

Executive Summary

Quit Now Virginia

All Groups and Support Tracks

Current Period: Apr 01, 2026 - Apr 30, 2026

Year-to-Date: Jan 01, 2026 - Apr 30, 2026



322
Enrollments
YTD: 1,154

30
Re-Enrollments
YTD: 112

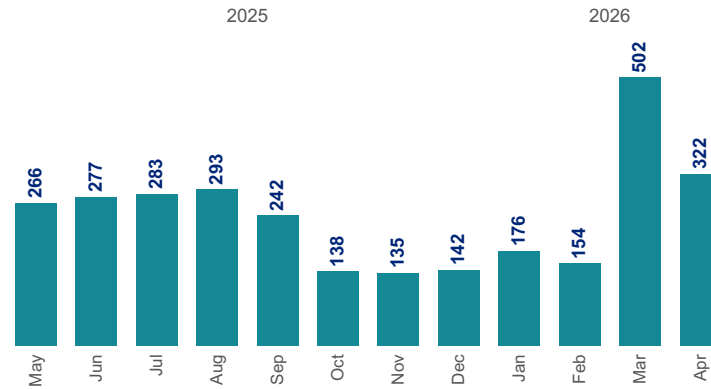


505
Engaged Members
YTD: 1,275

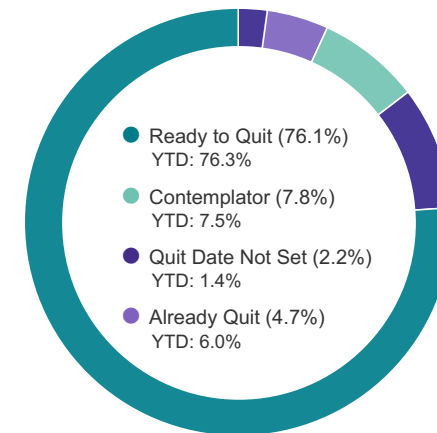
2,876
Member Interactions
YTD: 7,899
Members can have both Coaching and Digital Interactions

195
"Text a Coach" Opt-ins
YTD: 731
Personalized coaching tips and strategies received via text message.

Monthly Enrollment Trend



Readiness to Quit

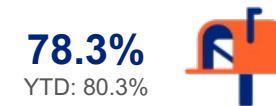


Engaged Member Details



*Includes 195 members who opted in for "Text a Coach"

Nicotine Replacement Therapy



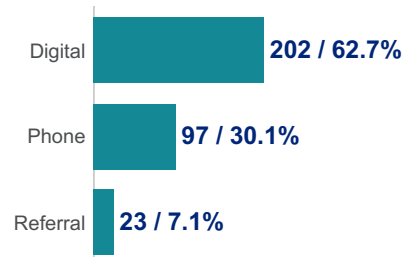
of members sent Nicotine Replacement Therapies

Enrollment Summary

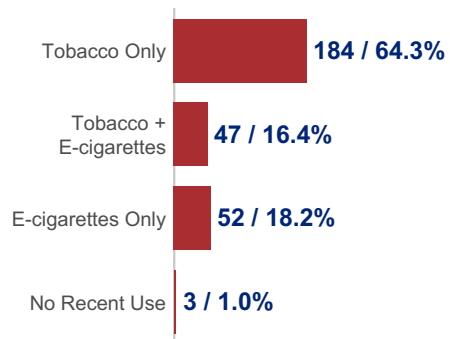


322
Enrollments

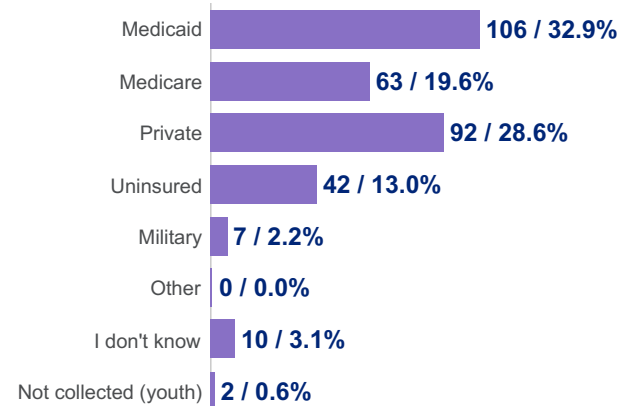
Entry Method



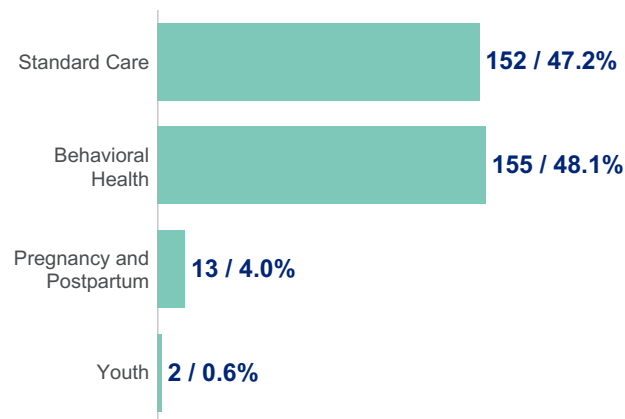
Unique Members by Utilization Type*



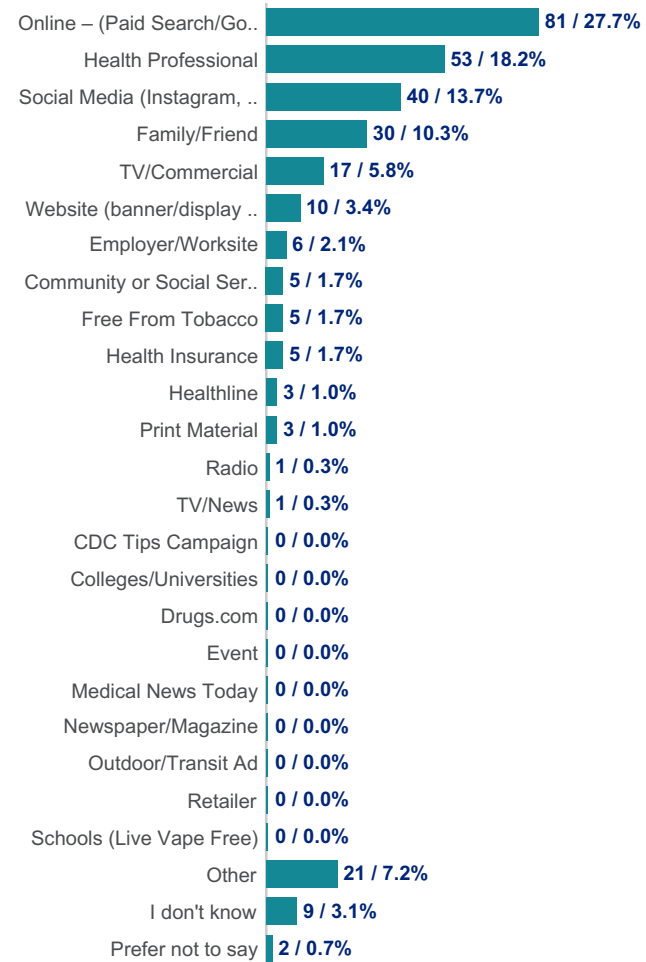
Health Insurance Type



Support Track



How Heard About*



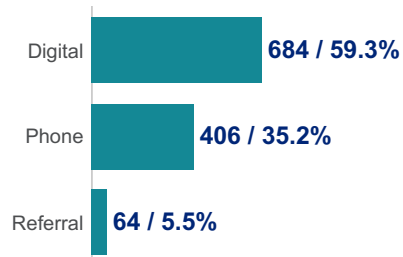
*Metrics are based on surveys completed in the reporting period

Enrollment Summary Year-to-Date

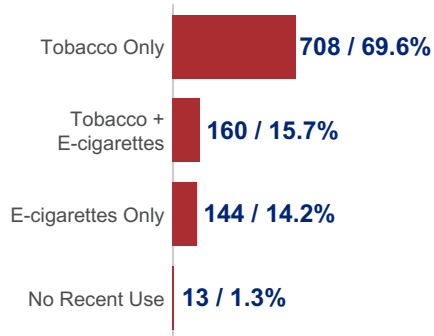


1,154
Enrollments YTD

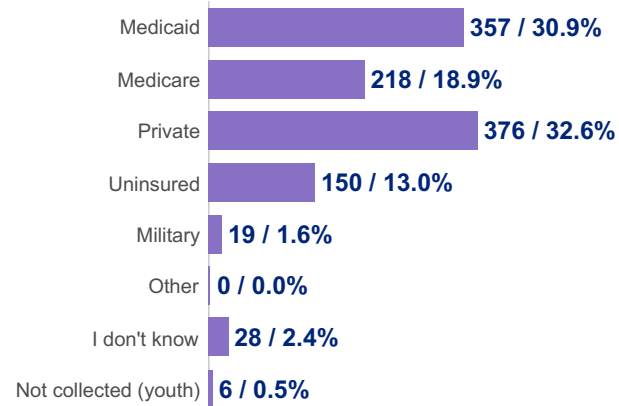
Entry Method YTD



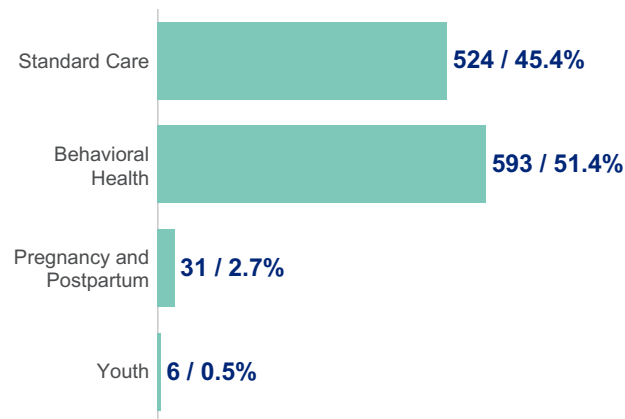
Unique Members by Utilization Type YTD*



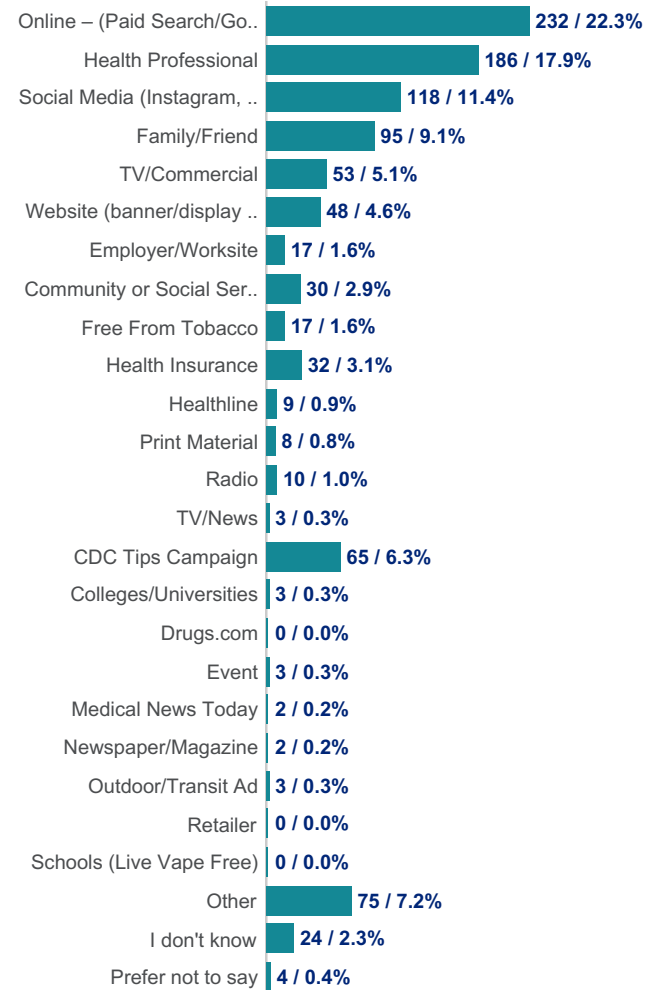
Health Insurance Type YTD



Support Track YTD



How Heard About YTD*



*Metrics are based on surveys completed in the reporting period

Enrollment - Demographics

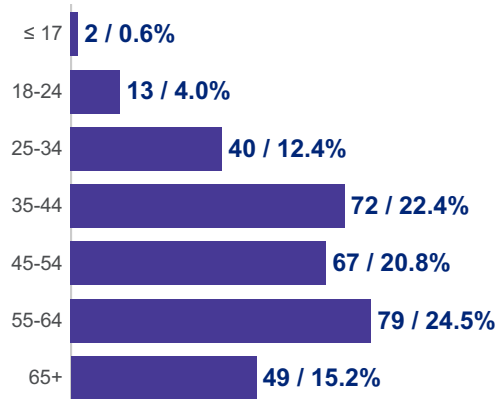
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All Groups and Support Tracks

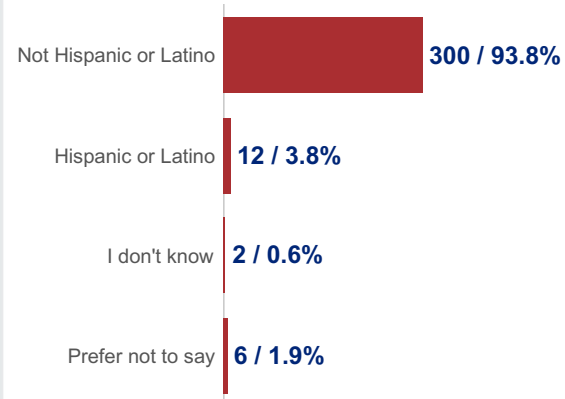
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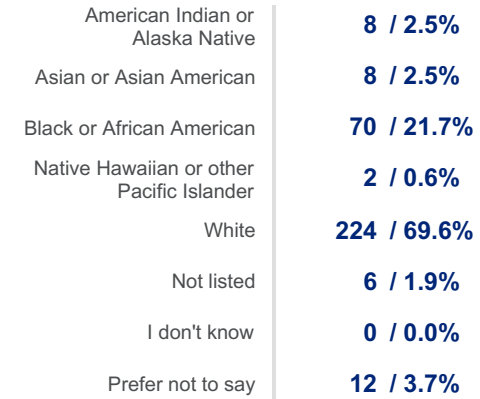
Age Range



Ethnicity*

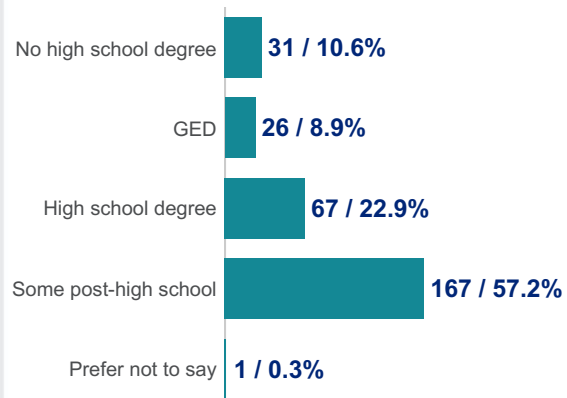


Race*



Members can be counted in multiple categories

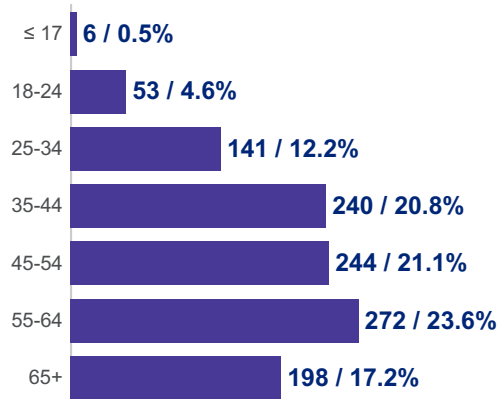
Education*



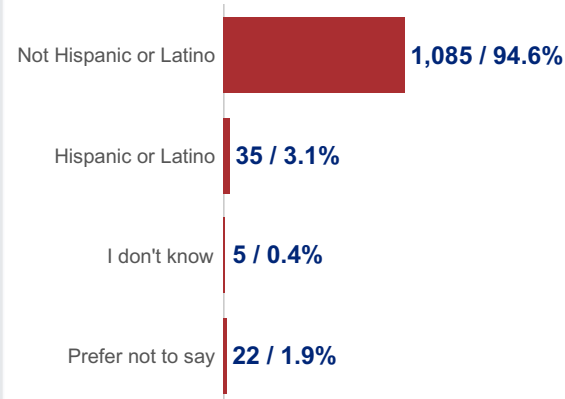
*Metrics are based on surveys completed in the reporting period

Enrollment - Demographics Year-to-Date

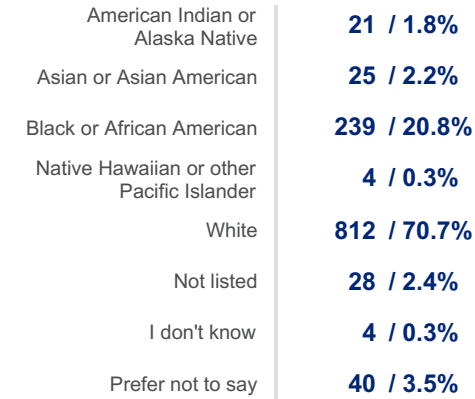
Age Range YTD



Ethnicity YTD*

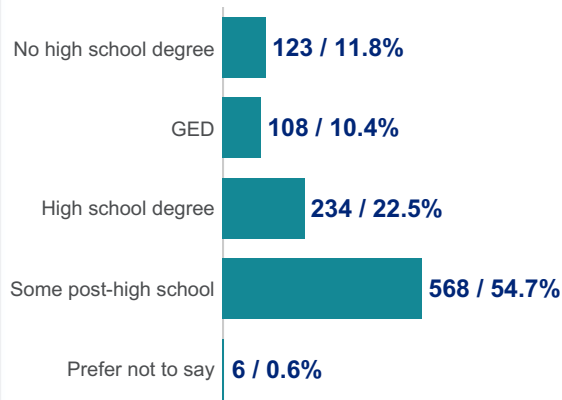


Race YTD*



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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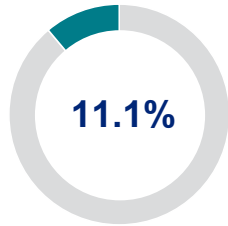
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Pregnant, Postpartum, or Planning



YTD: 8.6%

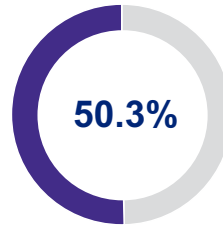
Percent of women aged 18-50 reporting one or more statuses listed below

Pregnancy Status

Given birth within the last 6 months	1
Given birth within the last year	3
Currently pregnant	1
Currently breastfeeding	1
Planning to get pregnant within the next 3 months	6
None of these	115

Members can be counted in multiple categories

Chronic Conditions



YTD: 49.8%

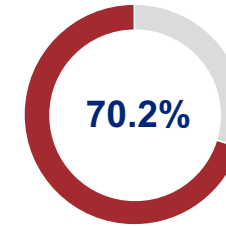
Percent of members reporting one or more chronic health conditions

Top Conditions

Chronic bronchitis (COPD or CLRD)	59
Pre-diabetes	24
Diabetes type 2	30
Diabetes type 1	1
Cancer	18
Stroke	14
Asthma	39
Coronary artery disease (CAD)	12
Heart failure (CHF)	11
Angina or heart pain	16
Irregular heartbeat	31
Heart attack	14
Atrial Fibrillation (AFib)	8
None of these	134

Members can be counted in multiple categories

Behavioral Health



YTD: 72.8%

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	100	Members enrolled in Behavioral Health Support if available
Don't know	62	
No	64	
Prefer not to say	0	

Baseline Tobacco and Nicotine

Metrics are based on surveys completed in the reporting period

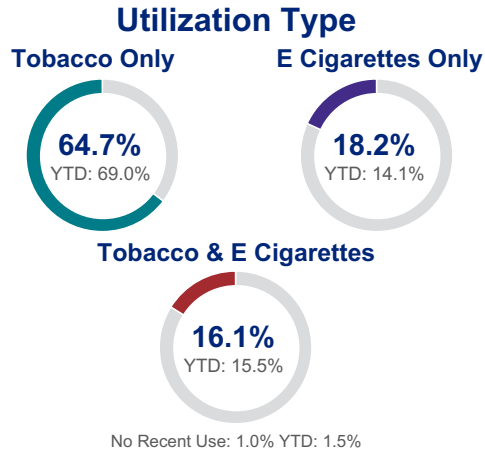
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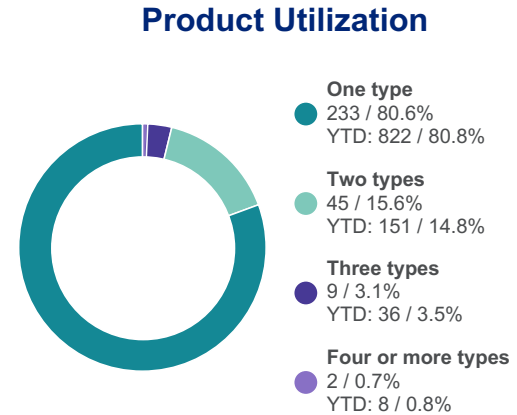
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Tobacco & Nicotine Products Used



Tobacco & Nicotine Type

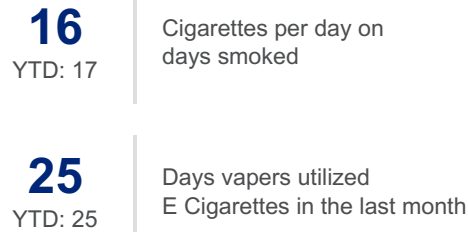
Type	Current	YTD
Cigarettes	220	816
Cigars	17	63
E Cigarettes	100	305
Nicotine Pouches	8	32
Pipe	2	6
Smokeless	7	30
Water Pipes	4	12
Other	3	8
No Recent Use	3	15



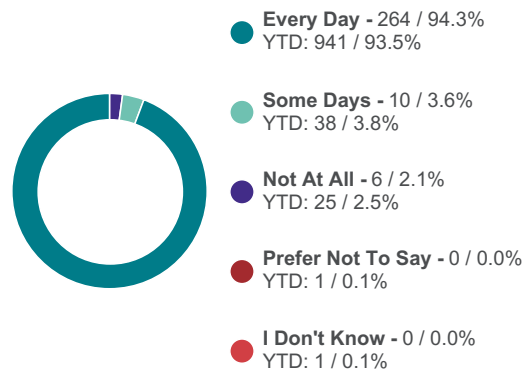
Members can be counted in multiple categories

Measures of Nicotine Dependence

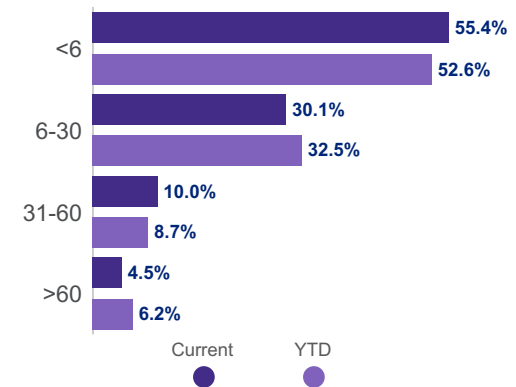
Average Utilization



Utilization Frequency



Minutes to First Use After Waking



Services Summary



505
Engaged Members
YTD: 1,275



65.7% (Members: 332)
Interacted Live
with a Coach
YTD: 59.9% (Members: 764)

Coaching Sessions
YTD: **525**
YTD: 1,711

Support Interactions
YTD: **35**
YTD: 107



63.0%* (Members: 318)
Utilized
Digital Tools
YTD: 78.6% (Members: 1,002)

Resources Utilized
YTD: **2,316**
YTD: 6,081

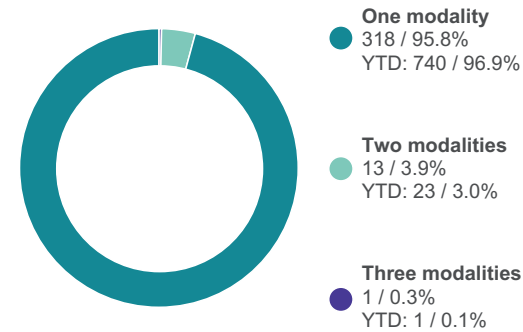
*Includes "Text a Coach" enrollments

Live Coach Interactions

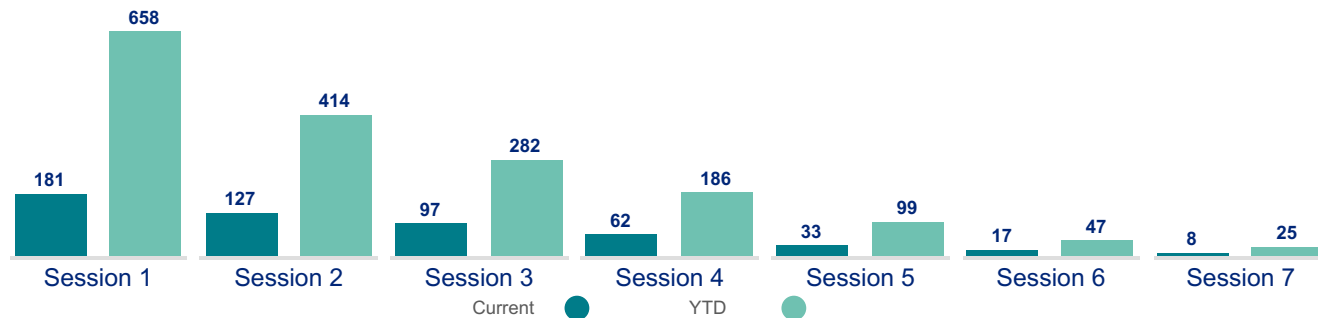
Interaction Modalities

	Current	YTD
Calls	538	1,763
Chats	15	45
Texts	7	7
Group Sessions	0	3
In-Person	0	0

Modality Utilization



Members Completing Coaching Sessions



Nicotine Replacement Therapy (NRT)



362
Members Sent NRT
YTD: 1,003



431
Orders Shipped
YTD: 1,430



3
Average Days from
Order to Delivery
YTD: 4

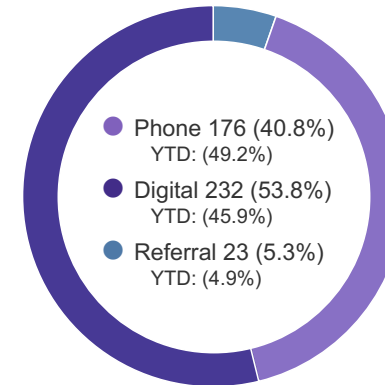


78.3%
of members
sent NRT
YTD: 80.3%

Members Sent NRT Shipments



Orders by NRT Assessment Method



Orders Shipped by NRT Type

