

Executive Summary

Quit Now Virginia

All Groups and Support Tracks

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

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



502
Enrollments
YTD: 832

34
Re-Enrollments
YTD: 82

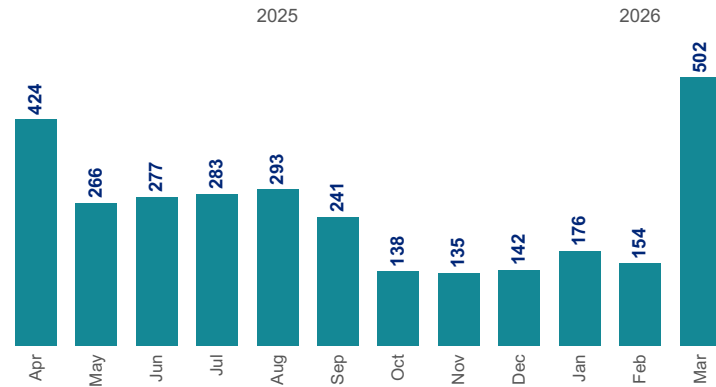


597
Engaged Members
YTD: 945

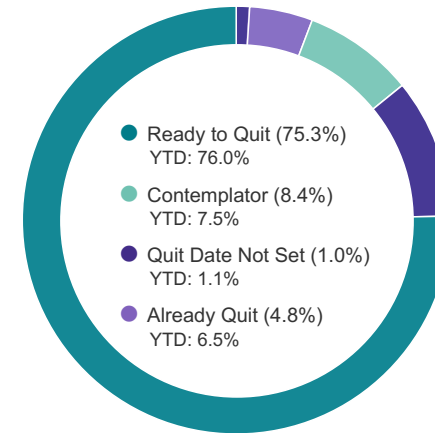
3,443
Member Interactions
YTD: 5,037
Members can have both Coaching and Digital Interactions

314
"Text a Coach" Opt-ins
YTD: 526
Personalized coaching tips and strategies received via text message.

Monthly Enrollment Trend



Readiness to Quit



Engaged Member Details



53.3%
Interacted Live with a Coach
YTD: 60.7%



516 Coaching Sessions

27 Support Interactions



80.4%*
Utilized Digital Tools
YTD: 76.3%



2,900 Resources Utilized

*Includes 314 members who opted in for "Text a Coach"

Nicotine Replacement Therapy

73.7%
YTD: 79.0%



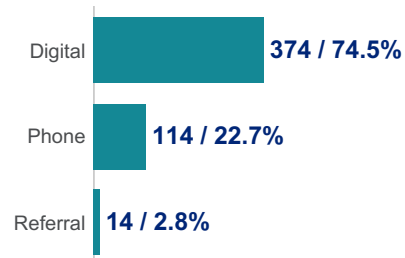
of members sent Nicotine Replacement Therapies

Enrollment Summary

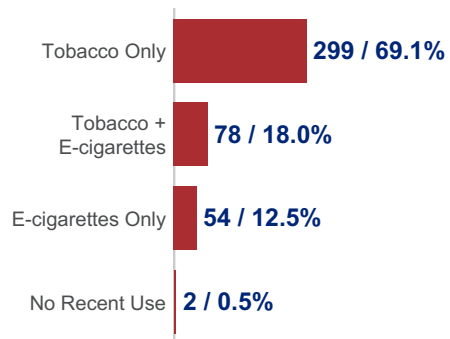


502
Enrollments

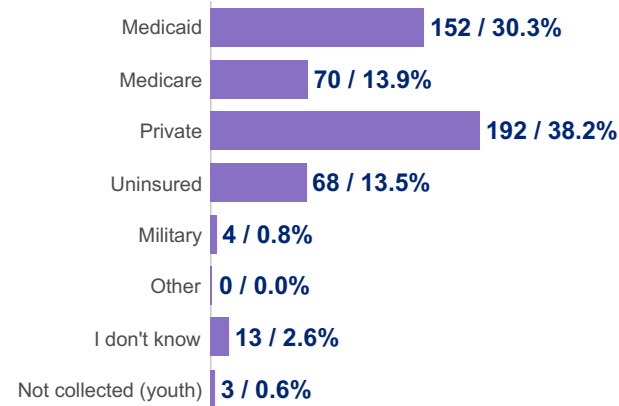
Entry Method



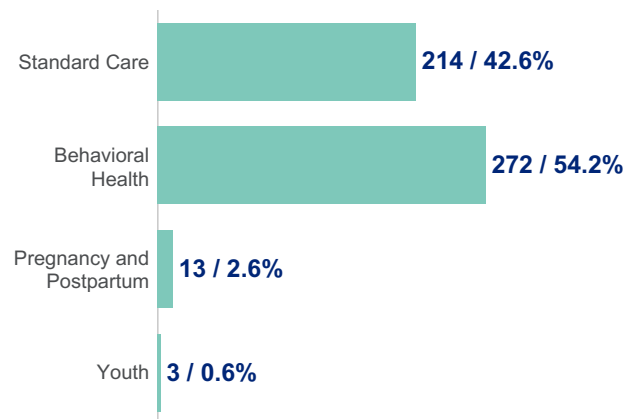
Unique Members by Utilization Type*



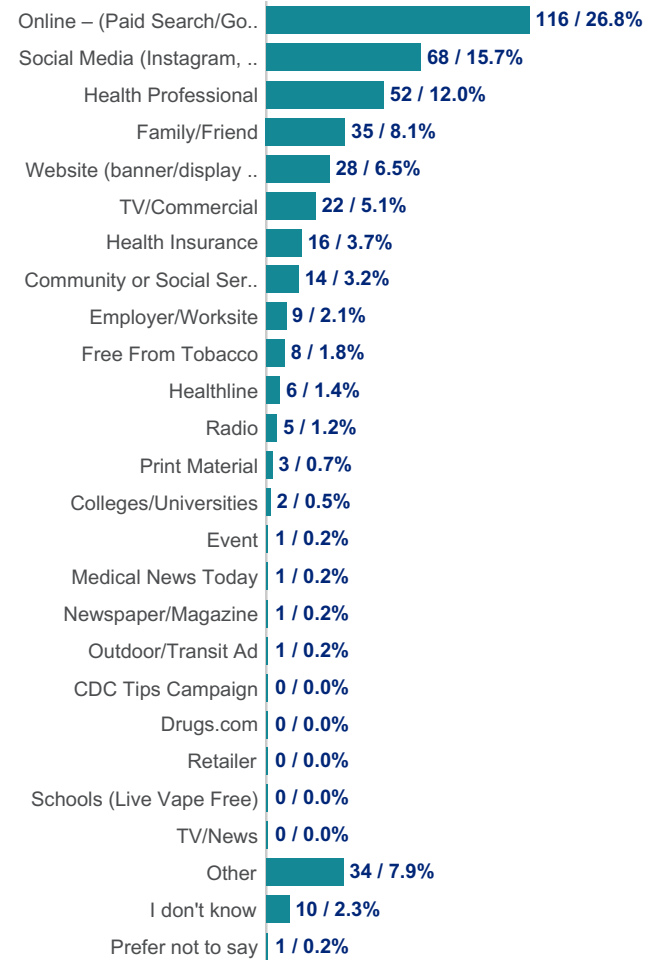
Health Insurance Type



Support Track



How Heard About*



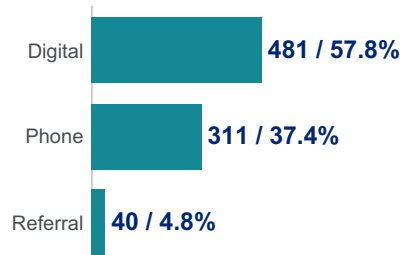
*Metrics are based on surveys completed in the reporting period

Enrollment Summary Year-to-Date

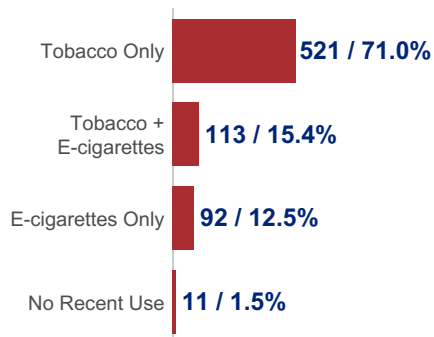


832
Enrollments YTD

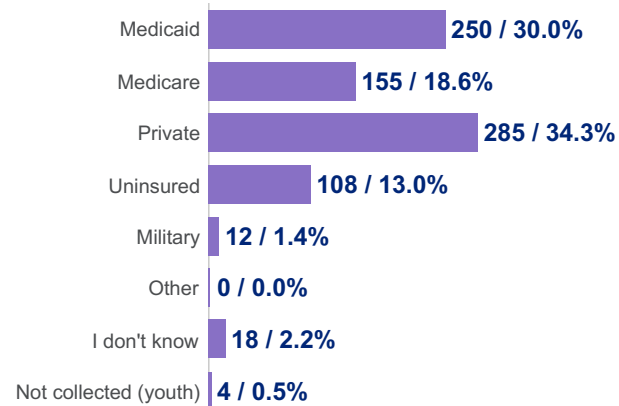
Entry Method YTD



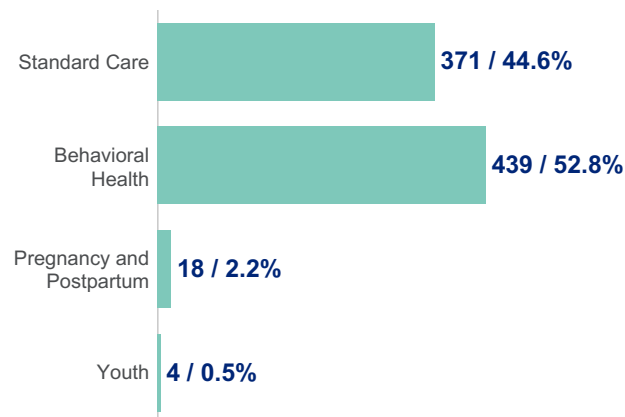
Unique Members by Utilization Type YTD*



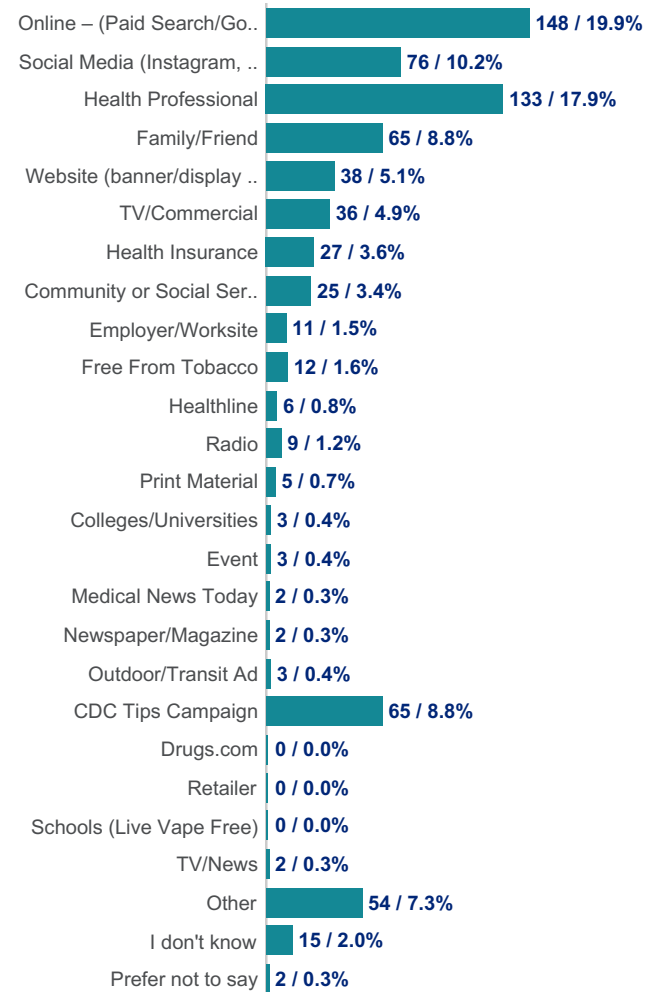
Health Insurance Type YTD



Support Track YTD



How Heard About YTD*



*Metrics are based on surveys completed in the reporting period

Enrollment - Demographics

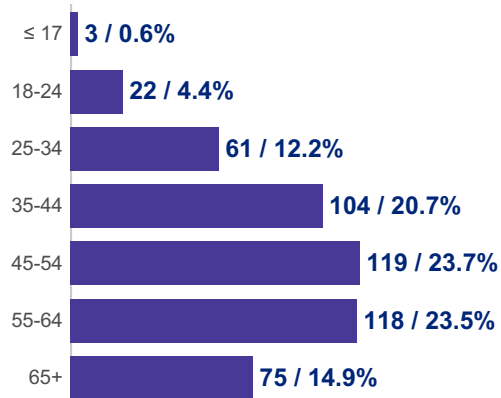
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All Groups and Support Tracks

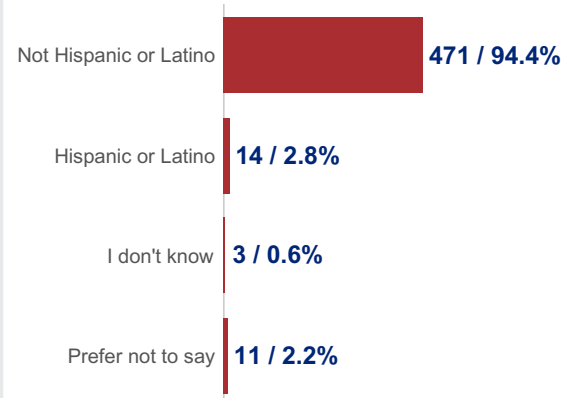
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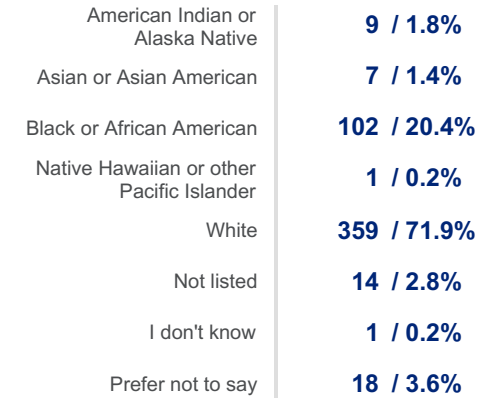
Age Range



Ethnicity*

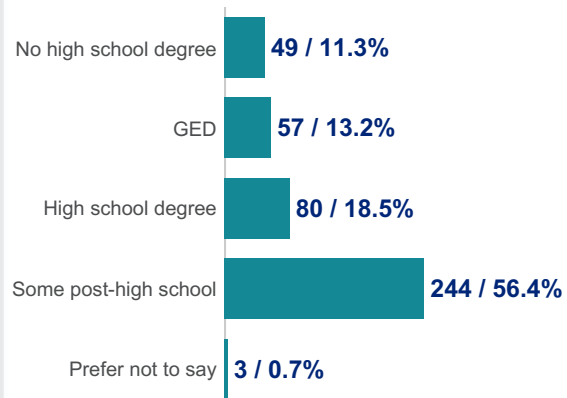


Race*



Members can be counted in multiple categories

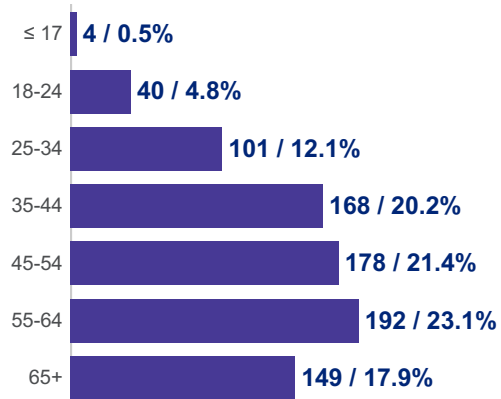
Education*



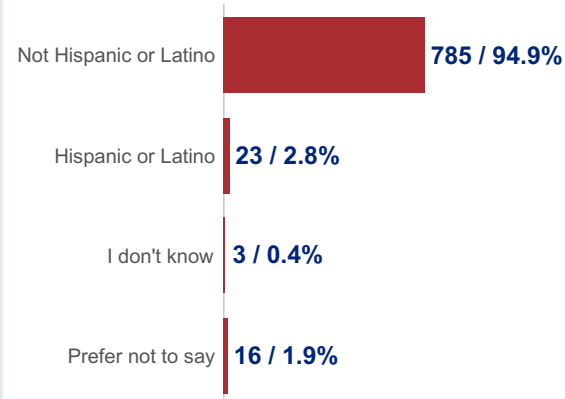
*Metrics are based on surveys completed in the reporting period

Enrollment - Demographics Year-to-Date

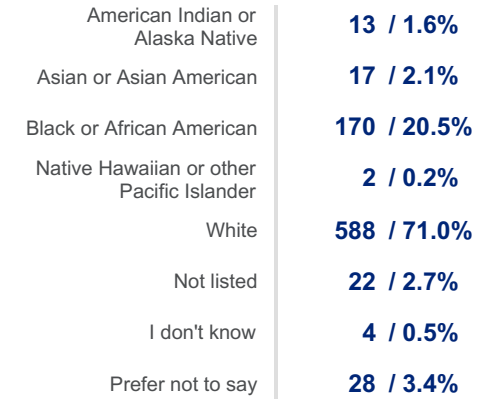
Age Range YTD



Ethnicity YTD*

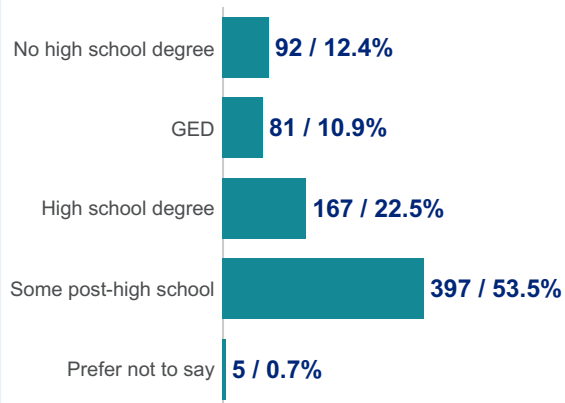


Race YTD*



Members can be counted in multiple categories

Education YTD*



*Metrics are based on surveys completed in the reporting period

Enrollment - Health Status

Metrics are based on surveys completed in the reporting period

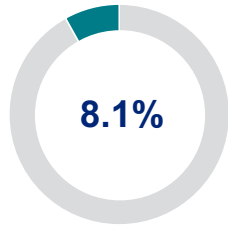
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Pregnant, Postpartum, or Planning



YTD: 7.5%

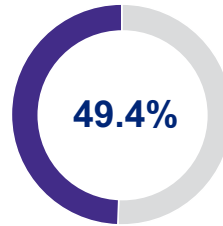
Percent of women aged 18-50 reporting one or more statuses listed below

Pregnancy Status

Given birth within the last 6 months	2
Given birth within the last year	3
Currently pregnant	3
Currently breastfeeding	0
Planning to get pregnant within the next 3 months	5
None of these	167

Members can be counted in multiple categories

Chronic Conditions



YTD: 50.1%

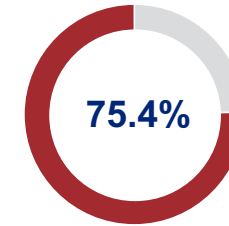
Percent of members reporting one or more chronic health conditions

Top Conditions

Chronic bronchitis (COPD or CLRD)	82
Pre-diabetes	33
Diabetes type 2	54
Diabetes type 1	6
Cancer	33
Stroke	30
Asthma	61
Coronary artery disease (CAD)	21
Heart failure (CHF)	14
Angina or heart pain	20
Irregular heartbeat	36
Heart attack	21
Atrial Fibrillation (AFib)	12
None of these	211

Members can be counted in multiple categories

Behavioral Health



YTD: 73.8%

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	174	Members enrolled in Behavioral Health Support if available
Don't know	107	
No	95	
Prefer not to say	0	

Baseline Tobacco and Nicotine

Metrics are based on surveys completed in the reporting period

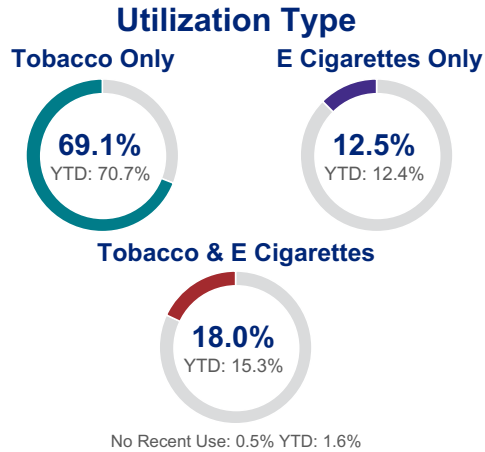
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Tobacco & Nicotine Products Used

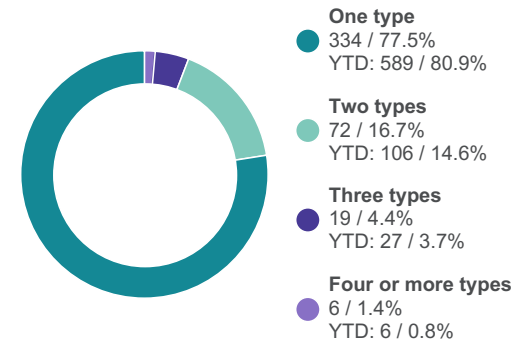


Tobacco & Nicotine Type

	Current	YTD
Cigarettes	349	596
Cigars	32	46
E Cigarettes	132	205
Nicotine Pouches	23	24
Pipe	4	4
Smokeless	13	23
Water Pipes	7	8
Other	4	5
No Recent Use	2	12

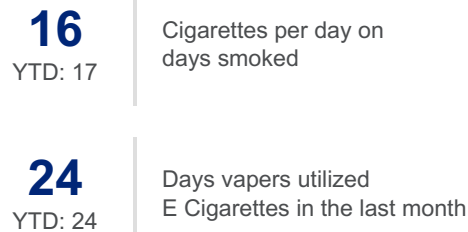
Members can be counted in multiple categories

Product Utilization

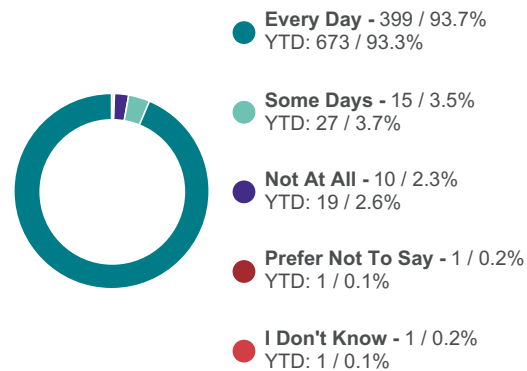


Measures of Nicotine Dependence

Average Utilization



Utilization Frequency



Minutes to First Use After Waking



Services Summary



597
Engaged Members
YTD: 945



53.3% (Members: 318)
Interacted Live
with a Coach
YTD: 60.7% (Members: 574)

Coaching Sessions
YTD: 1,186

516

Support Interactions
YTD: 72

27



80.4%* (Members: 480)
Utilized
Digital Tools
YTD: 76.3% (Members: 721)

Resources Utilized
YTD: 3,779

2,900

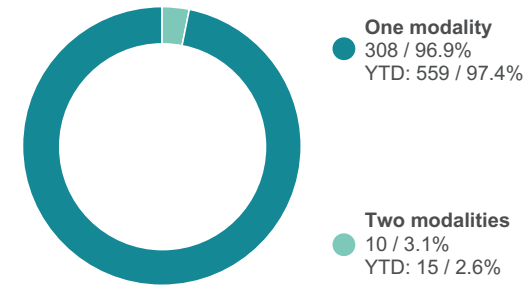
*Includes "Text a Coach" enrollments

Live Coach Interactions

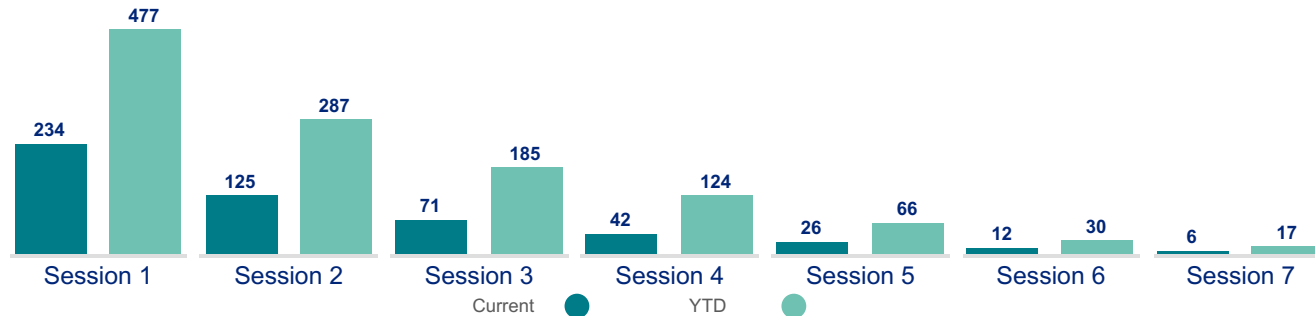
Interaction Modalities

	Current	YTD
Calls	519	1,225
Chats	23	30
Texts	0	0
Group Sessions	1	3
In-Person	0	0

Modality Utilization



Members Completing Coaching Sessions



Nicotine Replacement Therapy (NRT)



424
Members Sent NRT
YTD: 731



500
Orders Shipped
YTD: 999



3
Average Days from
Order to Delivery
YTD: 5

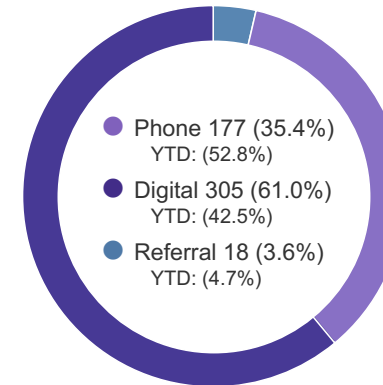


73.7%
of members
sent NRT
YTD: 79.0%

Members Sent NRT Shipments



Orders by NRT Assessment Method



Orders Shipped by NRT Type

