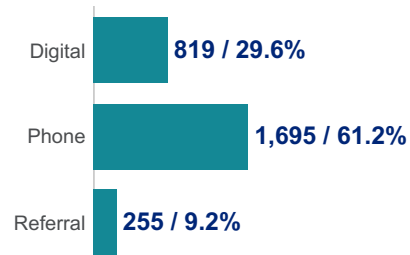
*Metrics are based on surveys completed in the reporting period

Enrollment Summary Year-to-Date

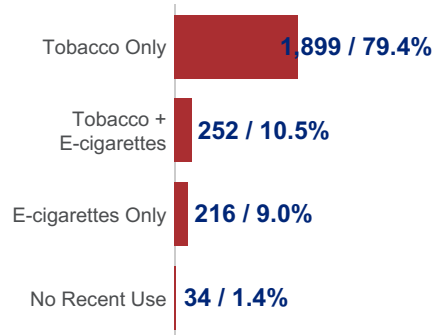


2,769
Enrollments YTD

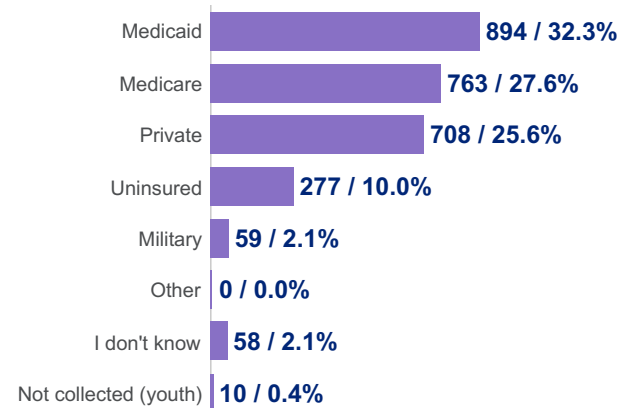
Entry Method YTD



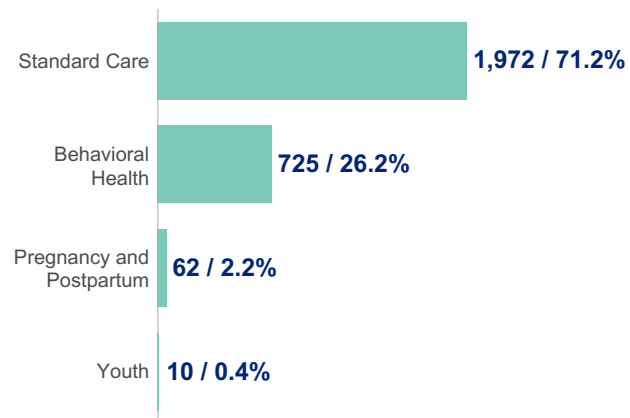
Unique Members by Utilization Type YTD*



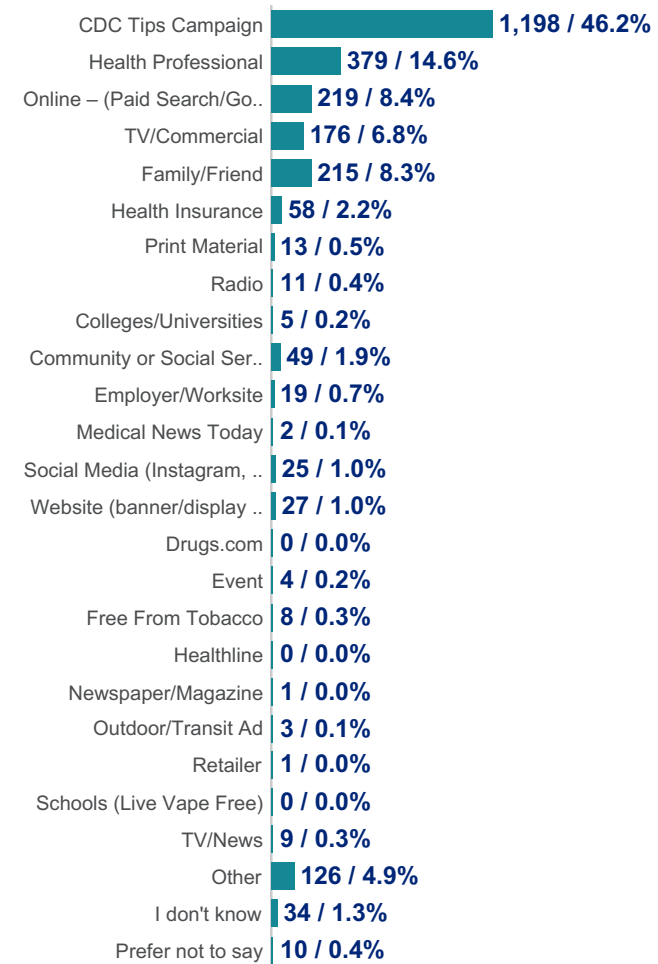
Health Insurance Type YTD



Support Track YTD



How Heard About YTD*



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Enrollment - Demographics

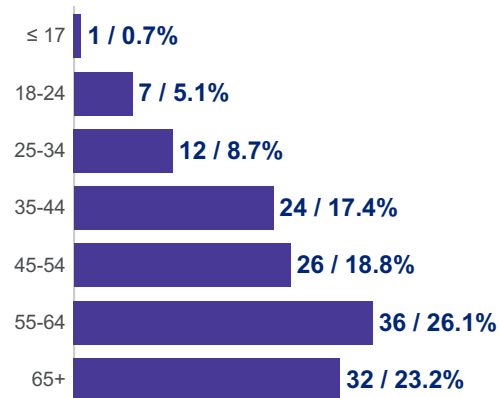
Quit Now Virginia

All Groups and Support Tracks

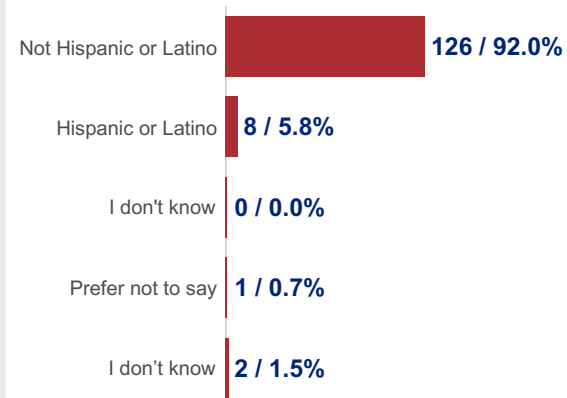
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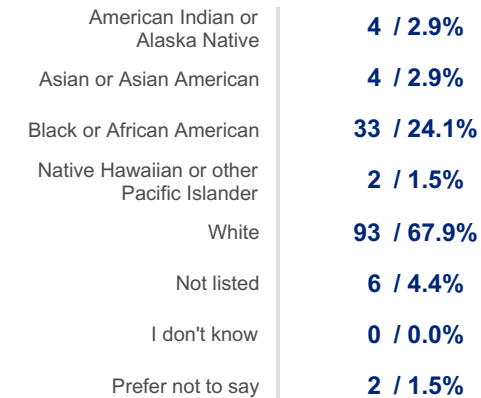
Age Range



Ethnicity*

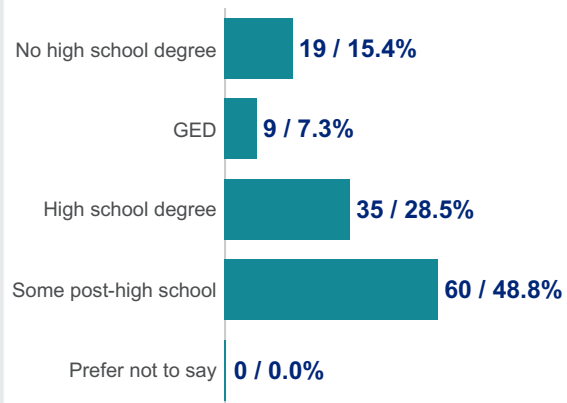


Race*



Members can be counted in multiple categories

Education*



*Metrics are based on surveys completed in the reporting period

Enrollment - Demographics Year-to-Date

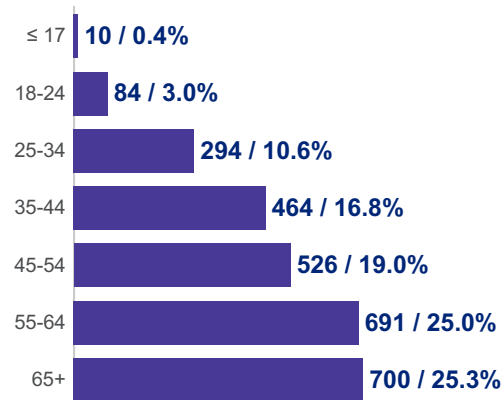
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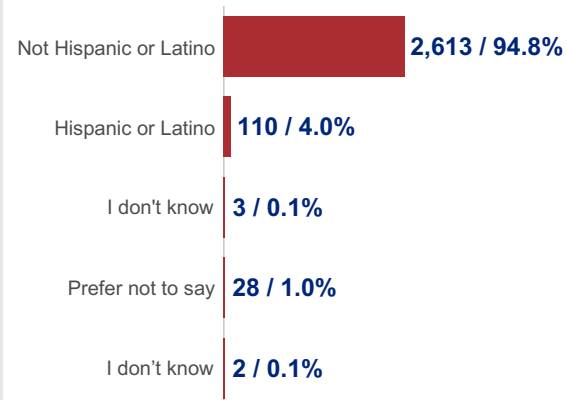
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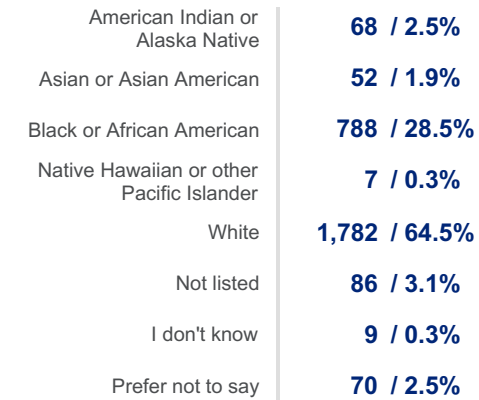
Age Range YTD



Ethnicity YTD*

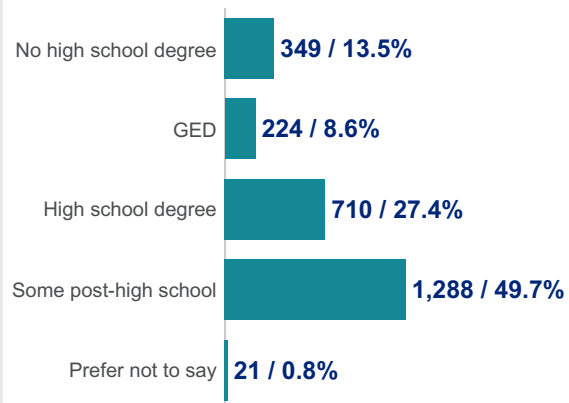


Race YTD*



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

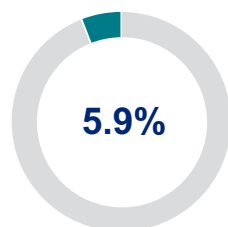
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All Groups and Support Tracks

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Pregnant, Postpartum, or Planning



YTD: 8.4%

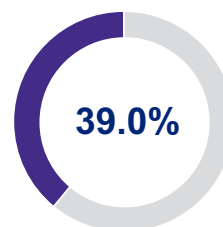
Percent of women aged 18-50 reporting one or more statuses listed below

Pregnancy Status

Given birth within the last 6 months	0
Given birth within the last year	0
Currently pregnant	2
Currently breastfeeding	0
Planning to get pregnant within the next 3 months	0
None of these	37

Members can be counted in multiple categories

Chronic Conditions



YTD: 48.9%

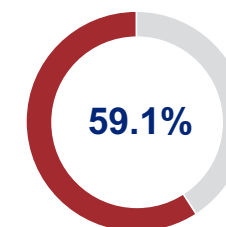
Percent of members reporting one or more chronic health conditions

Top Conditions

Chronic bronchitis (COPD or CLRD)	22
Pre-diabetes	3
Diabetes type 2	9
Diabetes type 1	1
Cancer	7
Stroke	4
Asthma	9
Coronary artery disease (CAD)	6
Heart failure (CHF)	5
Angina or heart pain	1
Irregular heartbeat	6
Heart attack	3
None of these	37

Members can be counted in multiple categories

Behavioral Health



YTD: 59.1%

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	49	Members enrolled in Behavioral Health Support if available
Don't know	18	
No	14	
Prefer not to say	0	

Baseline Tobacco and Nicotine

Metrics are based on surveys completed in the reporting period

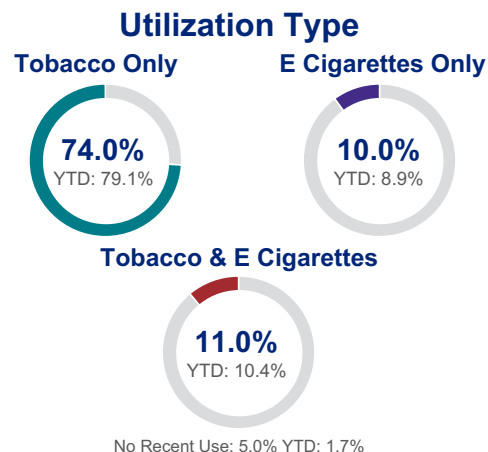
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Tobacco & Nicotine Products Used

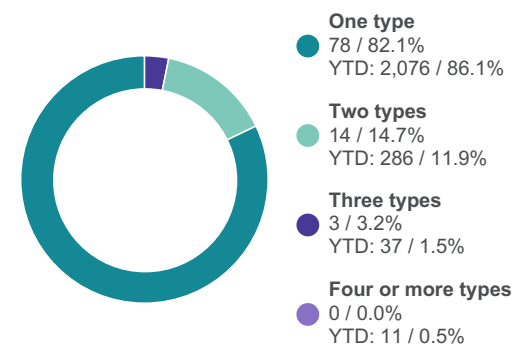


Tobacco & Nicotine Type

	Current	YTD
Cigarettes	82	2,080
Cigars	7	169
E Cigarettes	21	472
Pipe	0	11
Smokeless	3	60
Water Pipes	2	13
Other	0	0
No Recent Use	5	41

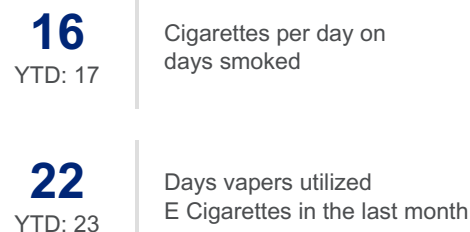
Members can be counted in multiple categories

Product Utilization

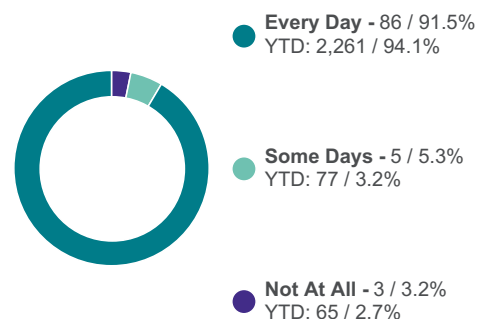


Measures of Nicotine Dependence

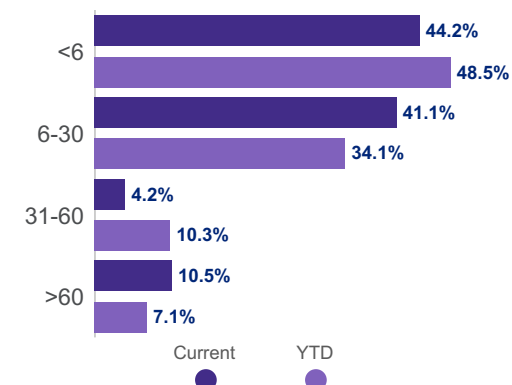
Average Utilization



Utilization Frequency



Minutes to First Use After Waking



Services Summary

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195

Engaged Members

YTD: 2,759



81.0%

(Members: 158)

**Interacted Live
with a Coach**

YTD: 74.5% (Members: 2,056)

Coaching
Sessions

222

YTD: 3,727

Support
Interactions

15

YTD: 273



48.7%*

(Members: 95)

**Utilized
Digital Tools**

YTD: 68.9% (Members: 1,902)

Resources
Utilized

134

YTD: 2,510

*Includes "Text a Coach" enrollments

Live Coach Interactions

Interaction Modalities

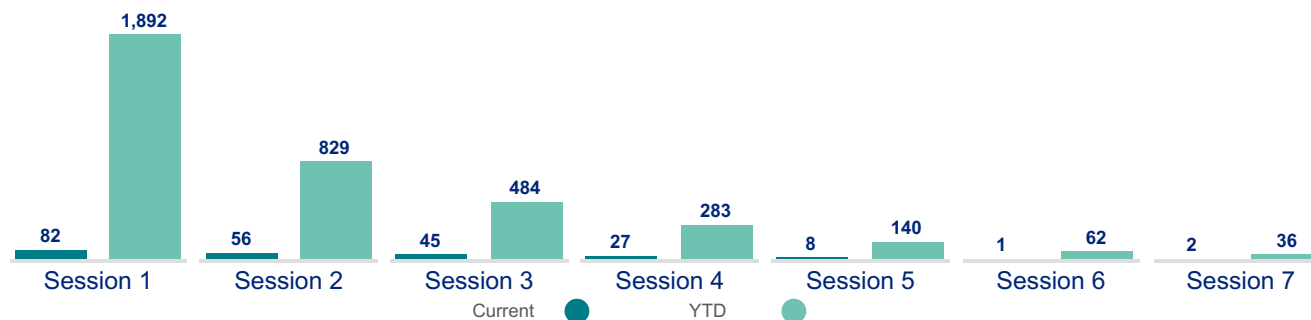
	Current	YTD
Calls	234	3,896
Chats	2	50
Texts	0	13
Group Sessions	1	41
In-Person	0	0

Modality Utilization



- One modality**
156 / 98.7%
YTD: 1,994 / 97.0%
- Two modalities**
2 / 1.3%
YTD: 56 / 2.7%
- Three modalities**
0 / 0.0%
YTD: 6 / 0.3%

Members Completing Coaching Sessions



Nicotine Replacement Therapy (NRT)

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19

Members Sent NRT

YTD: 1,458



19

Orders Shipped

YTD: 1,471



2

Average Days from
Order to Delivery

YTD: 3

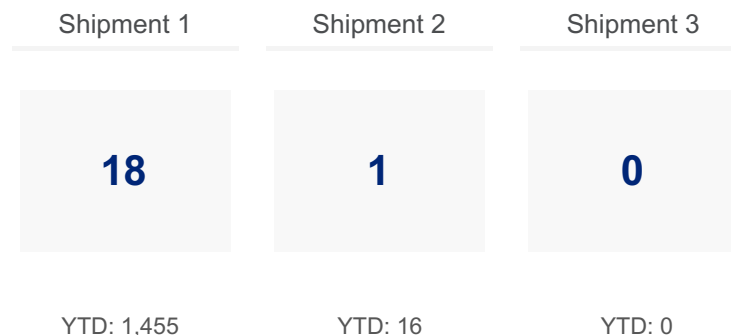


10.9%

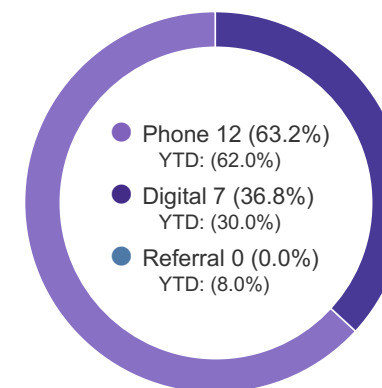
of members
sent NRT

YTD: 52.0%

Members Sent NRT Shipments



Orders by NRT Assessment Method



Orders Shipped by NRT Type

