

# Executive Summary

Quit Now Virginia

All Groups and Support Tracks

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

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



**446**

**Enrollments**

YTD: 1,601

**35**

**Re- Enrollments**

YTD: 147



**602**

**Engaged Members**

YTD: 1,723

**3,178**

**Member Interactions**

YTD: 11,038

Members can have both  
Coaching and Digital  
Interactions

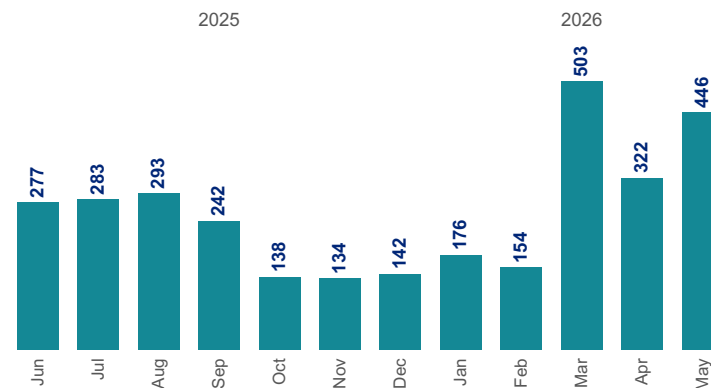
**239**

**"Text a Coach" Opt-ins**

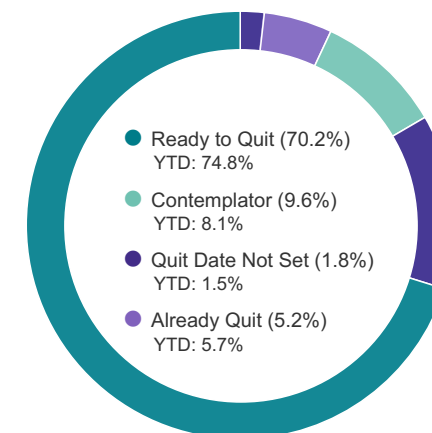
YTD: 984

Personalized coaching tips  
and strategies received via  
text message.

## Monthly Enrollment Trend



## Readiness to Quit



## Engaged Member Details



**64.8%**

**Interacted Live  
with a Coach**

YTD: 60.5%



**631 Coaching Sessions**

**35 Support Interactions**



**68.8%\***

**Utilized  
Digital Tools**

YTD: 80.2%



**2,512 Resources Utilized**

\*Includes 239 members who opted in for "Text a Coach"

## Nicotine Replacement Therapy

**74.9%**

YTD: 79.3%



**of members sent Nicotine  
Replacement Therapies**

# Enrollment Summary

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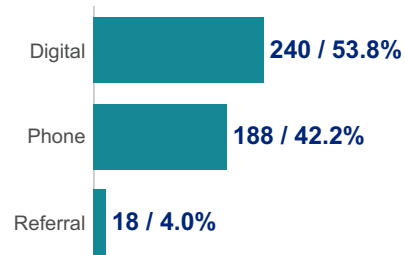
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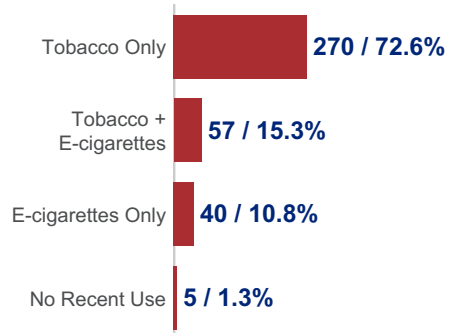


**446**  
Enrollments

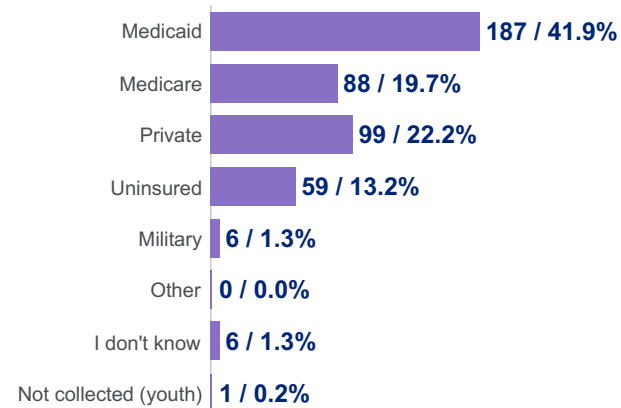
## Entry Method



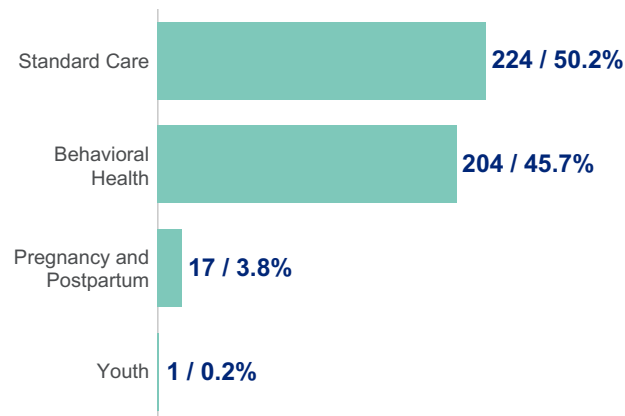
## Unique Members by Utilization Type\*



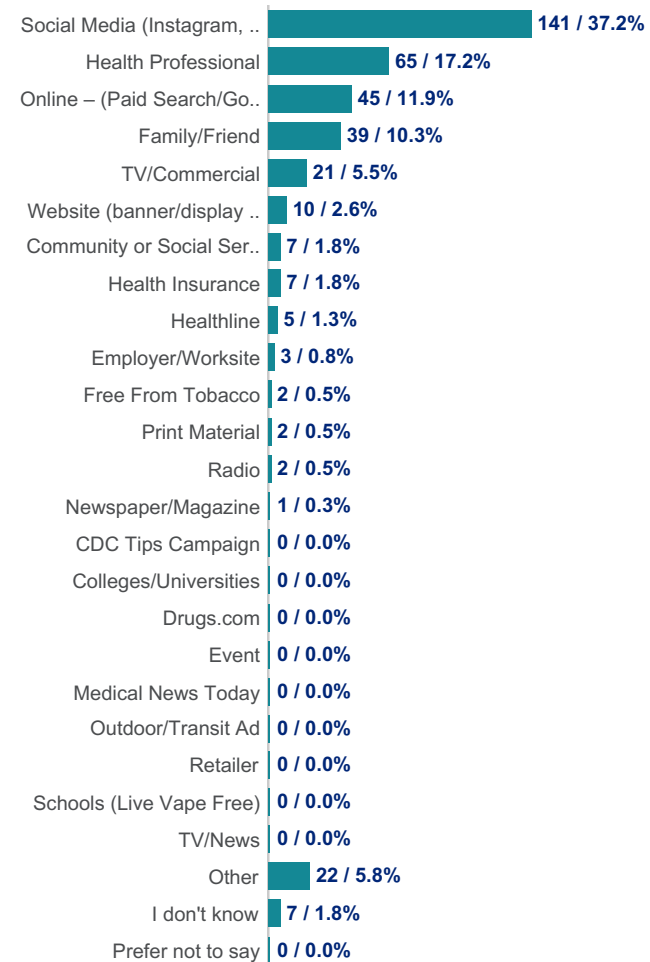
## Health Insurance Type



## Support Track



## How Heard About\*



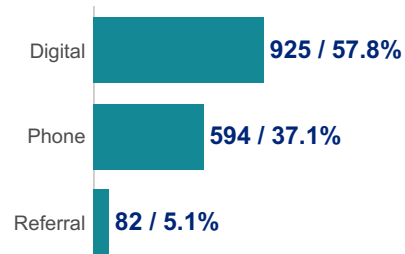
\*Metrics are based on surveys completed in the reporting period

# Enrollment Summary Year-to-Date

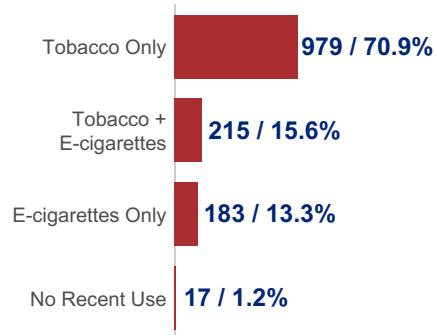


**1,601**  
Enrollments YTD

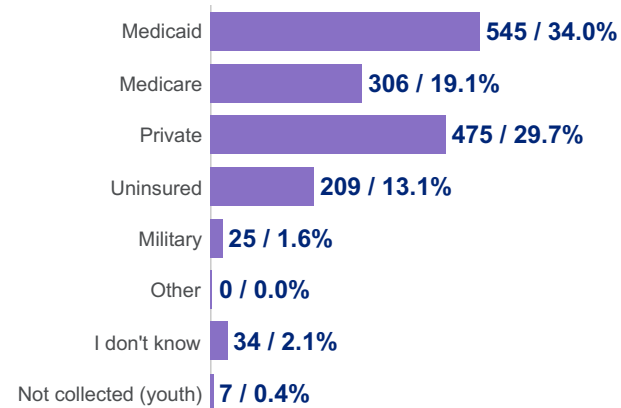
## Entry Method YTD



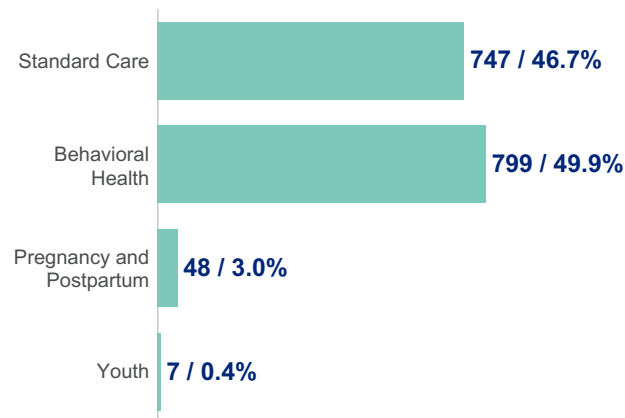
## Unique Members by Utilization Type YTD\*



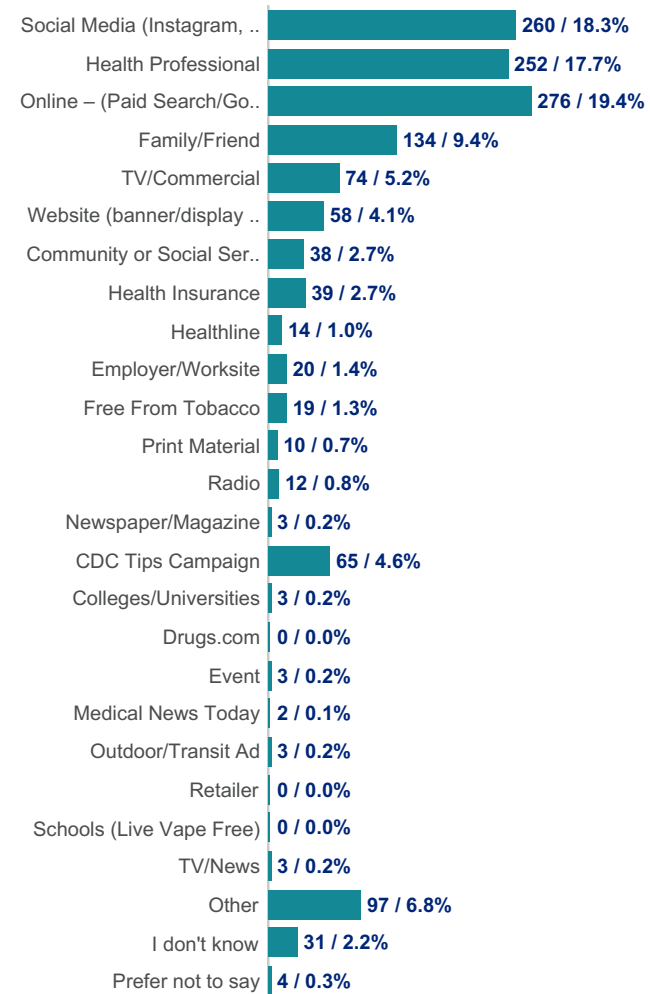
## Health Insurance Type YTD



## Support Track YTD



## How Heard About YTD\*



\*Metrics are based on surveys completed in the reporting period

# Enrollment - Demographics

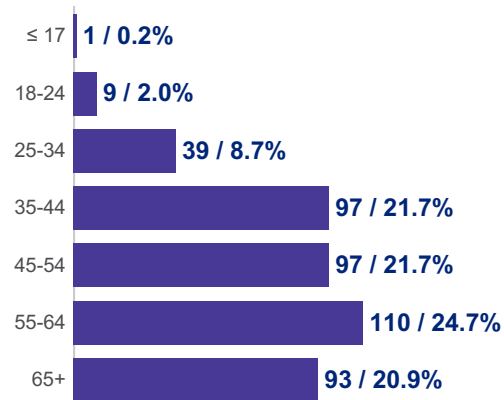
Quit Now Virginia

All Groups and Support Tracks

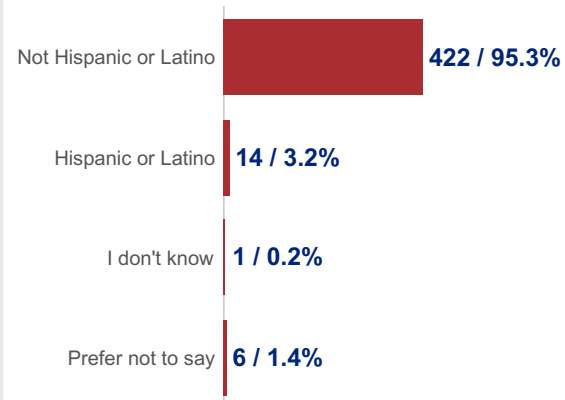
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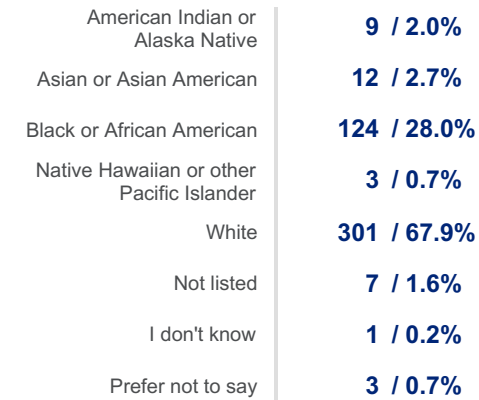
## Age Range



## Ethnicity\*

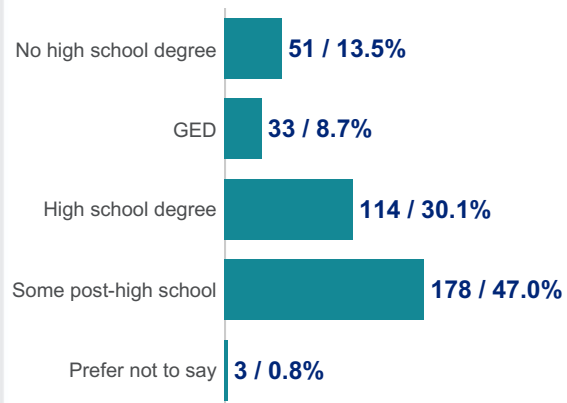


## Race\*



Members can be counted in multiple categories

## Education\*



\*Metrics are based on surveys completed in the reporting period

# Enrollment - Demographics Year-to-Date

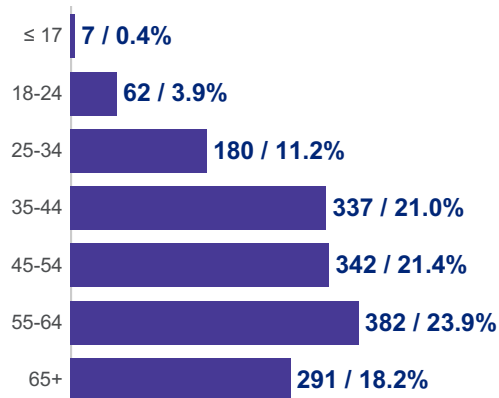
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All Groups and Support Tracks

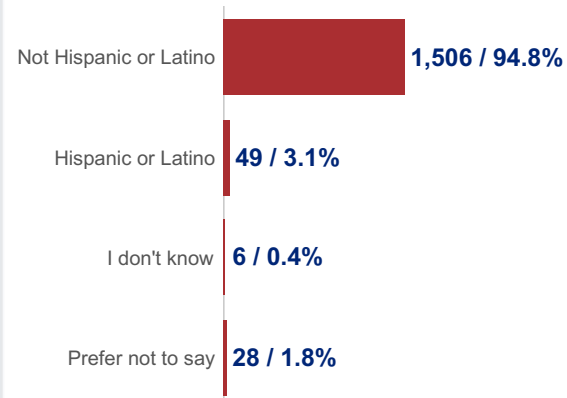
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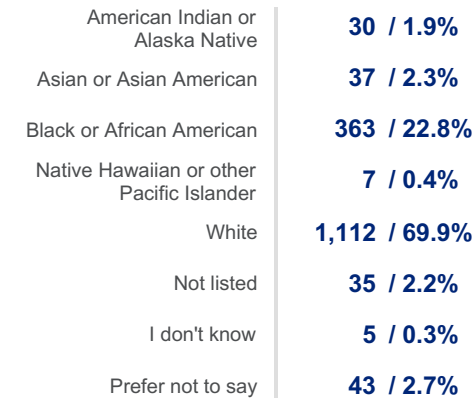
## Age Range YTD



## Ethnicity YTD\*

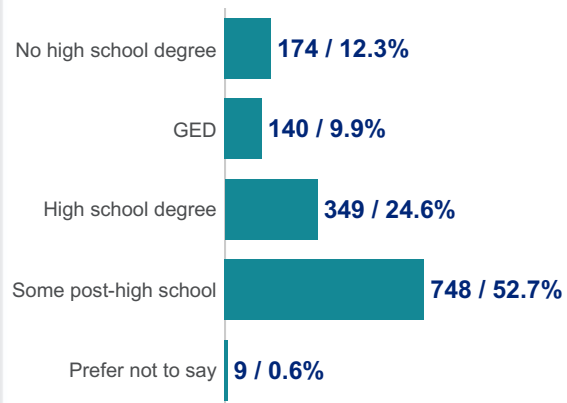


## Race YTD\*



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

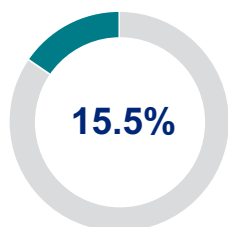
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## Pregnant, Postpartum, or Planning



YTD: 10.2%

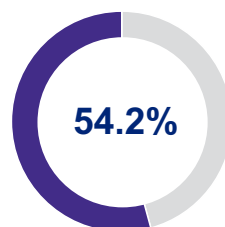
Percent of women aged 18-50 reporting one or more statuses listed below

### Pregnancy Status

|                                                   |     |
|---------------------------------------------------|-----|
| Given birth within the last 6 months              | 2   |
| Given birth within the last year                  | 4   |
| Currently pregnant                                | 3   |
| Currently breastfeeding                           | 3   |
| Planning to get pregnant within the next 3 months | 6   |
| None of these                                     | 109 |

Members can be counted in multiple categories

## Chronic Conditions



YTD: 50.6%

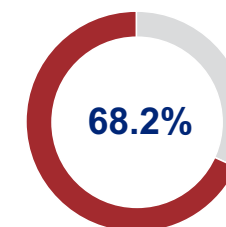
Percent of members reporting one or more chronic health conditions

### Top Conditions

|                                   |     |
|-----------------------------------|-----|
| Chronic bronchitis (COPD or CLRD) | 95  |
| Pre-diabetes                      | 29  |
| Diabetes type 2                   | 54  |
| Diabetes type 1                   | 5   |
| Cancer                            | 38  |
| Stroke                            | 13  |
| Asthma                            | 68  |
| Coronary artery disease (CAD)     | 20  |
| Heart failure (CHF)               | 19  |
| Angina or heart pain              | 21  |
| Irregular heartbeat               | 30  |
| Heart attack                      | 26  |
| Atrial Fibrillation (AFib)        | 16  |
| None of these                     | 168 |

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               | 144 | Members enrolled in Behavioral Health Support if available |
| Don't know        | 74  |                                                            |
| No                | 84  |                                                            |
| Prefer not to say | 0   |                                                            |

# Baseline Tobacco and Nicotine

Metrics are based on surveys completed in the reporting period

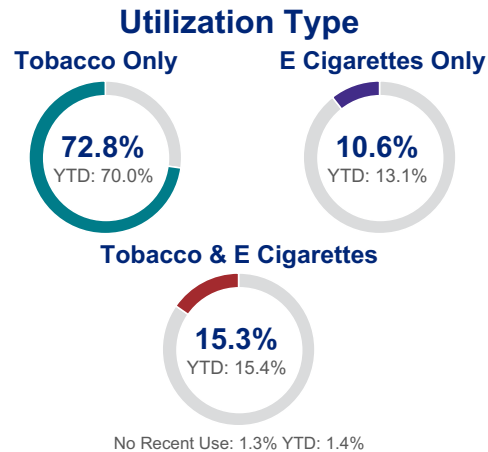
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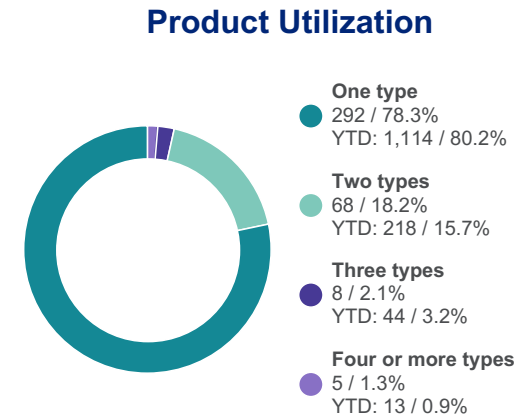
## Tobacco & Nicotine Products Used



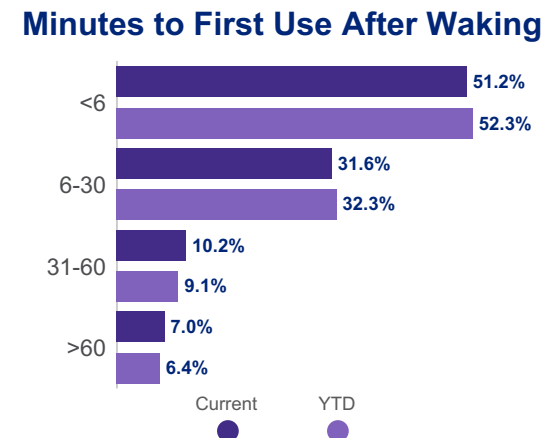
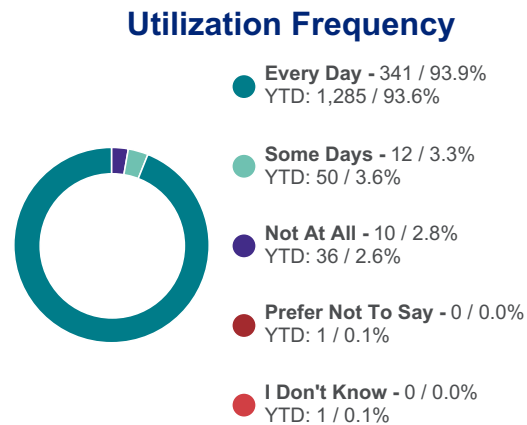
### Tobacco & Nicotine Type

|                  | Current | YTD   |
|------------------|---------|-------|
| Cigarettes       | 315     | 1,130 |
| Cigars           | 19      | 82    |
| E Cigarettes     | 98      | 402   |
| Nicotine Pouches | 22      | 54    |
| Pipe             | 2       | 8     |
| Smokeless        | 9       | 39    |
| Water Pipes      | 1       | 13    |
| Other            | 6       | 14    |
| No Recent Use    | 5       | 20    |

Members can be counted in multiple categories



## Measures of Nicotine Dependence



# Services Summary

Quit Now Virginia

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



**602**

**Engaged Members**

YTD: 1,723



**64.8%**

(Members: 390)

**Interacted Live with a Coach**

YTD: 60.5% (Members: 1,042)

Coaching Sessions

**631**

YTD: 2,342

Support Interactions

**35**

YTD: 142



**68.8%\***

(Members: 414)

**Utilized Digital Tools**

YTD: 80.2% (Members: 1,382)

Resources Utilized

**2,512**

YTD: 8,554

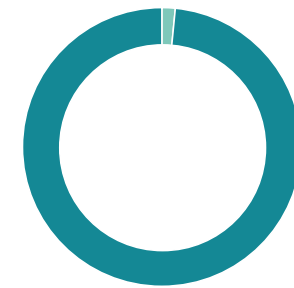
\*Includes "Text a Coach" enrollments

## Live Coach Interactions

### Interaction Modalities

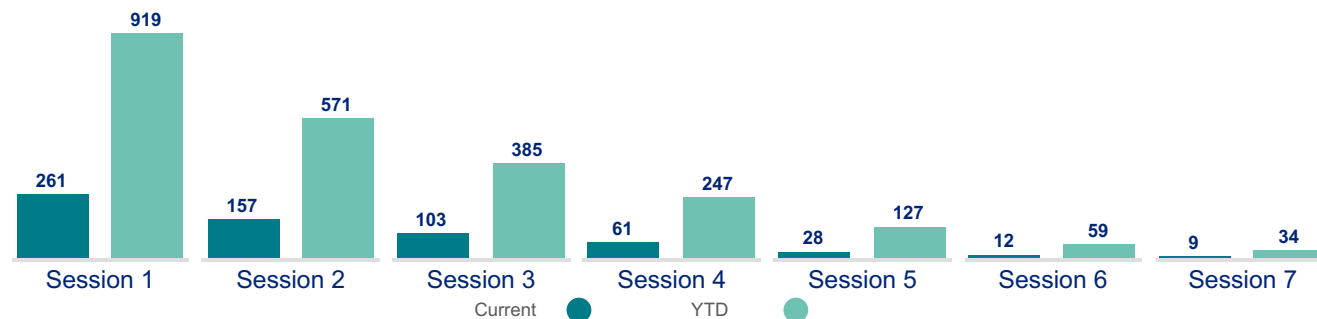
|                | Current    | YTD          |
|----------------|------------|--------------|
| Calls          | <b>656</b> | <b>2,419</b> |
| Chats          | <b>10</b>  | <b>55</b>    |
| Texts          | <b>0</b>   | <b>7</b>     |
| Group Sessions | <b>0</b>   | <b>3</b>     |
| In-Person      | <b>0</b>   | <b>0</b>     |

### Modality Utilization



- One modality**  
384 / 98.5%  
YTD: 1,014 / 97.3%
- Two modalities**  
6 / 1.5%  
YTD: 27 / 2.6%
- Three modalities**  
0 / 0.0%  
YTD: 1 / 0.1%

## Members Completing Coaching Sessions



# Nicotine Replacement Therapy (NRT)

**426****Members Sent NRT**

YTD: 1,350

**537****Orders Shipped**

YTD: 1,967

**3****Average Days from  
Order to Delivery**

YTD: 3

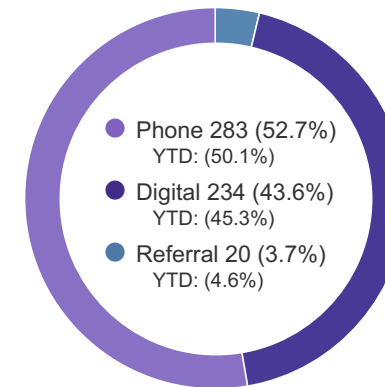
**74.9%****of members  
sent NRT**

YTD: 79.3%

## Members Sent NRT Shipments



## Orders by NRT Assessment Method



## Orders Shipped by NRT Type

