

Executive Summary

Quit Now Virginia

All Groups and Support Tracks

Current Period: Jan 01, 2026 - Jan 31, 2026

Year-to-Date: Jan 01, 2026 - Jan 31, 2026



177
Enrollments
YTD: 177

26
Re-Enrollments
YTD: 26



260
Engaged Members
YTD: 261

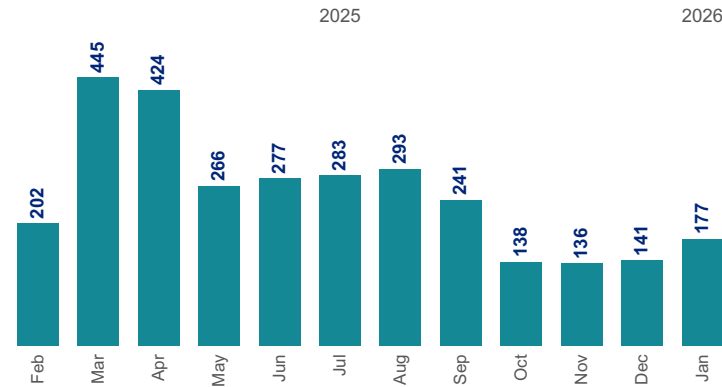
521
Member Interactions
YTD: 521

Members can have both Coaching and Digital Interactions

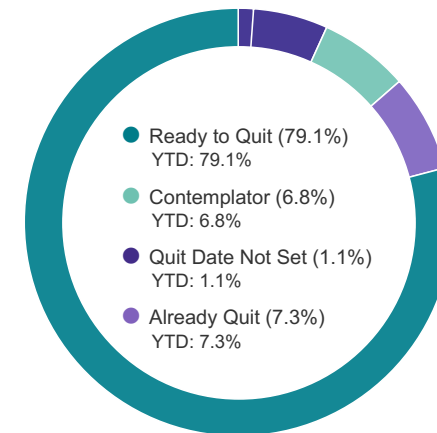
111
"Text a Coach" Opt-ins
YTD: 114

Personalized coaching tips and strategies received via text message.

Monthly Enrollment Trend



Readiness to Quit



Engaged Member Details



81.5%
Interacted Live with a Coach
YTD: 81.2%



369 Coaching Sessions

30 Support Interactions



48.5%*
Utilized Digital Tools
YTD: 49.0%



122 Resources Utilized

*Includes 111 members who opted in for "Text a Coach"

Nicotine Replacement Therapy

88.1%
YTD: 88.1%



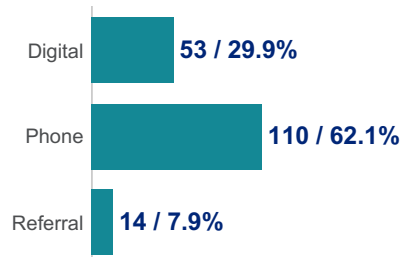
of members sent Nicotine Replacement Therapies

Enrollment Summary

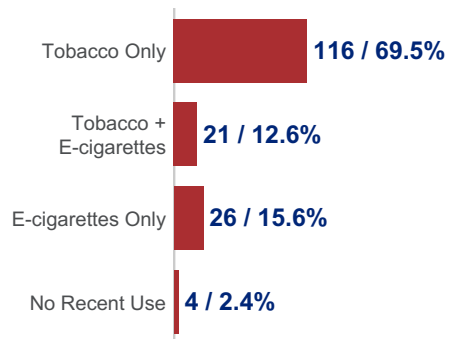


177
Enrollments

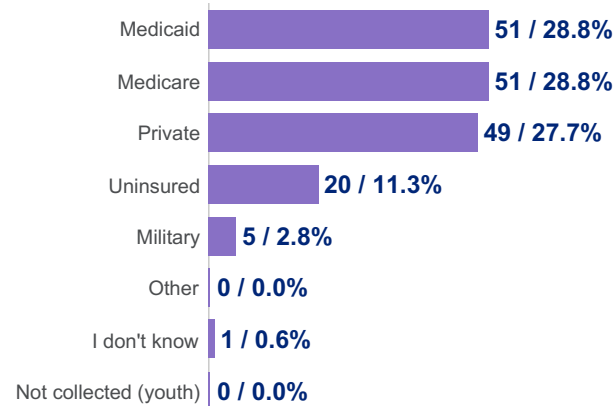
Entry Method



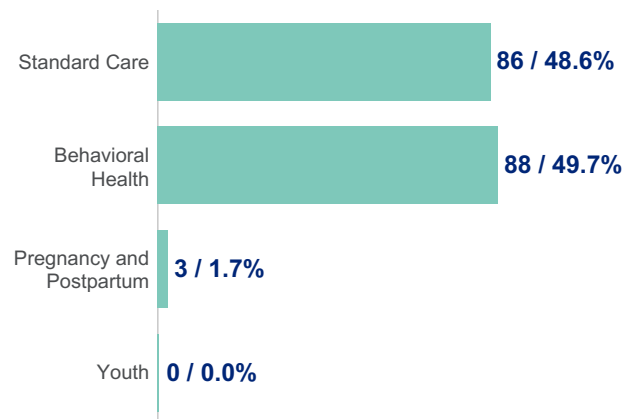
Unique Members by Utilization Type*



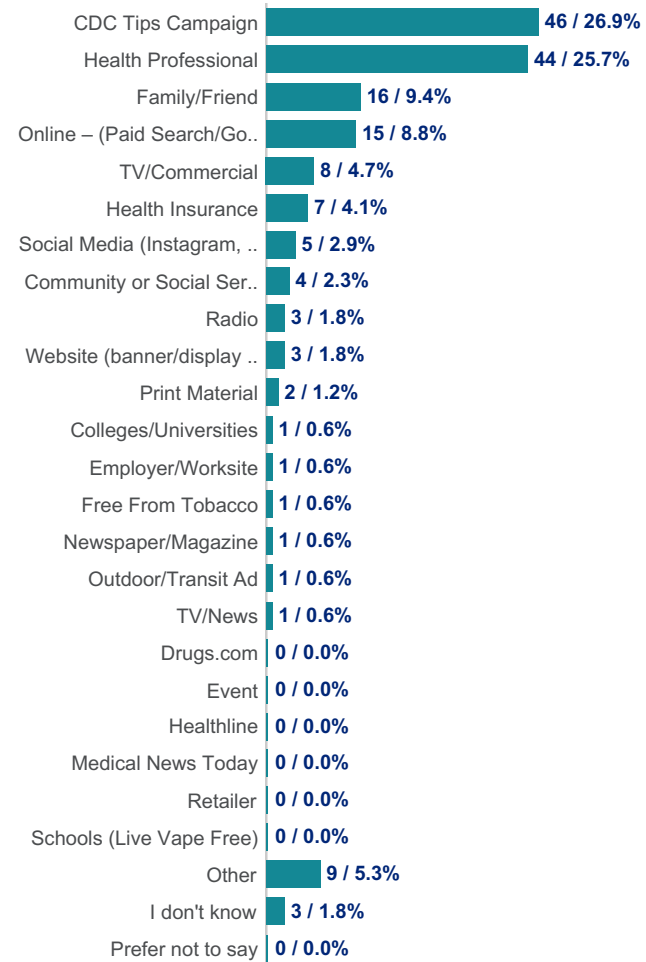
Health Insurance Type



Support Track



How Heard About*



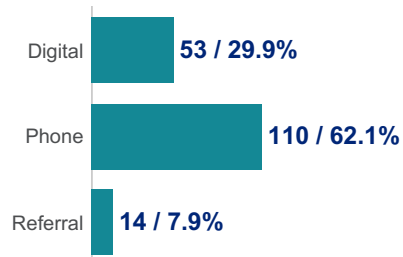
*Metrics are based on surveys completed in the reporting period

Enrollment Summary Year-to-Date

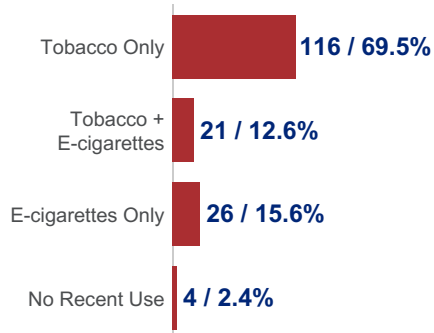


177
Enrollments YTD

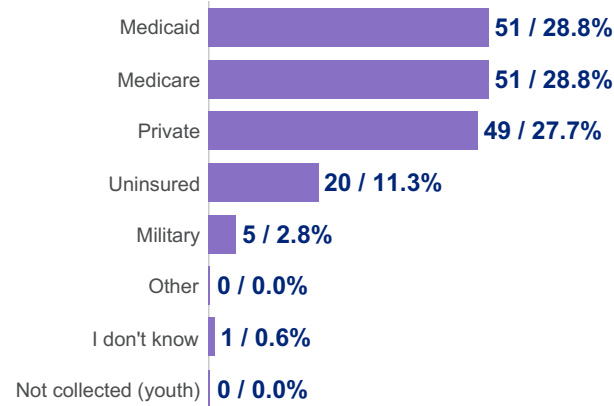
Entry Method YTD



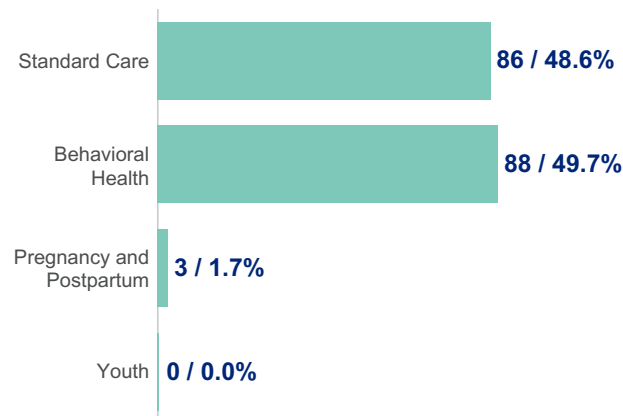
Unique Members by Utilization Type YTD*



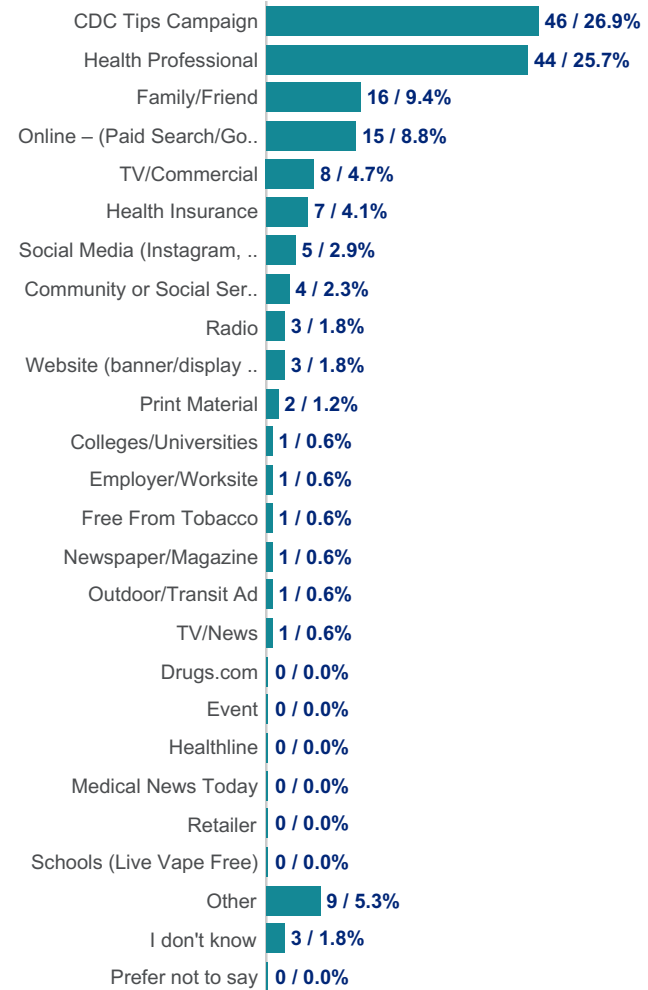
Health Insurance Type YTD



Support Track YTD



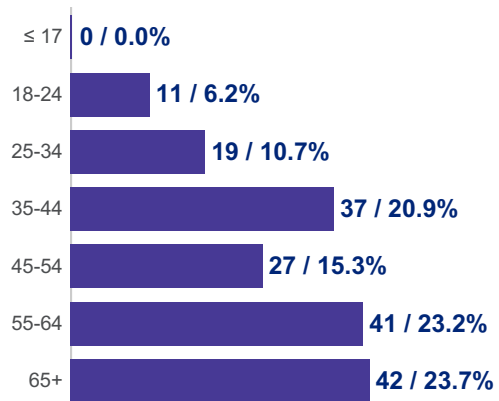
How Heard About YTD*



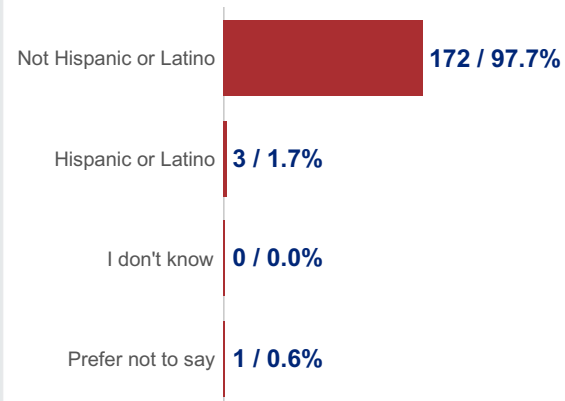
*Metrics are based on surveys completed in the reporting period

Enrollment - Demographics

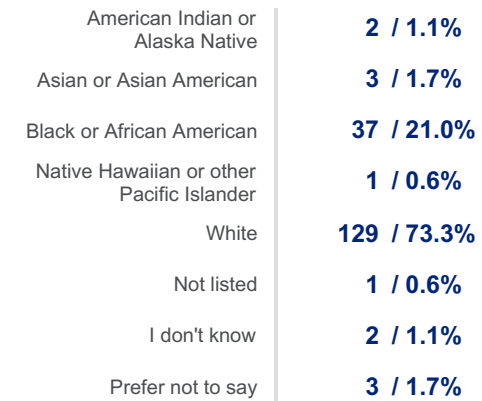
Age Range



Ethnicity*

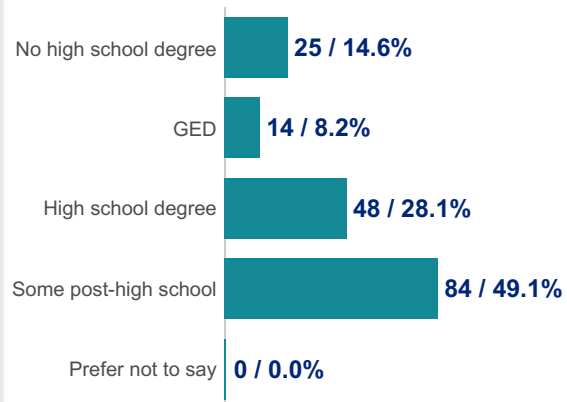


Race*



Members can be counted in multiple categories

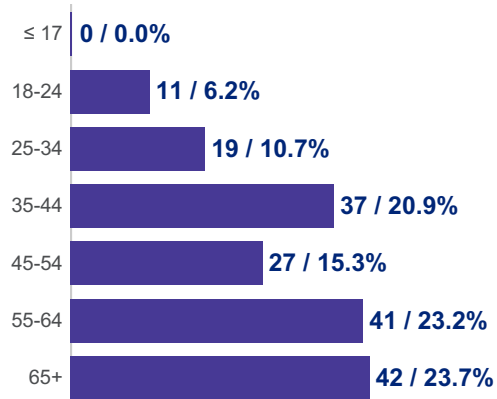
Education*



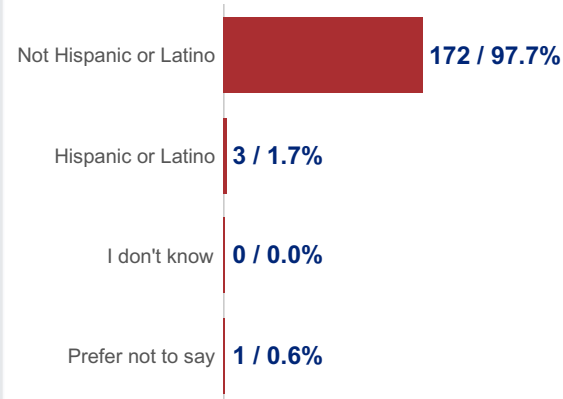
*Metrics are based on surveys completed in the reporting period

Enrollment - Demographics Year-to-Date

Age Range YTD



Ethnicity YTD*

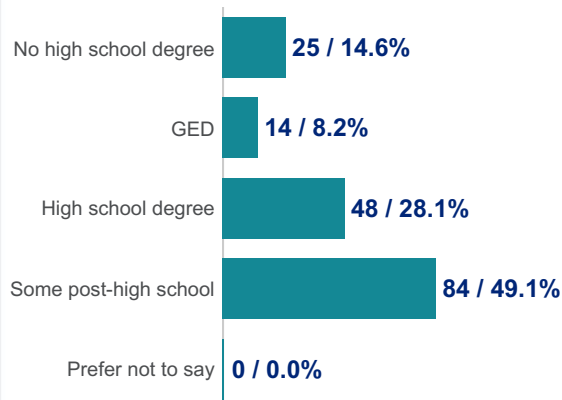


Race YTD*



Members can be counted in multiple categories

Education YTD*



*Metrics are based on surveys completed in the reporting period

Enrollment - Health Status

Metrics are based on surveys completed in the reporting period

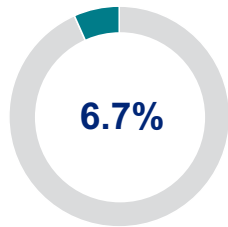
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Pregnant, Postpartum, or Planning



YTD: 6.7%

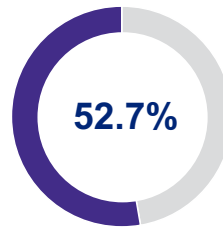
Percent of women aged 18-50 reporting one or more statuses listed below

Pregnancy Status

Given birth within the last 6 months	1
Given birth within the last year	1
Currently pregnant	0
Currently breastfeeding	0
Planning to get pregnant within the next 3 months	1
None of these	46

Members can be counted in multiple categories

Chronic Conditions



YTD: 52.7%

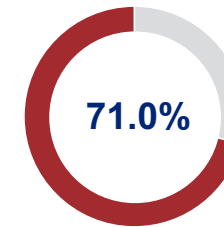
Percent of members reporting one or more chronic health conditions

Top Conditions

Chronic bronchitis (COPD or CLRD)	39
Pre-diabetes	9
Diabetes type 2	20
Diabetes type 1	1
Cancer	13
Stroke	6
Asthma	27
Coronary artery disease (CAD)	8
Heart failure (CHF)	8
Angina or heart pain	5
Irregular heartbeat	18
Heart attack	10
None of these	76

Members can be counted in multiple categories

Behavioral Health



YTD: 71.0%

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	64	Members enrolled in Behavioral Health Support if available
Don't know	25	
No	36	
Prefer not to say	0	

Baseline Tobacco and Nicotine

Metrics are based on surveys completed in the reporting period

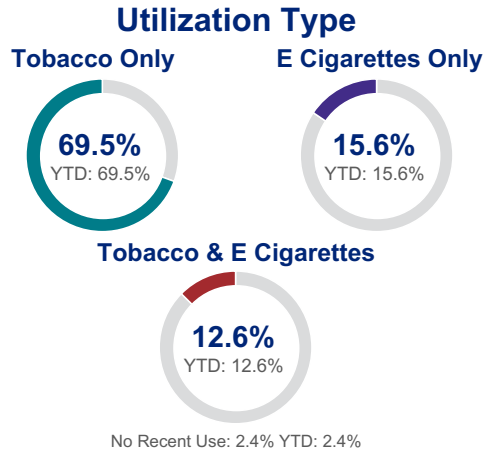
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Tobacco & Nicotine Products Used

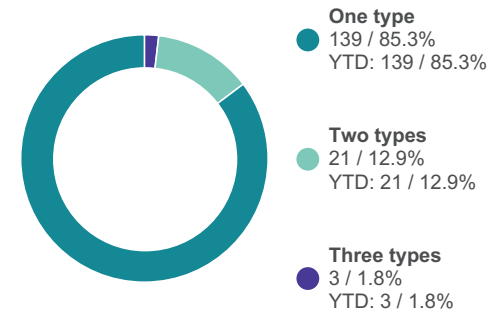


Tobacco & Nicotine Type

	Current	YTD
Cigarettes	131	131
Cigars	5	5
E Cigarettes	47	47
Pipe	0	0
Smokeless	6	6
Water Pipes	1	1
Other	0	0
No Recent Use	4	4

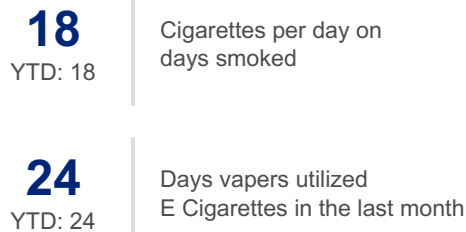
Members can be counted in multiple categories

Product Utilization

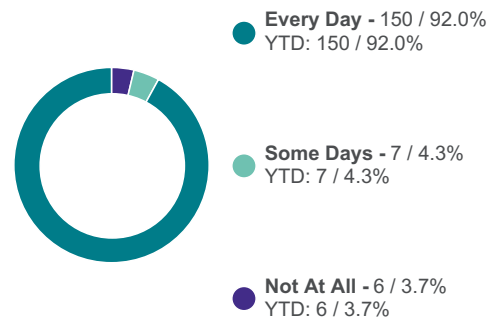


Measures of Nicotine Dependence

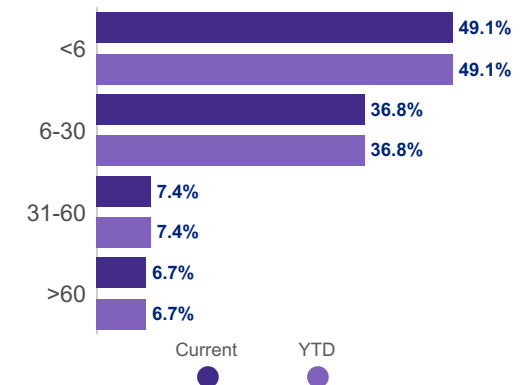
Average Utilization



Utilization Frequency



Minutes to First Use After Waking



Services Summary



260
Engaged Members
YTD: 261



81.5% (Members: 212)
Interacted Live
with a Coach
YTD: 81.2% (Members: 212)

Coaching Sessions
YTD: 369

369
YTD: 369

Support Interactions

30
YTD: 30



48.5%* (Members: 126)
Utilized
Digital Tools
YTD: 49.0% (Members: 128)

Resources Utilized
YTD: 122

122
YTD: 122

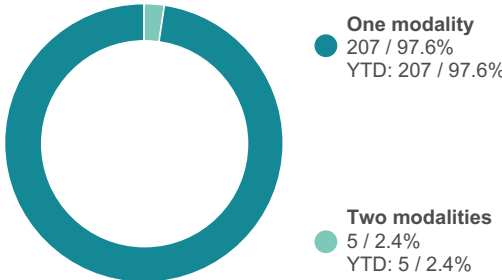
*Includes "Text a Coach" enrollments

Live Coach Interactions

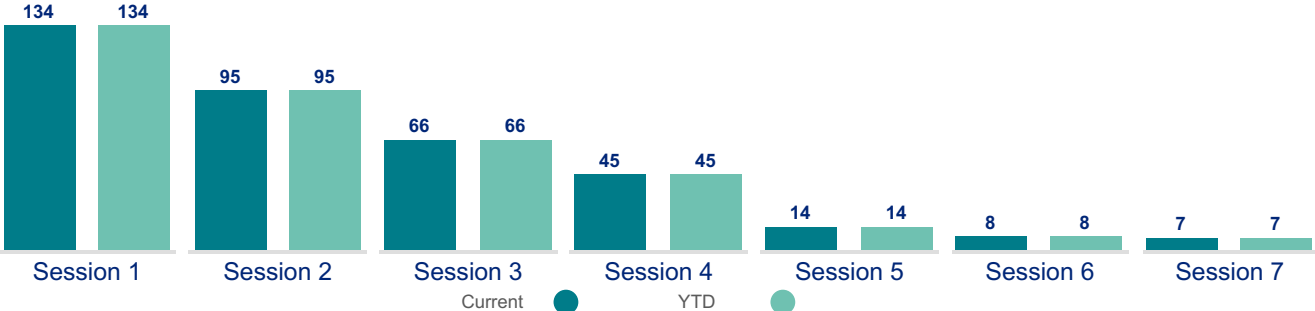
Interaction Modalities

	Current	YTD
Calls	392	392
Chats	6	6
Texts	0	0
Group Sessions	1	1
In-Person	0	0

Modality Utilization



Members Completing Coaching Sessions



Nicotine Replacement Therapy (NRT)



222
Members Sent NRT
YTD: 222



291
Orders Shipped
YTD: 291

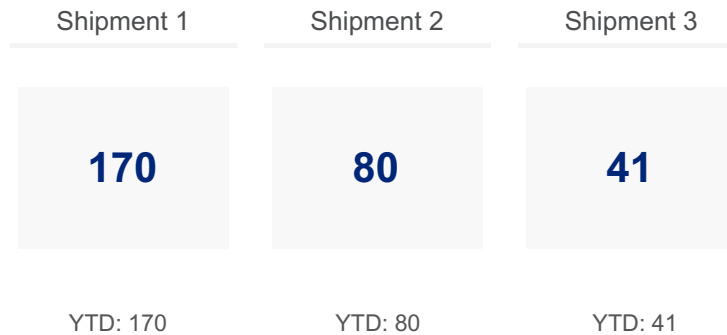


8
Average Days from
Order to Delivery
YTD: 8

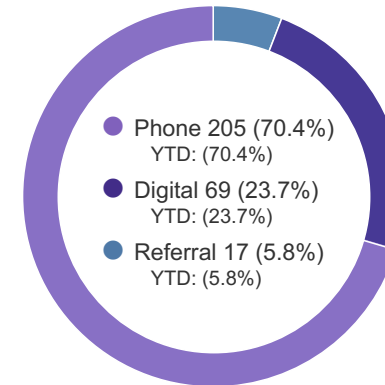


88.1%
of members
sent NRT
YTD: 88.1%

Members Sent NRT Shipments



Orders by NRT Assessment Method



Orders Shipped by NRT Type

