

Executive Summary

Quit Now Virginia

All Groups and Support Tracks

Current Period: Aug 01, 2024 - Aug 31, 2024

Year-to-Date: Jan 01, 2024 - Aug 31, 2024



331

Enrollments

YTD: 3,126

32

Re-Enrollments

YTD: 162



410

Engaged Members

YTD: 3,163

796

Member Interactions

YTD: 7,182

Members can have both Coaching and Digital Interactions

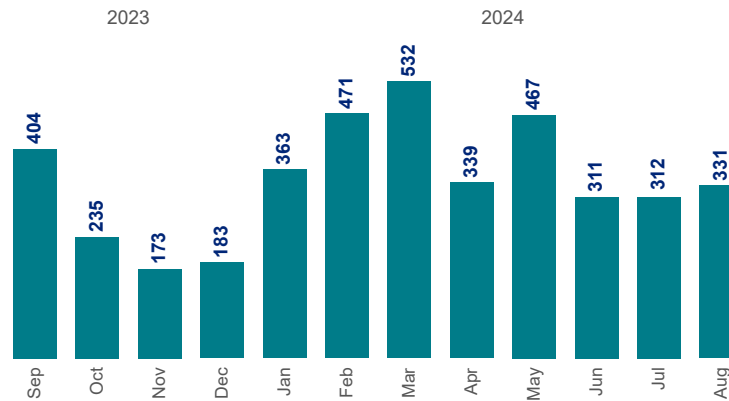
185

"Text a Coach" Opt-ins

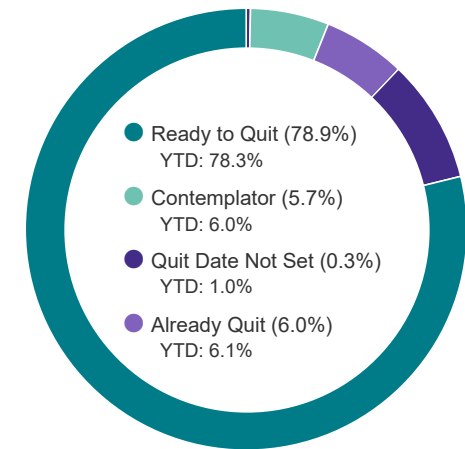
YTD: 1,765

Personalized coaching tips and strategies received via text message.

Monthly Enrollment Trend



Readiness to Quit



Engaged Member Details



81.0%

Interacted Live with a Coach

YTD: 72.9%



362 Coaching Sessions

49 Support Interactions



55.4%*

Utilized Digital Tools

YTD: 65.9%



385 Resources Utilized

*Includes 185 members who opted in for "Text a Coach"

Nicotine Replacement Therapy

74.9%

YTD: 74.8%



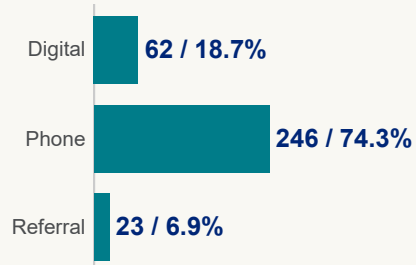
of members sent Nicotine Replacement Therapies

Enrollment Summary

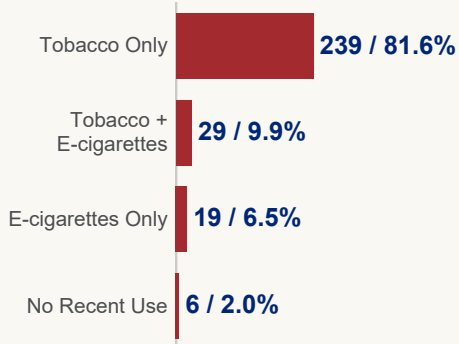


331
Enrollments

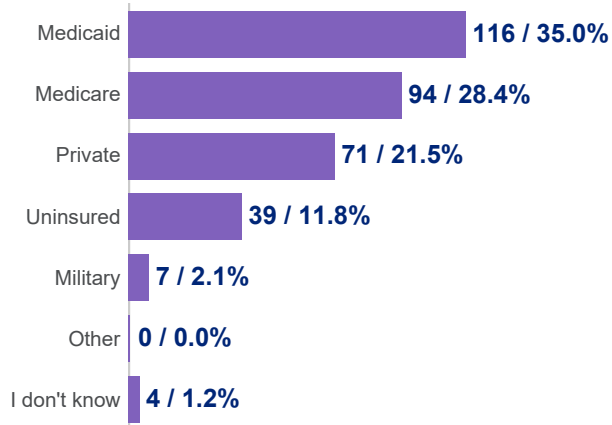
Entry Method



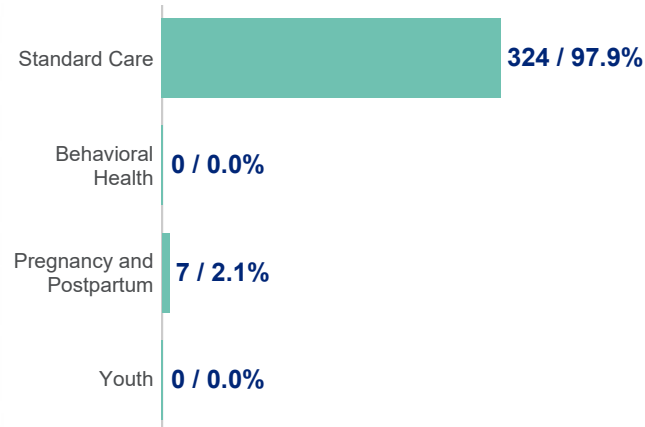
Unique Members by Utilization Type*



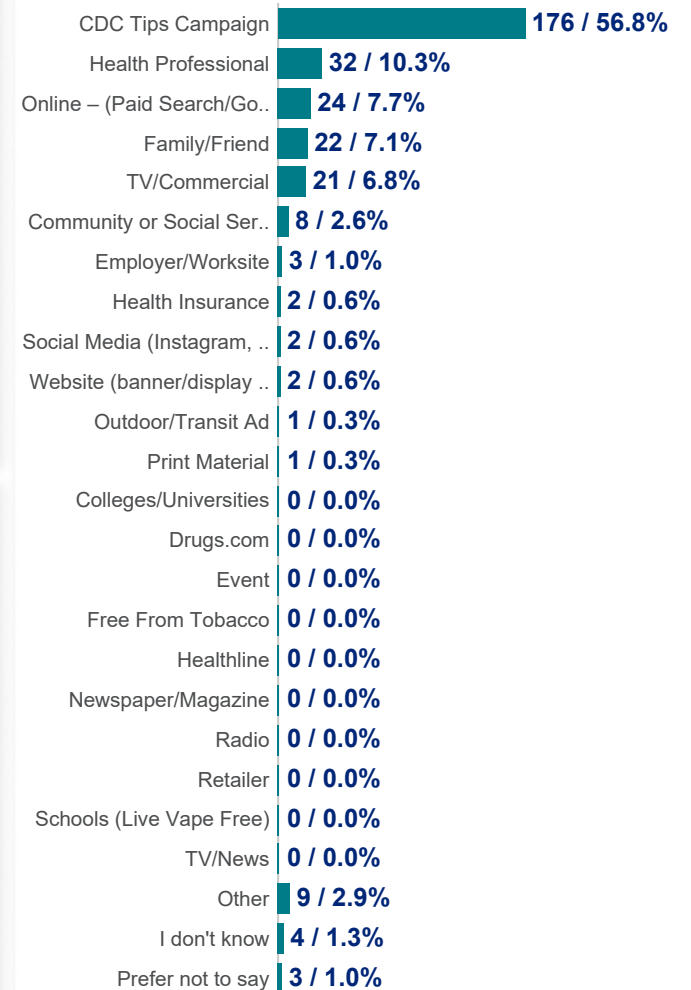
Health Insurance Type



Support Track



How Heard About*



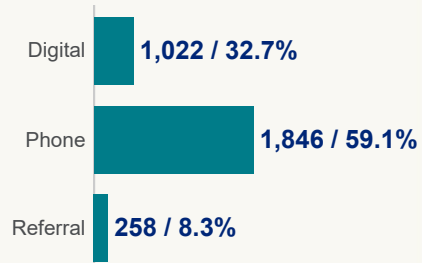
*Metrics are based on surveys completed in the reporting period

Enrollment Summary Year-to-Date

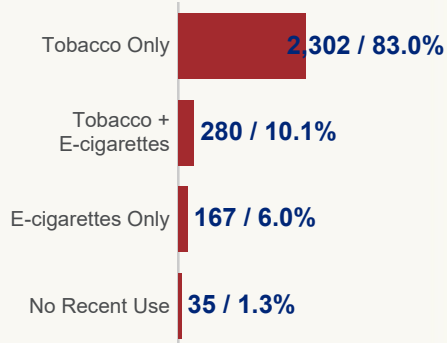


3,126
Enrollments YTD

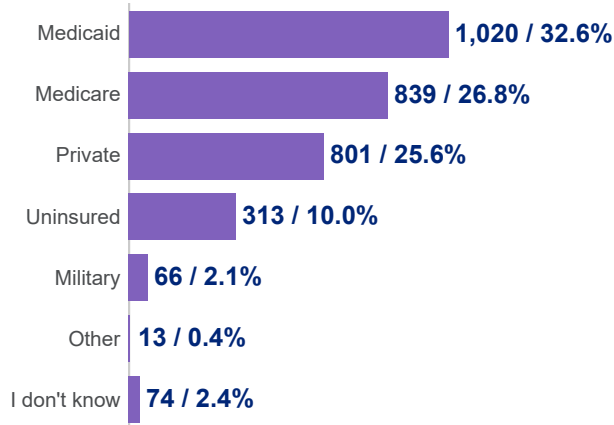
Entry Method YTD



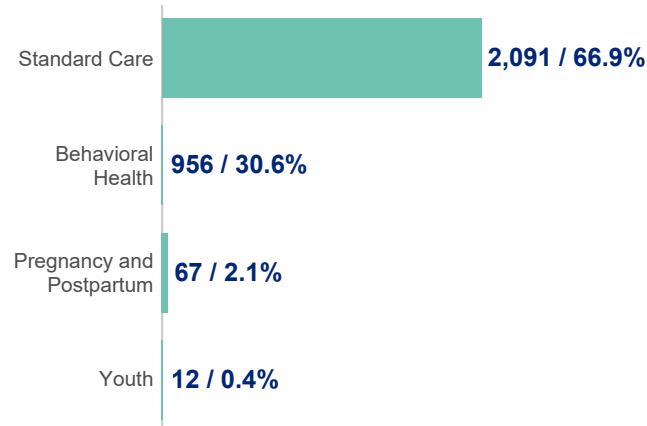
Unique Members by Utilization Type YTD*



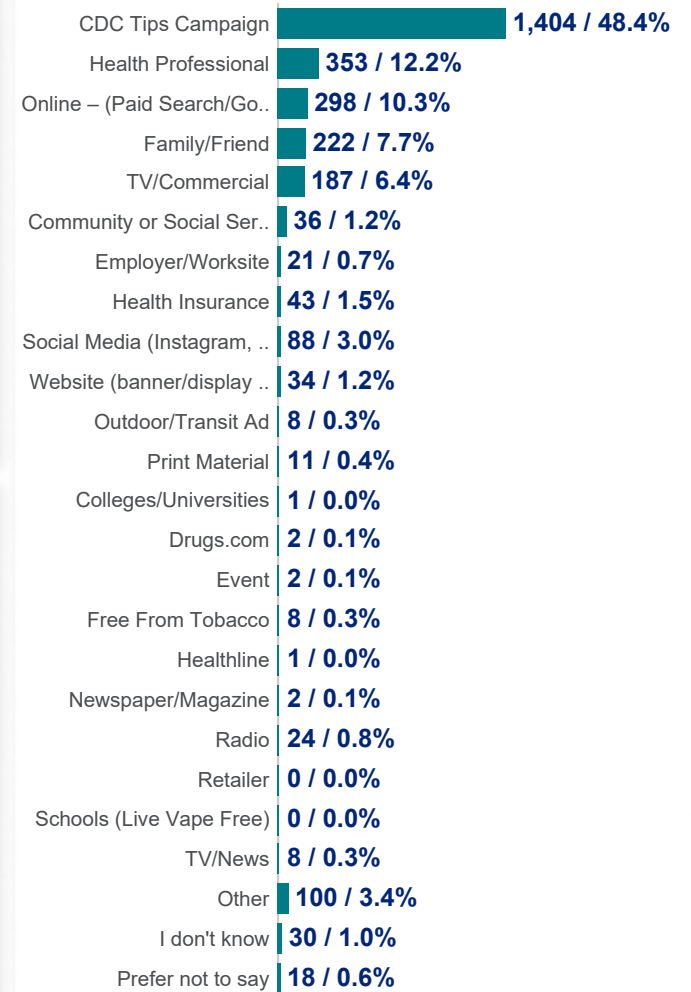
Health Insurance Type YTD



Support Track YTD



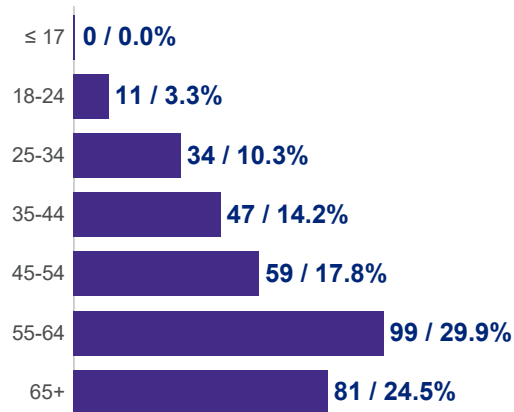
How Heard About YTD*



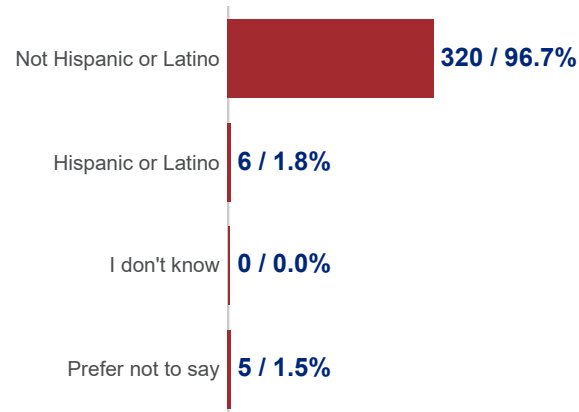
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Enrollment - Demographics

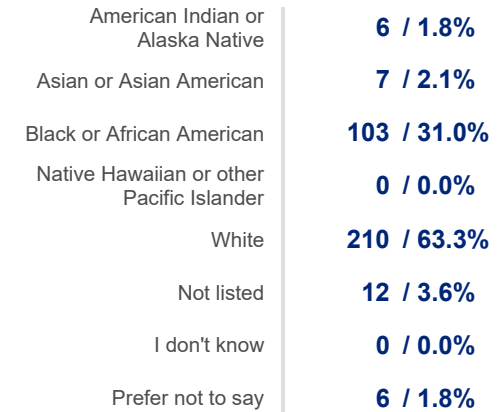
Age Range



Ethnicity*

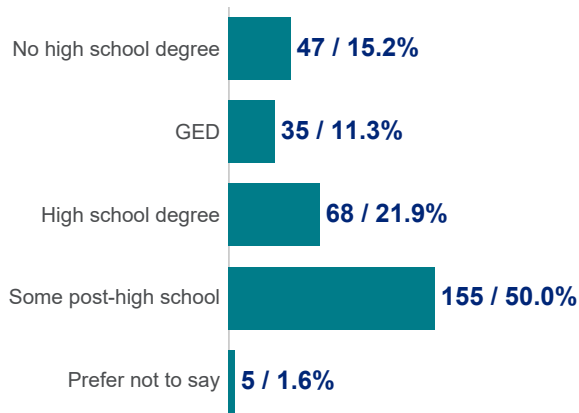


Race*

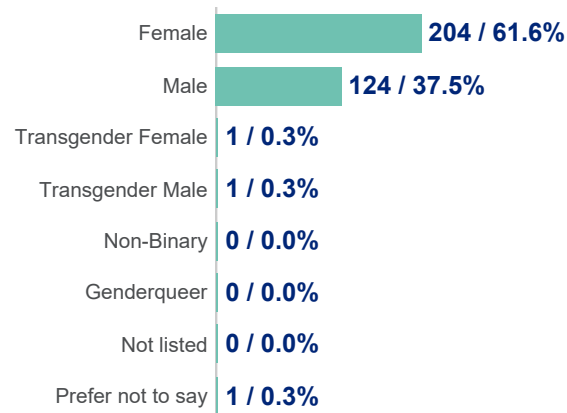


Members can be counted in multiple categories

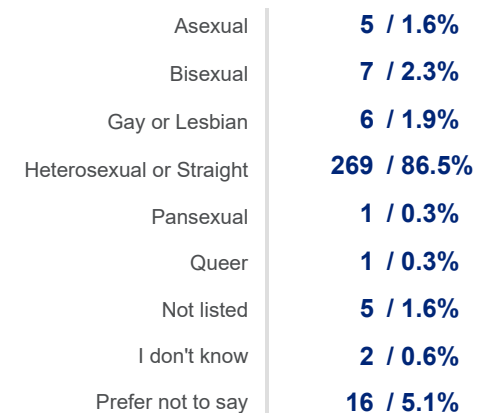
Education*



Gender*



Sexual Orientation*

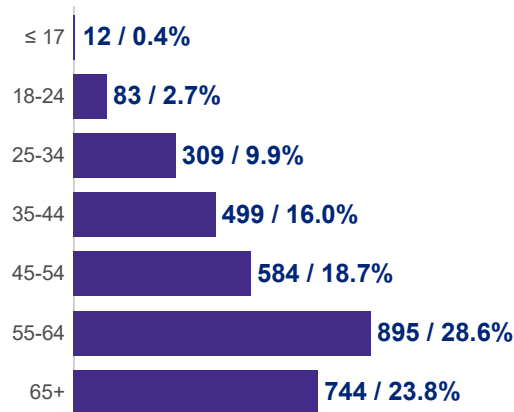


Members can be counted in multiple categories

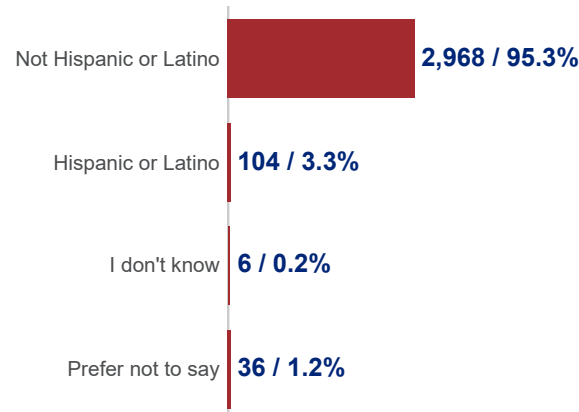
*Metrics are based on surveys completed in the reporting period

Enrollment - Demographics Year-to-Date

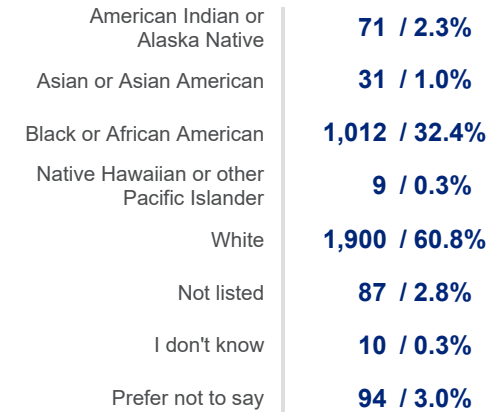
Age Range YTD



Ethnicity YTD*

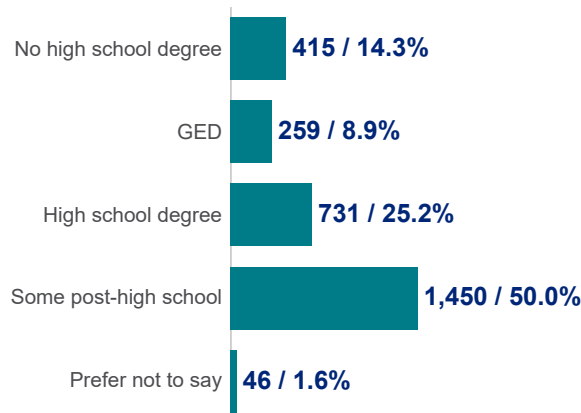


Race YTD*

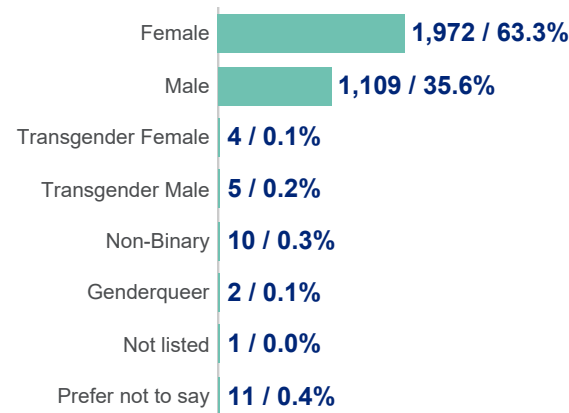


Members can be counted in multiple categories

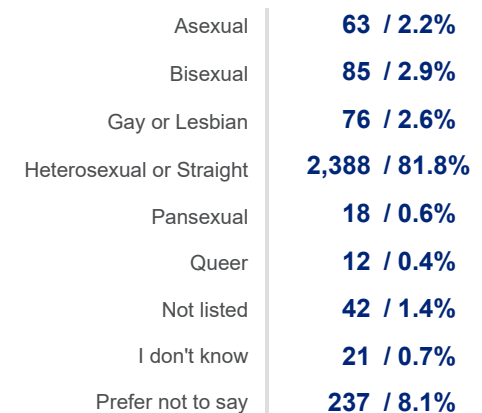
Education YTD*



Gender YTD*



Sexual Orientation YTD*



Members can be counted in multiple categories

*Metrics are based on surveys completed in the reporting period

Enrollment - Health Status

Metrics are based on surveys completed in the reporting period

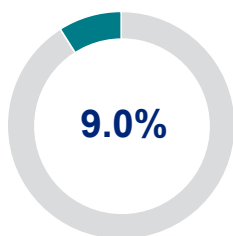
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Pregnant, Postpartum, or Planning



YTD: 8.5%

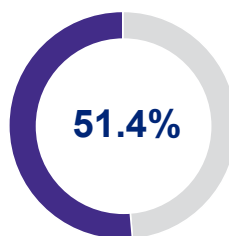
Percent of women aged 18-50 reporting one or more statuses listed below

Pregnancy Status

Given birth within the last 6 months	1
Given birth within the last year	3
Currently pregnant	1
Currently breastfeeding	0
Planning to get pregnant within the next 3 months	2
None of these	64

Members can be counted in multiple categories

Chronic Conditions



YTD: 50.1%

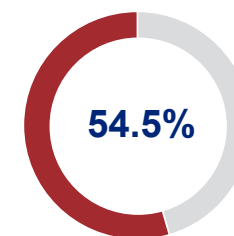
Percent of members reporting one or more chronic health conditions

Top Conditions

Chronic bronchitis (COPD or CLRD)	55
Pre-diabetes	21
Diabetes type 2	31
Diabetes type 1	7
Cancer	21
Stroke	25
Asthma	38
Coronary artery disease (CAD)	15
Heart failure (CHF)	14
Angina or heart pain	6
Irregular heartbeat	32
Heart attack	19
None of these	136

Members can be counted in multiple categories

Behavioral Health



YTD: 52.7%

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	111	Members enrolled in Behavioral Health Support if available
Don't know	24	
No	46	
Prefer not to say	0	

Baseline Tobacco and Nicotine

Metrics are based on surveys completed in the reporting period

Quit Now Virginia

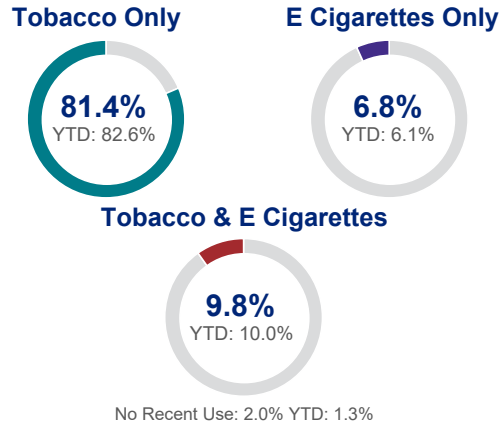
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Tobacco & Nicotine Products Used

Utilization Type

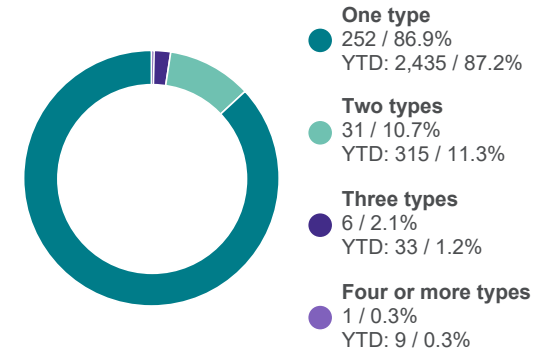


Tobacco & Nicotine Type

	Current	YTD
Cigarettes	260	2,484
Cigars	19	169
E Cigarettes	49	456
Pipe	1	11
Smokeless	5	72
Water Pipes	2	11
Other	0	0
No Recent Use	6	36

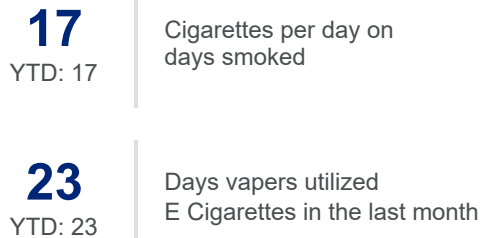
Members can be counted in multiple categories

Product Utilization

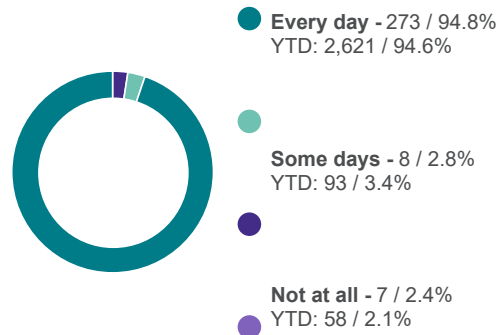


Measures of Nicotine Dependence

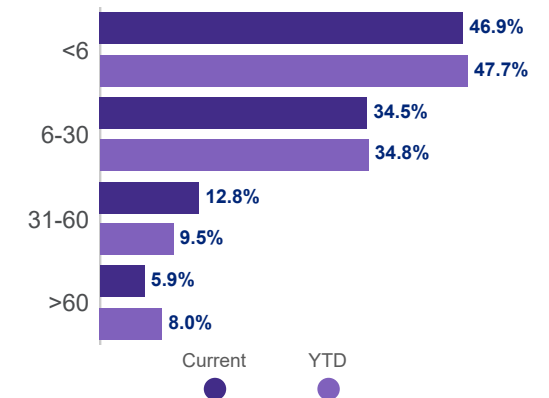
Average Utilization



Utilization Frequency



Minutes to First Use After Waking



Services Summary



410
Engaged Members
YTD: 3,163



81.0% (Members: 332)
Interacted Live
with a Coach
YTD: 72.9% (Members: 2,305)

Coaching Sessions **362**
YTD: 3,380

Support Interactions **49**
YTD: 429



55.4%* (Members: 227)
Utilized
Digital Tools
YTD: 65.9% (Members: 2,083)

Resources Utilized **385**
YTD: 3,373

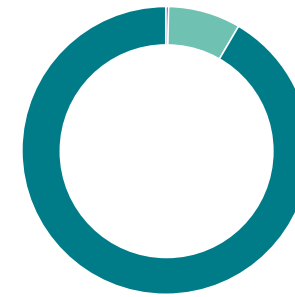
*Includes "Text a Coach" enrollments

Live Coach Interactions

Interaction Modalities

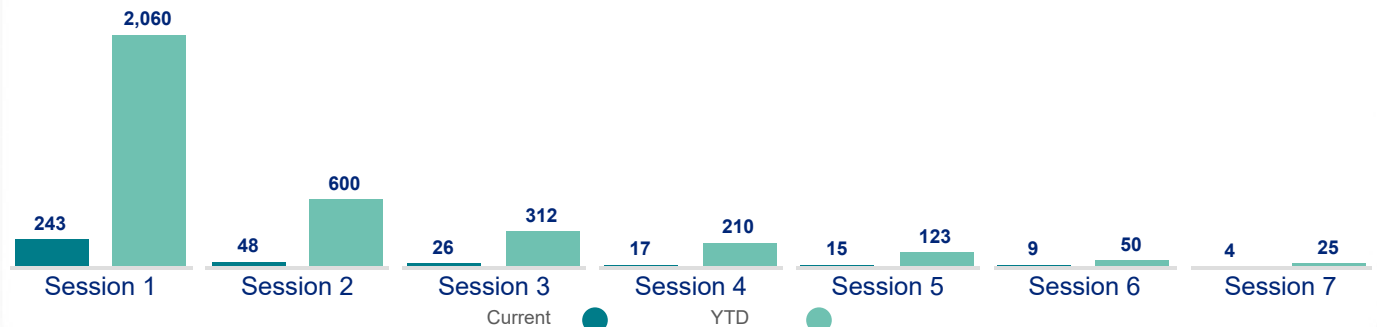
	Current	YTD
Calls	391	3,610
Chats	6	128
Texts	1	15
Group Sessions	13	56
In-Person	0	0

Modality Utilization



- One modality**
304 / 91.6%
YTD: 2,198 / 95.4%
- Two modalities**
27 / 8.1%
YTD: 97 / 4.2%
- Three modalities**
1 / 0.3%
YTD: 10 / 0.4%

Members Completing Coaching Sessions



Nicotine Replacement Therapy (NRT)



269
Members Sent NRT
YTD: 2,417



269
Orders Shipped
YTD: 2,618



6
Average Days from
Order to Delivery
YTD: 7



74.9%
of members
sent NRT
YTD: 74.8%

Members Sent NRT Shipments

Shipment 1

268

YTD: 2,366

Shipment 2

1

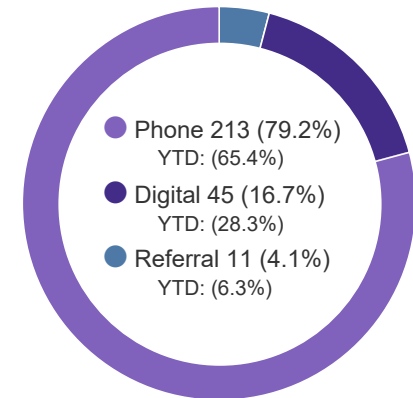
YTD: 196

Shipment 3

0

YTD: 56

Orders by NRT Assessment Method



Orders Shipped by NRT Type

