

Executive Summary

Quit Now Virginia

All Groups and Support Tracks

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

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



241
Enrollments
YTD: 2,631

37
Re-Enrollments
YTD: 275

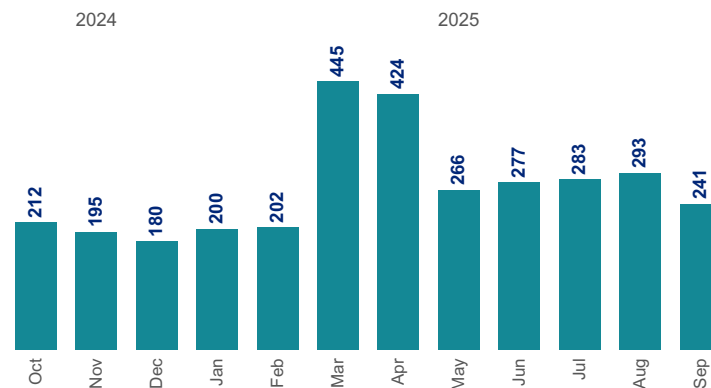


304
Engaged Members
YTD: 2,641

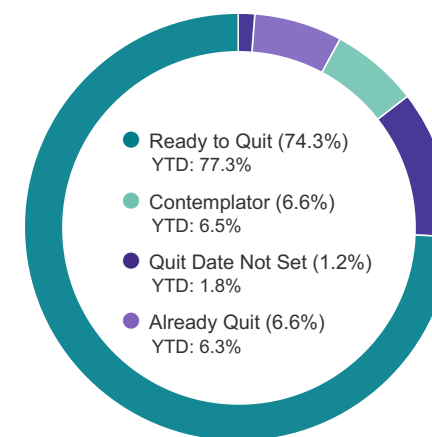
467
Member Interactions
YTD: 6,142
Members can have both
Coaching and Digital
Interactions

131
"Text a Coach" Opt-ins
YTD: 1,554
Personalized coaching tips
and strategies received via
text message.

Monthly Enrollment Trend



Readiness to Quit



Engaged Member Details



79.6%
**Interacted Live
with a Coach**
YTD: 74.7%



300 Coaching Sessions

28 Support Interactions



50.7%*
**Utilized
Digital Tools**
YTD: 68.5%



139 Resources Utilized

*Includes 131 members who opted in for "Text a Coach"

Nicotine Replacement Therapy

10.8%
YTD: 54.0%



**of members sent Nicotine
Replacement Therapies**

Enrollment Summary

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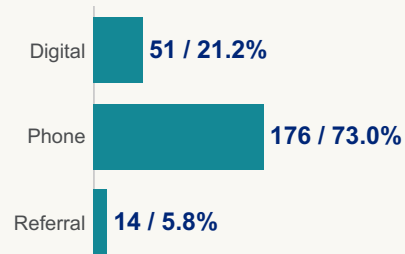
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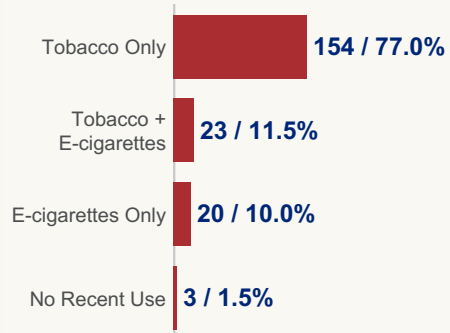


241
Enrollments

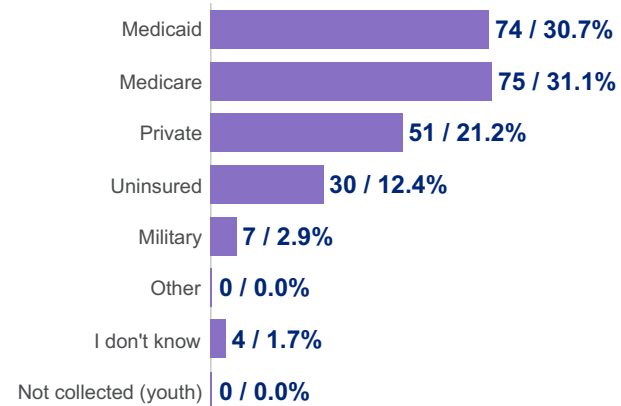
Entry Method



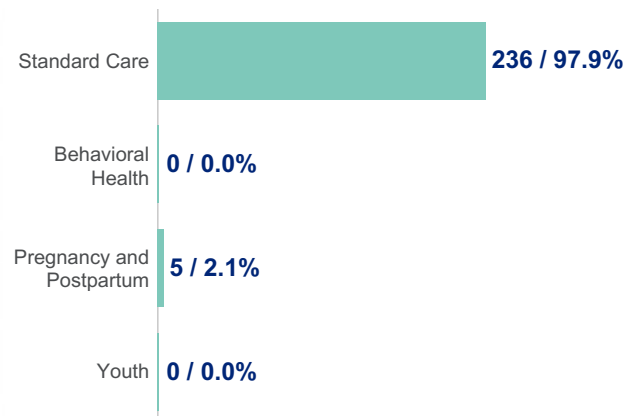
Unique Members by Utilization Type*



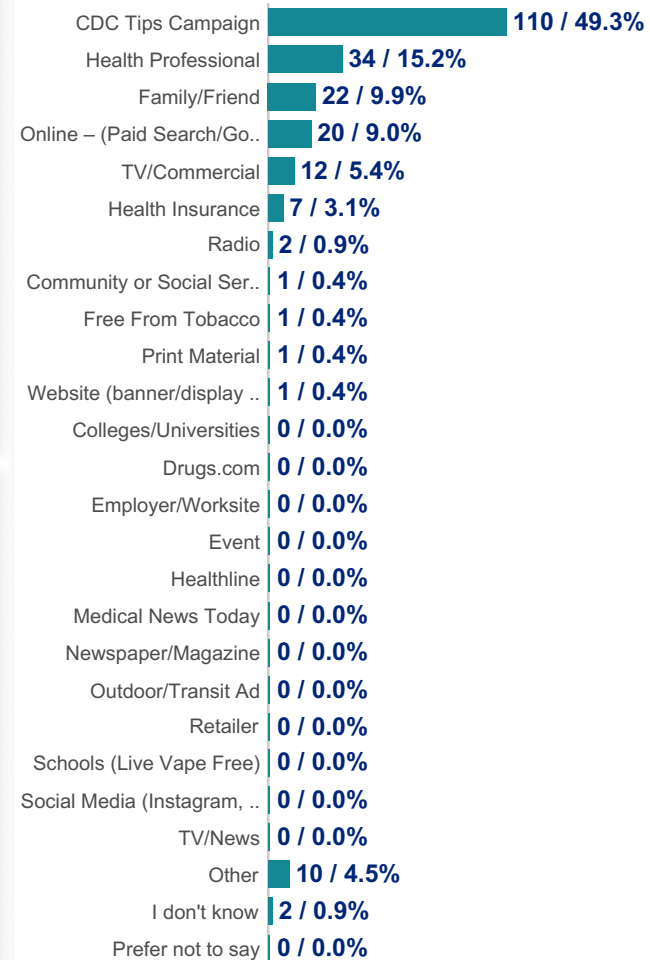
Health Insurance Type



Support Track



How Heard About*



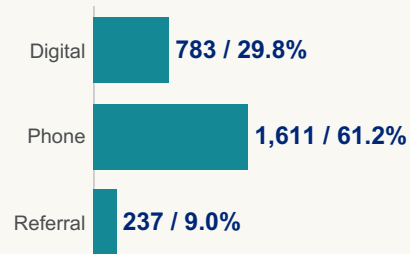
*Metrics are based on surveys completed in the reporting period

Enrollment Summary Year-to-Date

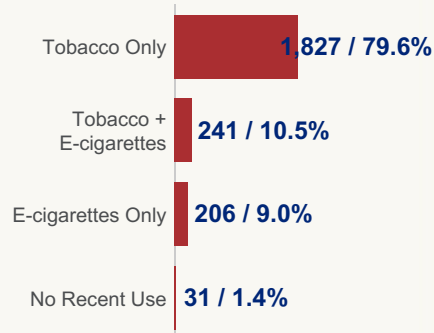


2,631
Enrollments YTD

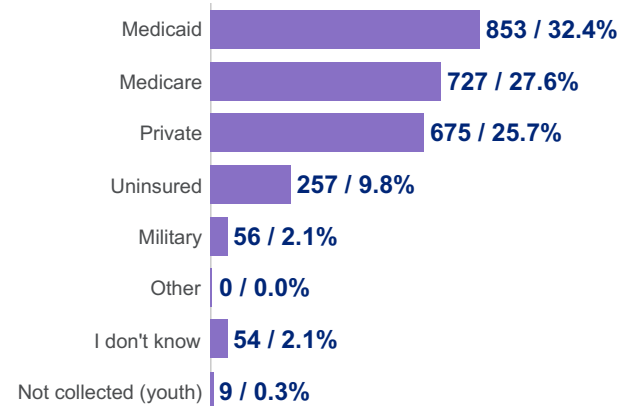
Entry Method YTD



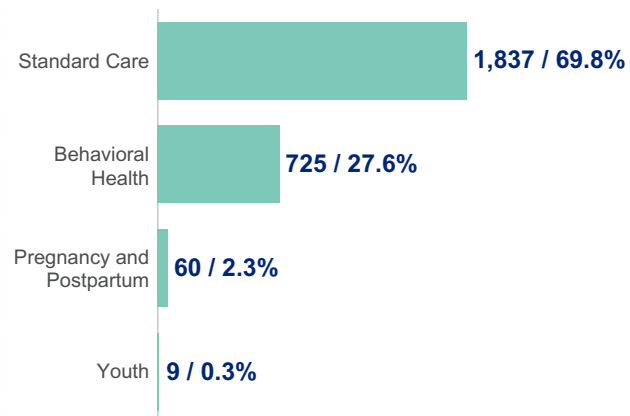
Unique Members by Utilization Type YTD*



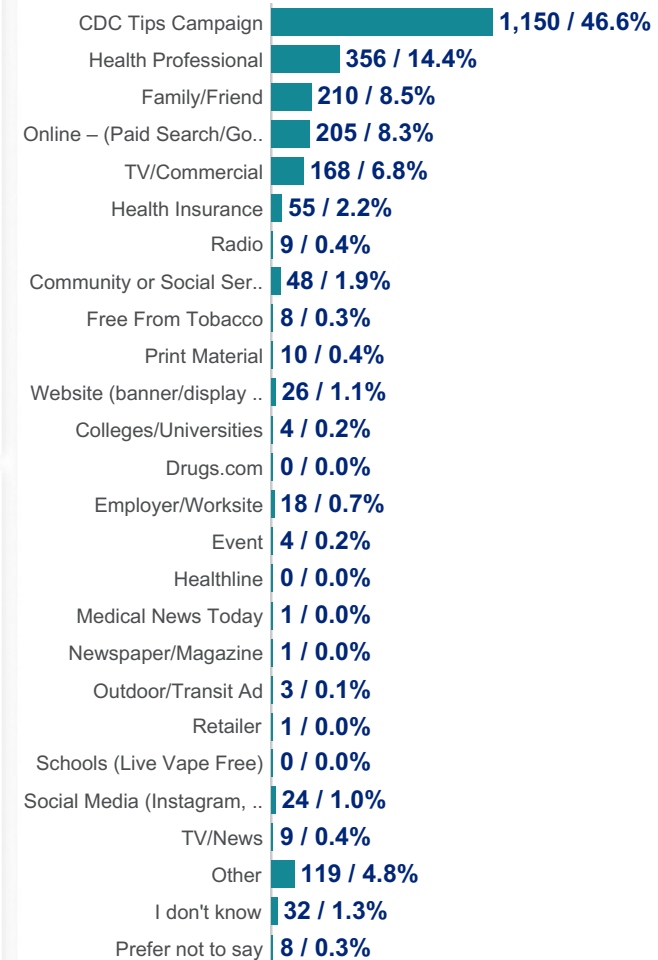
Health Insurance Type YTD



Support Track YTD



How Heard About YTD*



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Enrollment - Demographics

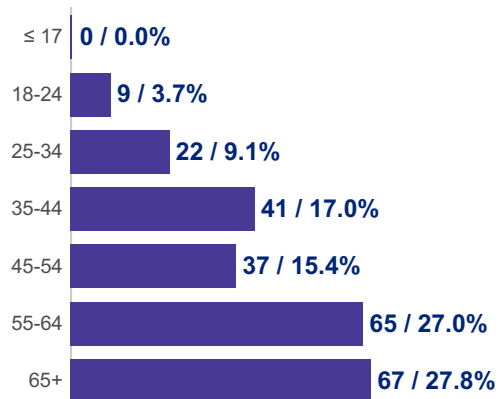
Quit Now Virginia

All Groups and Support Tracks

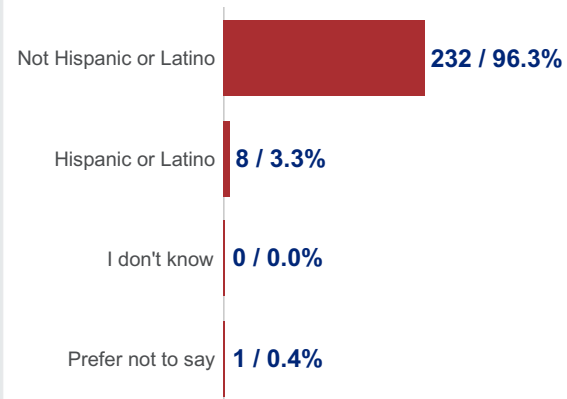
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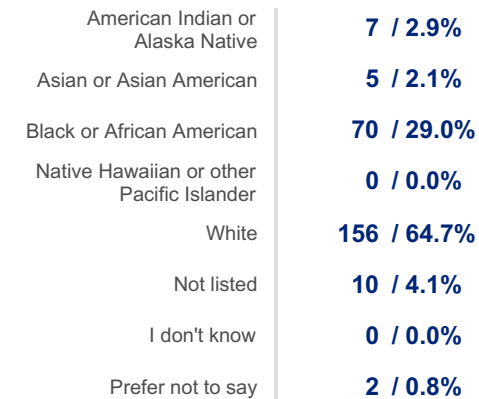
Age Range



Ethnicity*

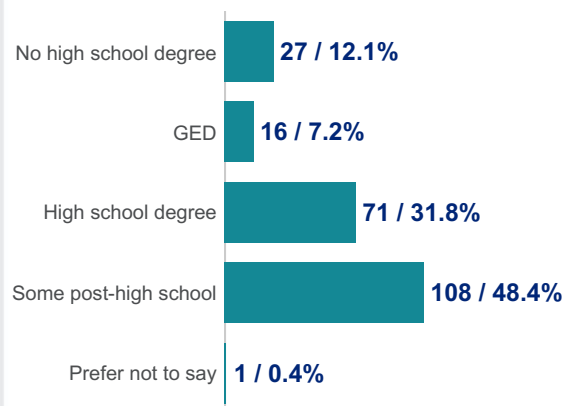


Race*



Members can be counted in multiple categories

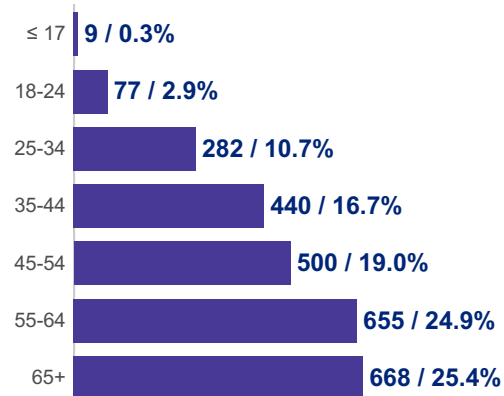
Education*



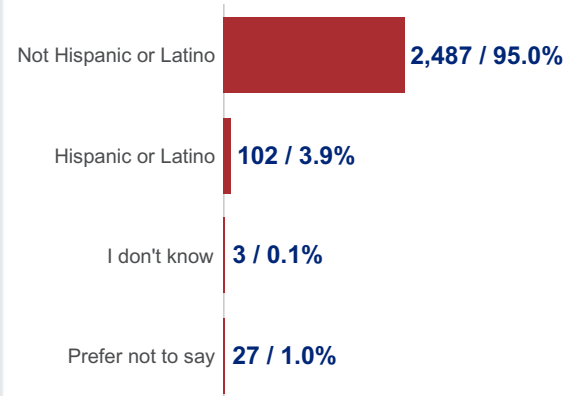
*Metrics are based on surveys completed in the reporting period

Enrollment - Demographics Year-to-Date

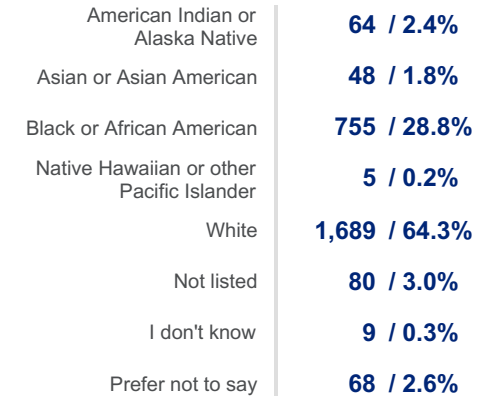
Age Range YTD



Ethnicity YTD*

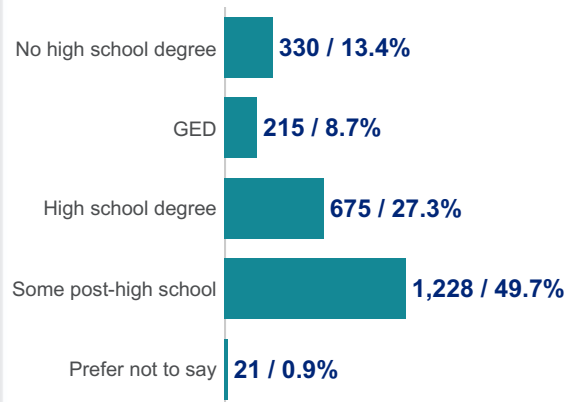


Race YTD*



Members can be counted in multiple categories

Education YTD*



*Metrics are based on surveys completed in the reporting period

Enrollment - Health Status

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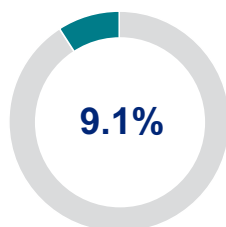
Quit Now Virginia

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Pregnant, Postpartum, or Planning



YTD: 8.5%

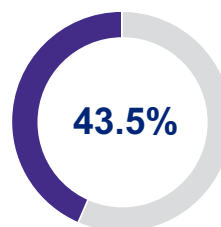
Percent of women aged 18-50 reporting one or more statuses listed below

Pregnancy Status

Given birth within the last 6 months	2
Given birth within the last year	0
Currently pregnant	0
Currently breastfeeding	0
Planning to get pregnant within the next 3 months	3
None of these	52

Members can be counted in multiple categories

Chronic Conditions



YTD: 49.4%

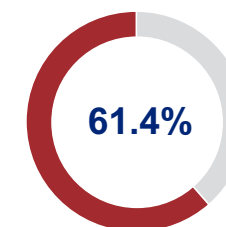
Percent of members reporting one or more chronic health conditions

Top Conditions

Chronic bronchitis (COPD or CLRD)	37
Pre-diabetes	20
Diabetes type 2	26
Diabetes type 1	1
Cancer	12
Stroke	11
Asthma	18
Coronary artery disease (CAD)	1
Heart failure (CHF)	4
Angina or heart pain	3
Irregular heartbeat	17
Heart attack	9
None of these	58

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	92	Members enrolled in Behavioral Health Support if available
Don't know	31	
No	25	
Prefer not to say	0	

Baseline Tobacco and Nicotine

Metrics are based on surveys completed in the reporting period

Quit Now Virginia

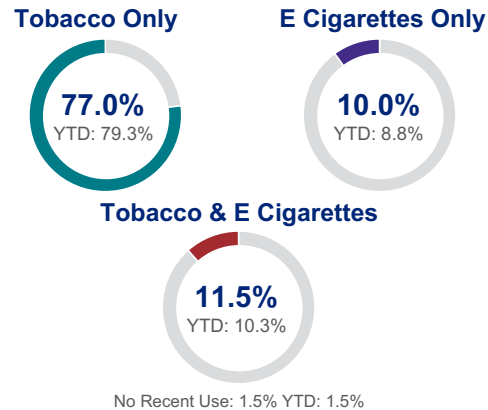
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Tobacco & Nicotine Products Used

Utilization Type

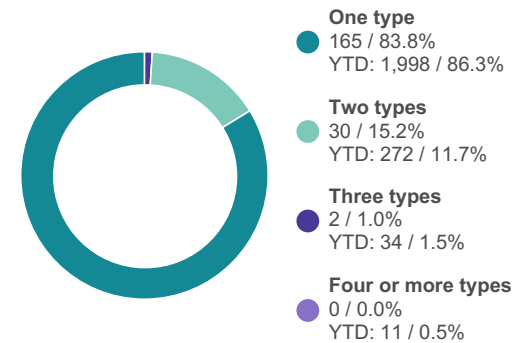


Tobacco & Nicotine Type

	Current	YTD
Cigarettes	165	1,998
Cigars	18	162
E Cigarettes	43	451
Pipe	0	11
Smokeless	4	57
Water Pipes	1	11
Other	0	0
No Recent Use	3	36

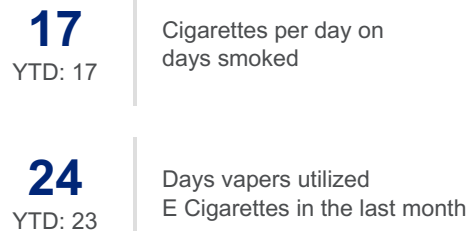
Members can be counted in multiple categories

Product Utilization

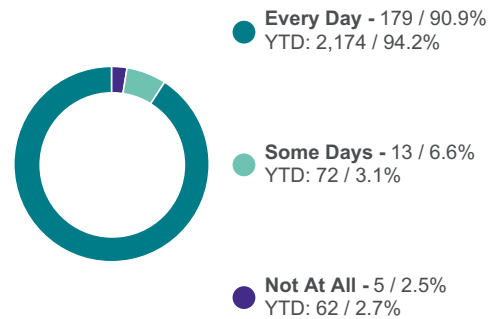


Measures of Nicotine Dependence

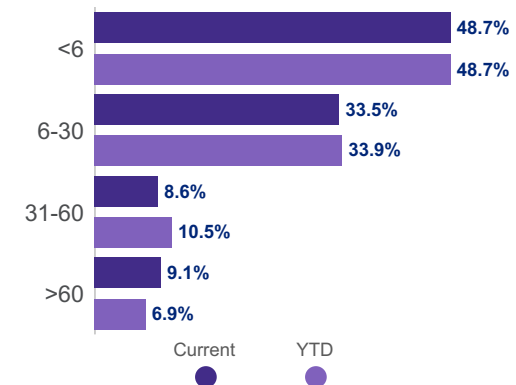
Average Utilization



Utilization Frequency



Minutes to First Use After Waking



Services Summary

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304

Engaged Members

YTD: 2,641



79.6%

**Interacted Live
with a Coach**

(Members: 242)
YTD: 74.7% (Members: 1,972)

Coaching
Sessions

300

YTD: 3,505

Support
Interactions

28

YTD: 258



50.7%*
**Utilized
Digital Tools**

(Members: 154)
YTD: 68.5% (Members: 1,808)

Resources
Utilized

139

YTD: 2,379

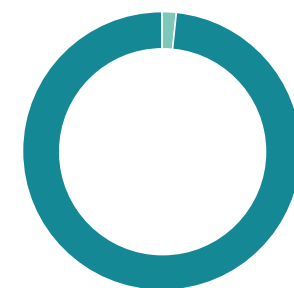
*Includes "Text a Coach" enrollments

Live Coach Interactions

Interaction Modalities

	Current	YTD
Calls	325	3,662
Chats	2	48
Texts	1	13
Group Sessions	0	40
In-Person	0	0

Modality Utilization

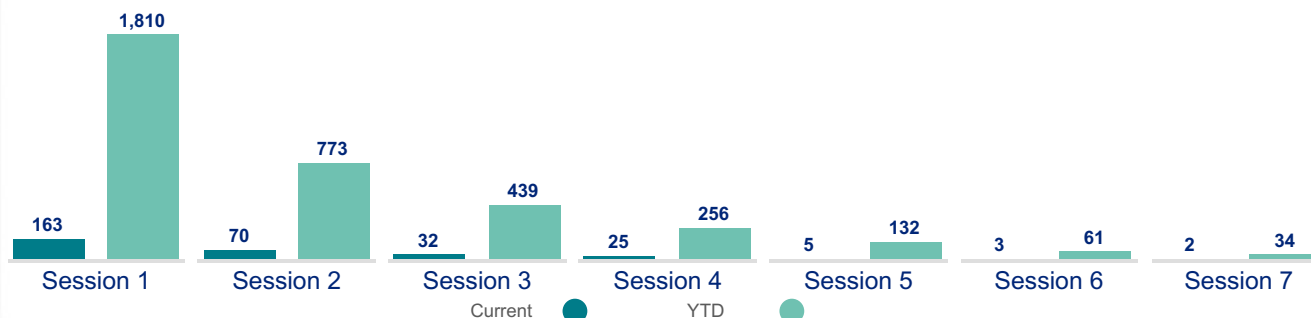


One modality
238 / 98.3%
YTD: 1,911 / 96.9%

Two modalities
4 / 1.7%
YTD: 55 / 2.8%

Three modalities
0 / 0.0%
YTD: 6 / 0.3%

Members Completing Coaching Sessions



Nicotine Replacement Therapy (NRT)

**26****Members Sent NRT**

YTD: 1,440

**26****Orders Shipped**

YTD: 1,452

**4****Average Days from
Order to Delivery**

YTD: 3

**10.8%****of members
sent NRT**

YTD: 54.0%

Members Sent NRT Shipments

Shipment 1

26

YTD: 1,437

Shipment 2

0

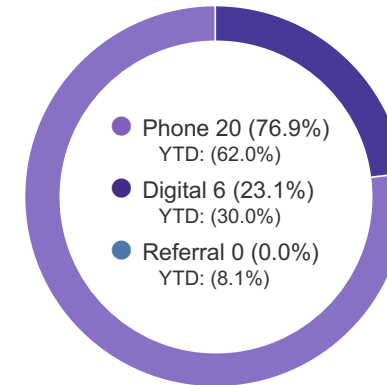
YTD: 15

Shipment 3

0

YTD: 0

Orders by NRT Assessment Method



Orders Shipped by NRT Type

