

Executive Summary

Quit Now Virginia

All Groups and Support Tracks

Current Period: Feb 01, 2026 - Feb 28, 2026

Year-to-Date: Jan 01, 2026 - Feb 28, 2026



154
Enrollments
YTD: 331

22
Re-Enrollments
YTD: 48

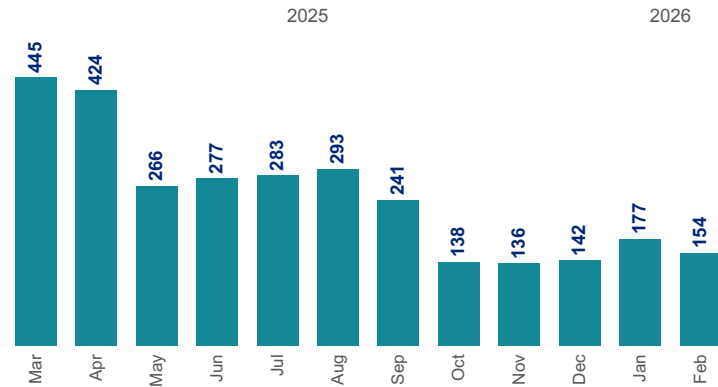


238
Engaged Members
YTD: 427

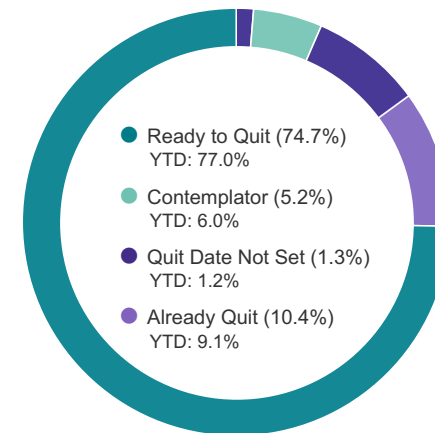
780
Member Interactions
YTD: 1,601
Members can have both Coaching and Digital Interactions

85
"Text a Coach" Opt-ins
YTD: 200
Personalized coaching tips and strategies received via text message.

Monthly Enrollment Trend



Readiness to Quit



Engaged Member Details



77.7%
Interacted Live with a Coach
YTD: 76.8%



301 Coaching Sessions

15 Support Interactions



54.6%*
Utilized Digital Tools
YTD: 59.7%



464 Resources Utilized

*Includes 85 members who opted in for "Text a Coach"

Nicotine Replacement Therapy

76.6%
YTD: 84.3%



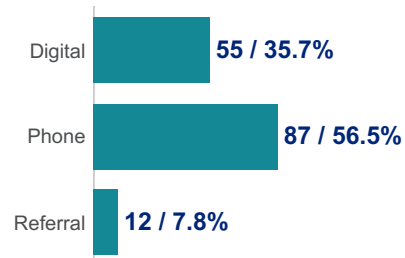
of members sent Nicotine Replacement Therapies

Enrollment Summary

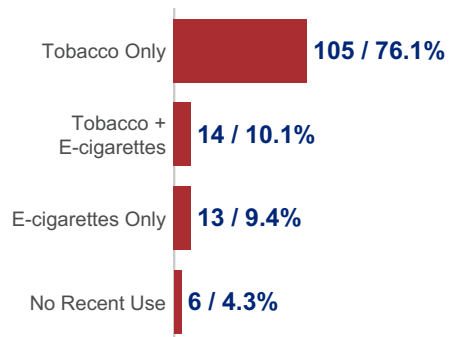


154
Enrollments

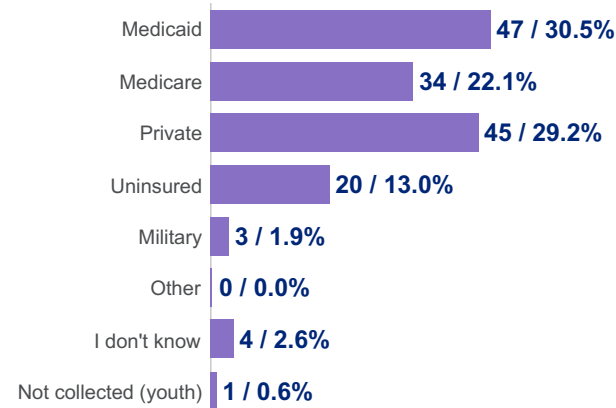
Entry Method



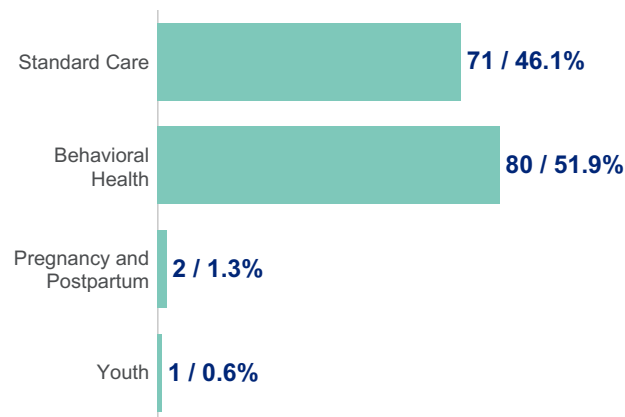
Unique Members by Utilization Type*



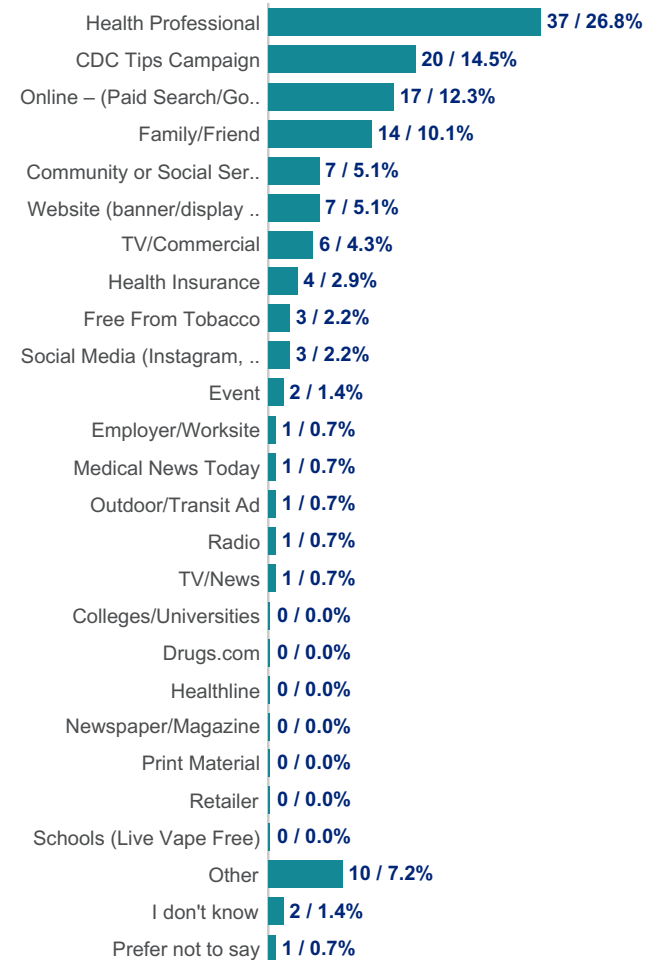
Health Insurance Type



Support Track



How Heard About*



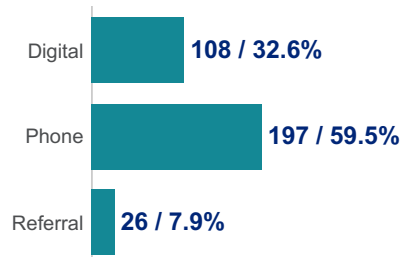
*Metrics are based on surveys completed in the reporting period

Enrollment Summary Year-to-Date

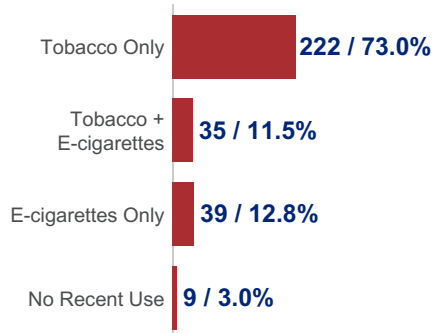


331
Enrollments YTD

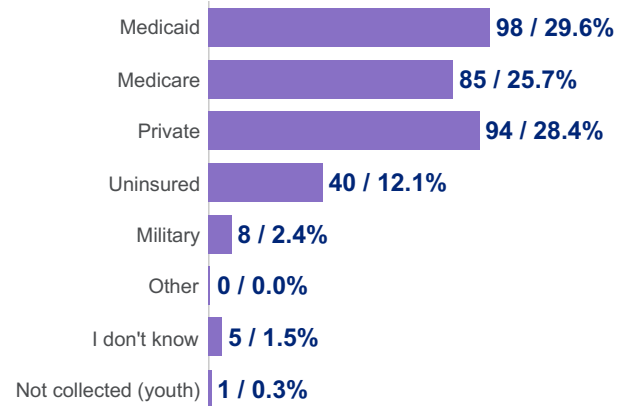
Entry Method YTD



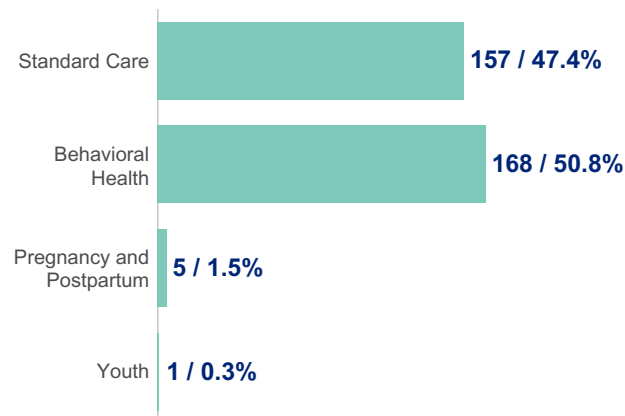
Unique Members by Utilization Type YTD*



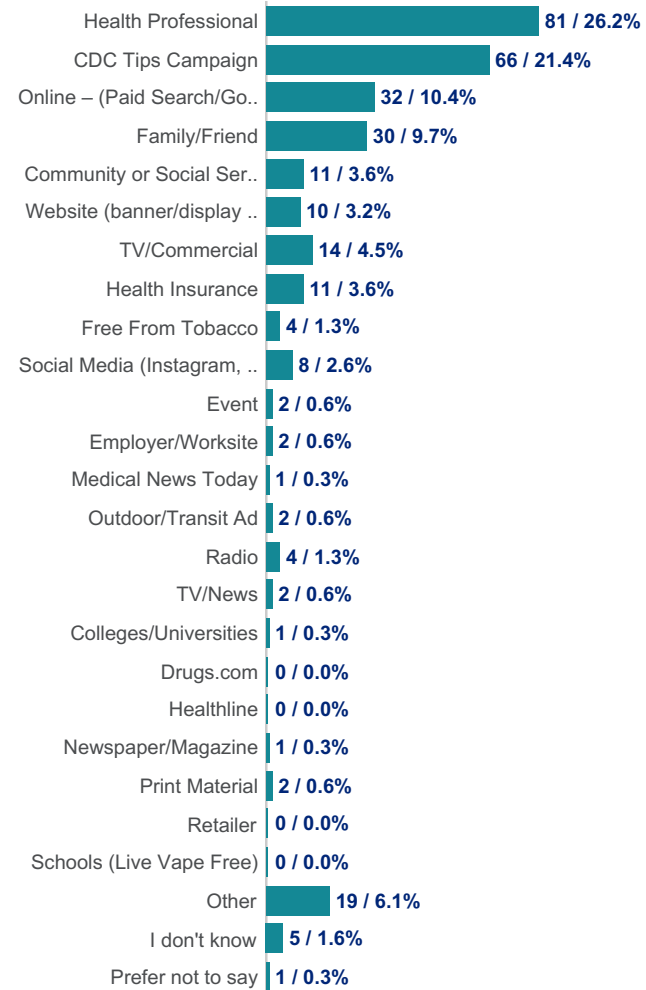
Health Insurance Type YTD



Support Track YTD



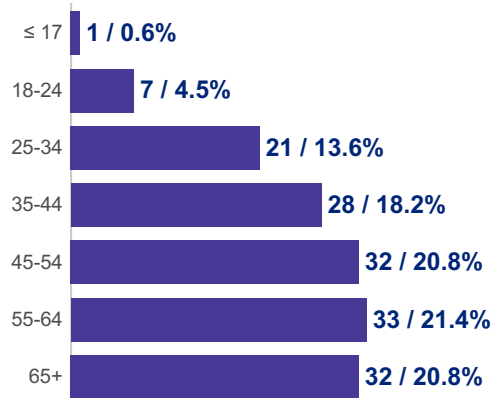
How Heard About YTD*



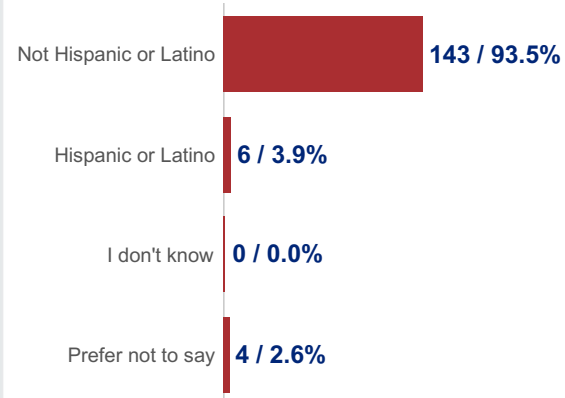
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Enrollment - Demographics

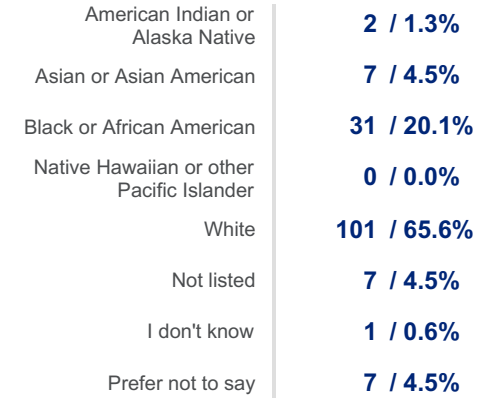
Age Range



Ethnicity*

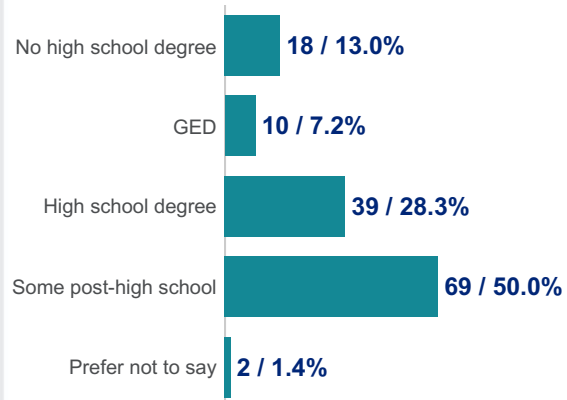


Race*



Members can be counted in multiple categories

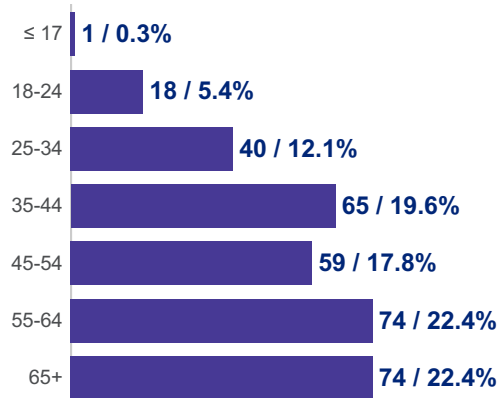
Education*



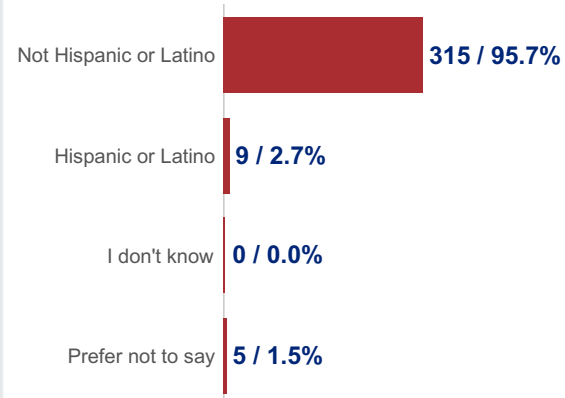
*Metrics are based on surveys completed in the reporting period

Enrollment - Demographics Year-to-Date

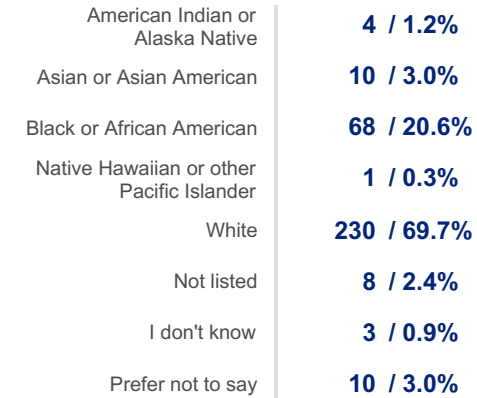
Age Range YTD



Ethnicity YTD*

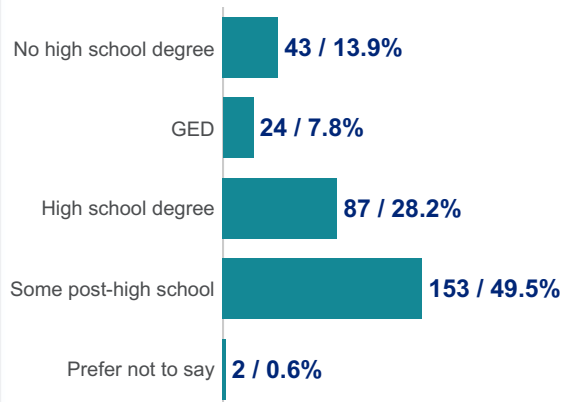


Race YTD*



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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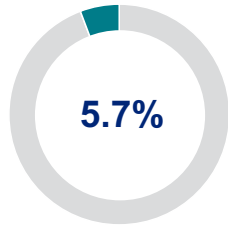
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Pregnant, Postpartum, or Planning



YTD: 6.3%

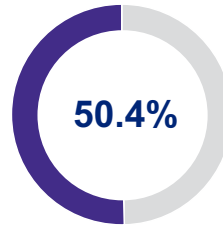
Percent of women aged 18-50 reporting one or more statuses listed below

Pregnancy Status

Given birth within the last 6 months	1
Given birth within the last year	0
Currently pregnant	1
Currently breastfeeding	0
Planning to get pregnant within the next 3 months	0
None of these	45

Members can be counted in multiple categories

Chronic Conditions



YTD: 51.3%

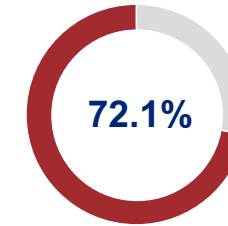
Percent of members reporting one or more chronic health conditions

Top Conditions

Chronic bronchitis (COPD or CLRD)	28
Pre-diabetes	9
Diabetes type 2	22
Diabetes type 1	1
Cancer	10
Stroke	8
Asthma	21
Coronary artery disease (CAD)	3
Heart failure (CHF)	6
Angina or heart pain	3
Irregular heartbeat	6
Heart attack	5
Atrial Fibrillation (AFib)	2
None of these	63

Members can be counted in multiple categories

Behavioral Health



YTD: 71.5%

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	60	Members enrolled in Behavioral Health Support if available
Don't know	21	
No	30	
Prefer not to say	0	

Baseline Tobacco and Nicotine

Metrics are based on surveys completed in the reporting period

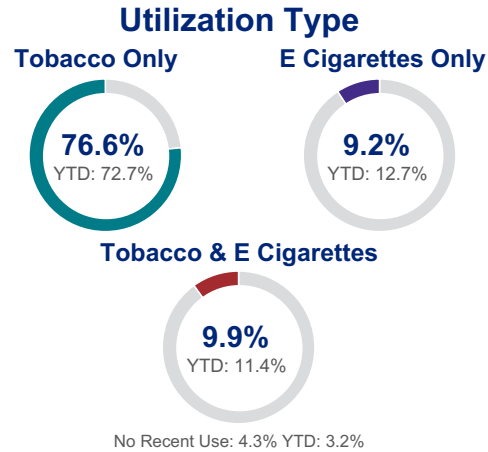
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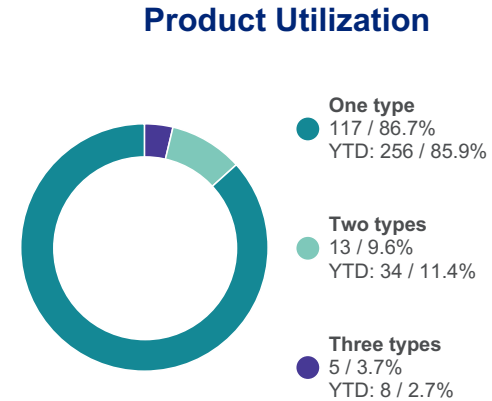
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Tobacco & Nicotine Products Used



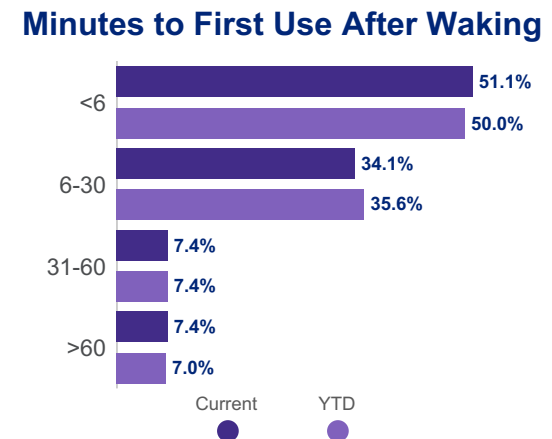
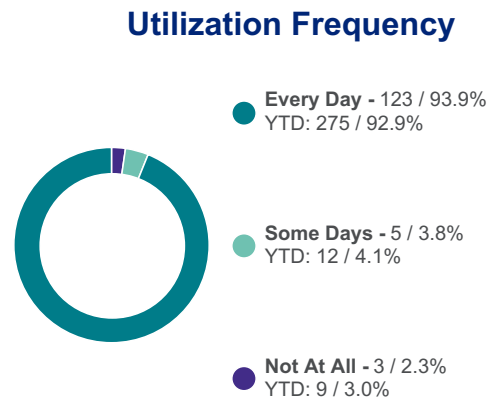
Tobacco & Nicotine Type

Type	Current	YTD
Cigarettes	116	247
Cigars	9	14
E Cigarettes	27	74
Nicotine Pouches	1	1
Pipe	0	0
Smokeless	4	10
Water Pipes	0	1
Other	1	1
No Recent Use	6	10



Members can be counted in multiple categories

Measures of Nicotine Dependence



Services Summary



238
Engaged Members
YTD: 427



77.7% (Members: 185)
Interacted Live
with a Coach
YTD: 76.8% (Members: 328)

Coaching Sessions
301
YTD: 670

Support Interactions
15
YTD: 45



54.6%* (Members: 130)
Utilized
Digital Tools
YTD: 59.7% (Members: 255)

Resources Utilized
464
YTD: 886

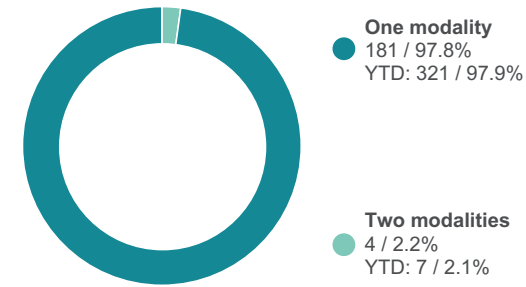
*Includes "Text a Coach" enrollments

Live Coach Interactions

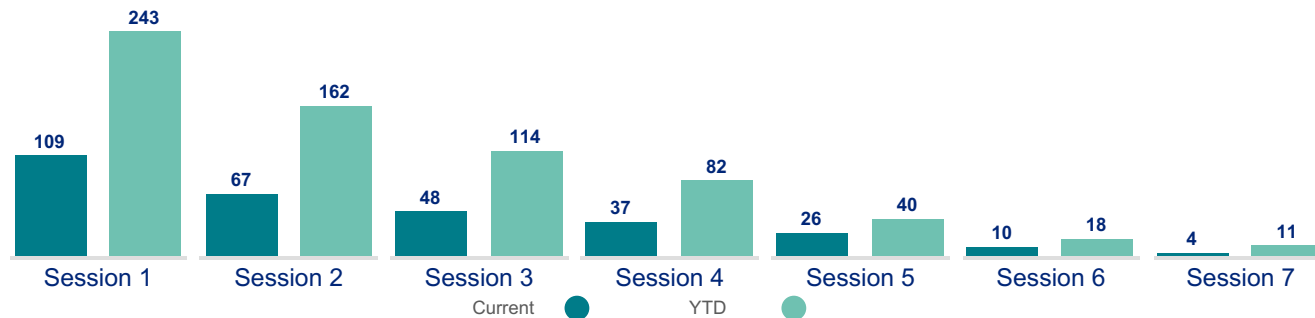
Interaction Modalities

	Current	YTD
Calls	314	706
Chats	1	7
Texts	0	0
Group Sessions	1	2
In-Person	0	0

Modality Utilization



Members Completing Coaching Sessions



Nicotine Replacement Therapy (NRT)



172
Members Sent NRT
YTD: 352



209
Orders Shipped
YTD: 500



4
Average Days from
Order to Delivery
YTD: 6

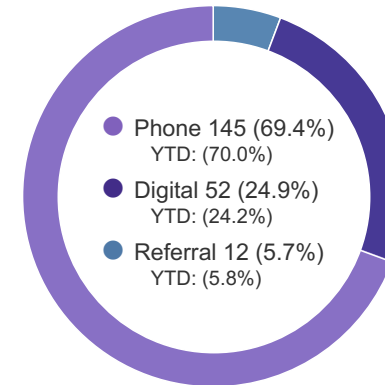


76.6%
of members
sent NRT
YTD: 84.3%

Members Sent NRT Shipments



Orders by NRT Assessment Method



Orders Shipped by NRT Type

