

Executive Summary



273
Enrollments
YTD: 3,399

25
Re-Enrollments
YTD: 188

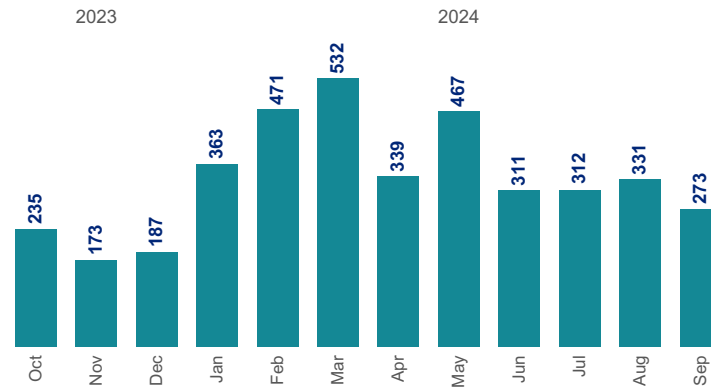


331
Engaged Members
YTD: 3,427

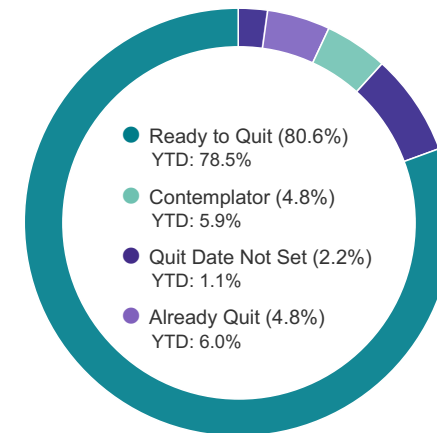
637
Member Interactions
YTD: 7,771
Members can have both Coaching and Digital Interactions

142
"Text a Coach" Opt-ins
YTD: 1,913
Personalized coaching tips and strategies received via text message.

Monthly Enrollment Trend



Readiness to Quit



Engaged Member Details



81.3%
Interacted Live with a Coach
YTD: 73.4%



298 Coaching Sessions

40 Support Interactions



55.3%*
Utilized Digital Tools
YTD: 65.9%



299 Resources Utilized

*Includes 142 members who opted in for "Text a Coach"

Nicotine Replacement Therapy

67.8%
YTD: 74.6%



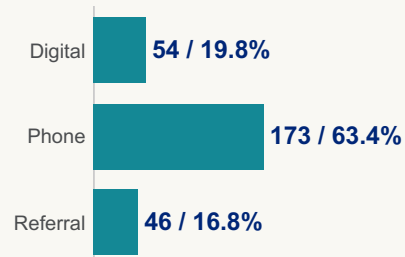
of members sent Nicotine Replacement Therapies

Enrollment Summary

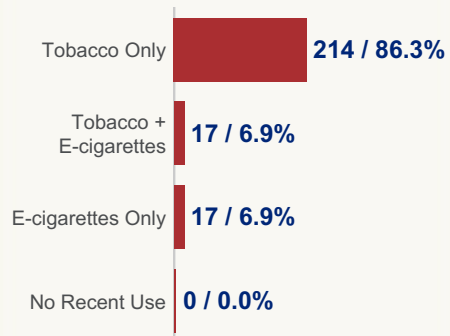


273
Enrollments

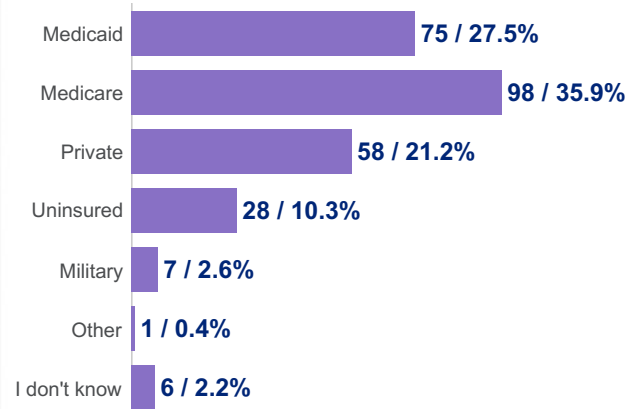
Entry Method



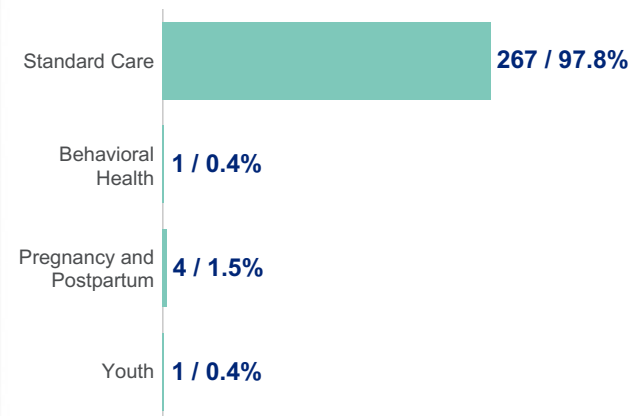
Unique Members by Utilization Type*



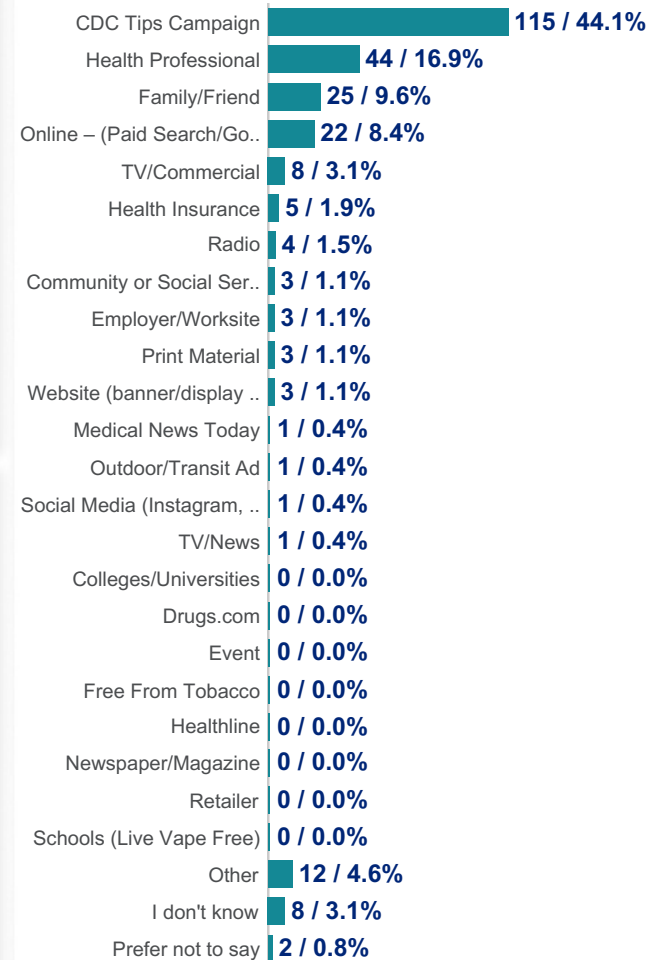
Health Insurance Type



Support Track



How Heard About*



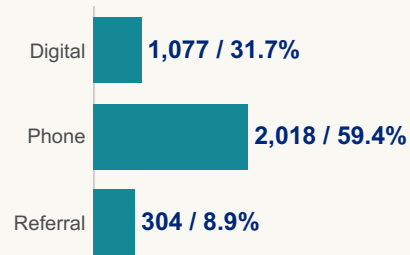
*Metrics are based on surveys completed in the reporting period

Enrollment Summary Year-to-Date

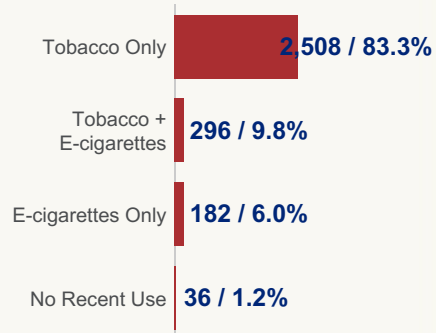


3,399
Enrollments YTD

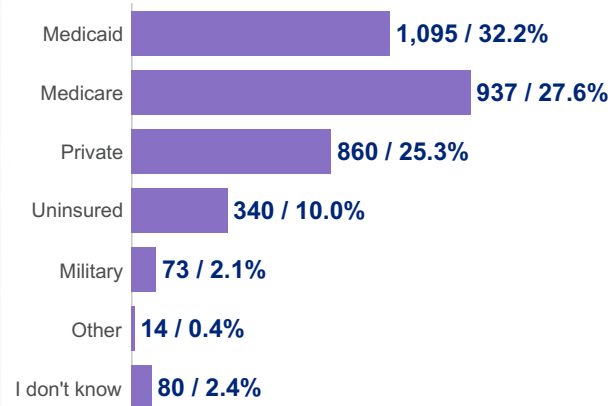
Entry Method YTD



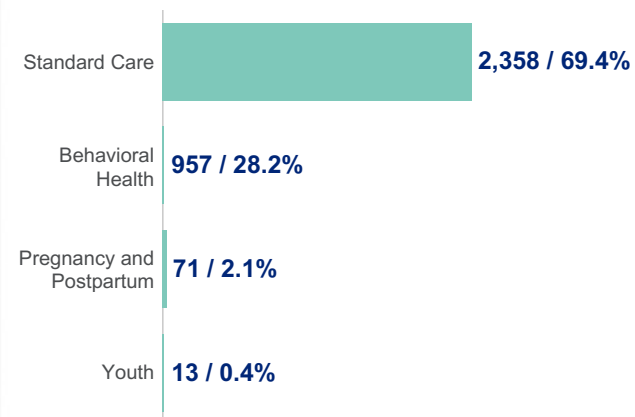
Unique Members by Utilization Type YTD*



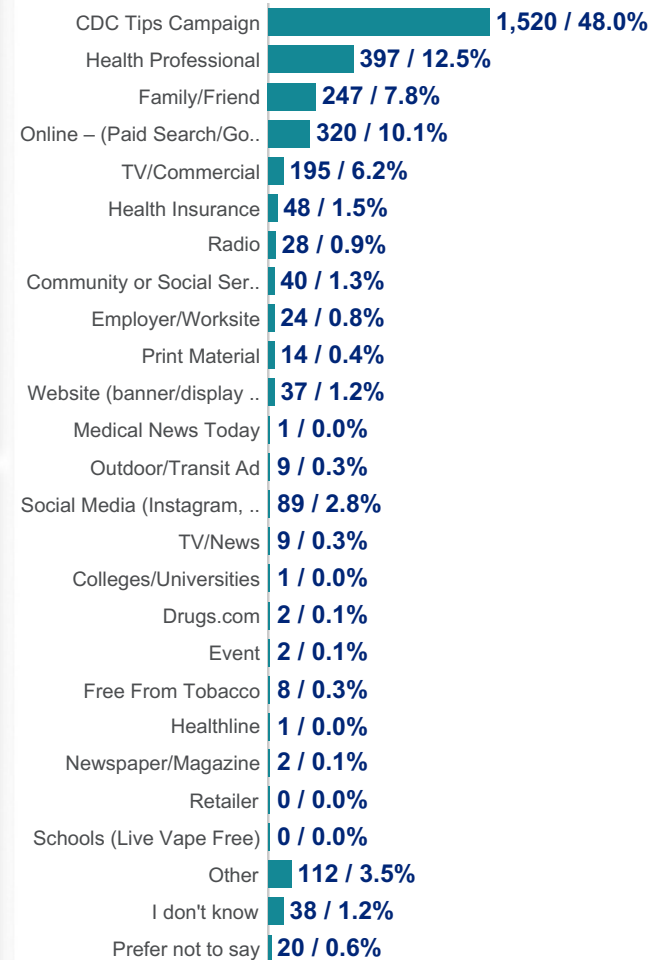
Health Insurance Type YTD



Support Track YTD



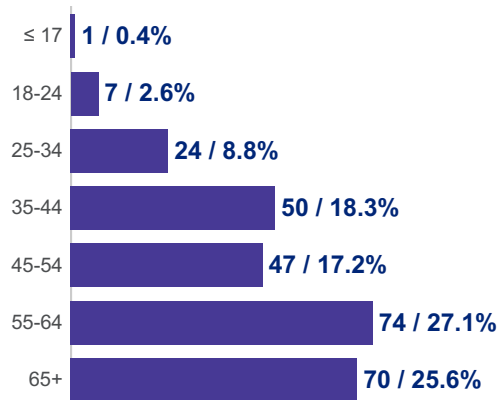
How Heard About YTD*



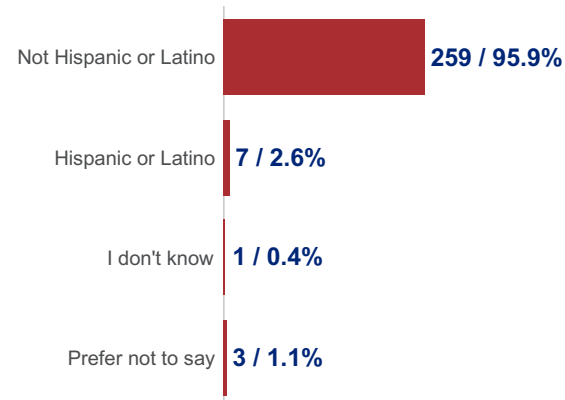
*Metrics are based on surveys completed in the reporting period

Enrollment - Demographics

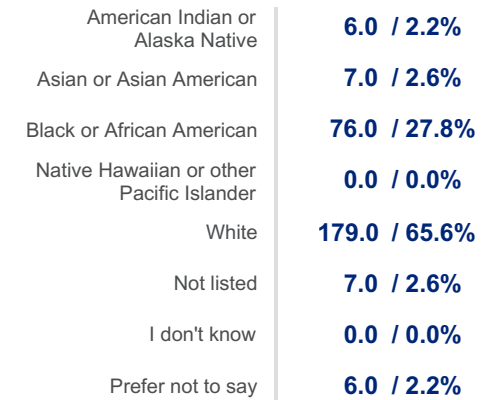
Age Range



Ethnicity*

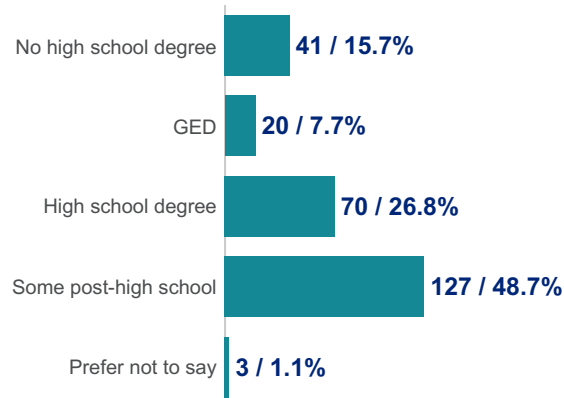


Race*

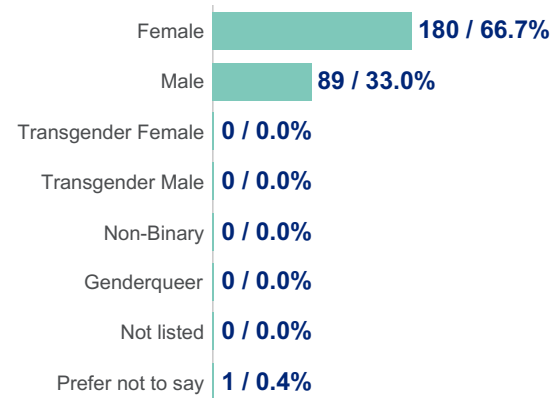


Members can be counted in multiple categories

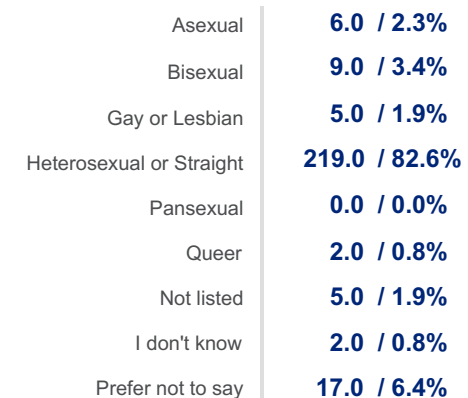
Education*



Gender*



Sexual Orientation*

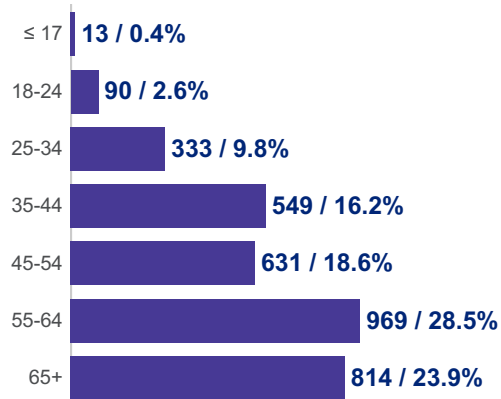


Members can be counted in multiple categories

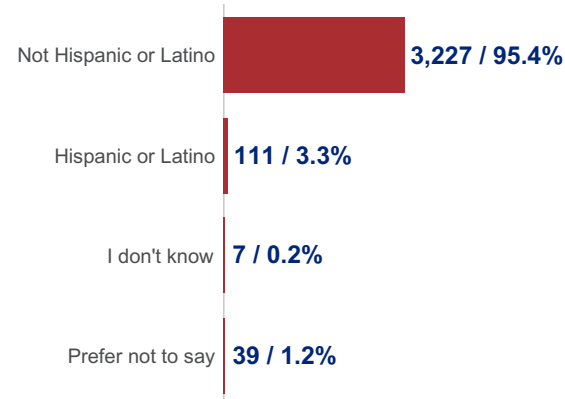
*Metrics are based on surveys completed in the reporting period

Enrollment - Demographics Year-to-Date

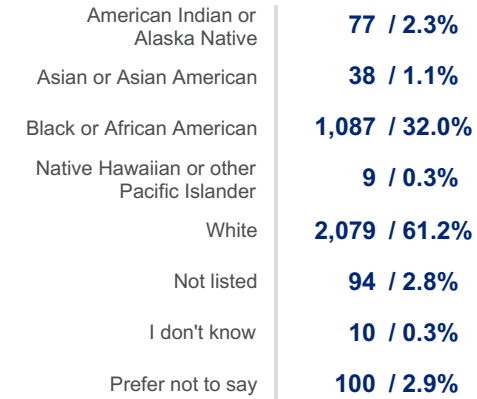
Age Range YTD



Ethnicity YTD*

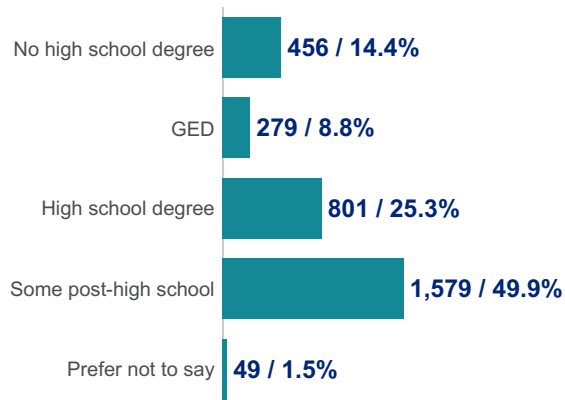


Race YTD*

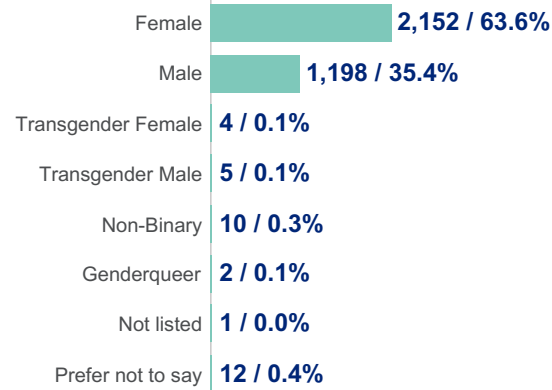


Members can be counted in multiple categories

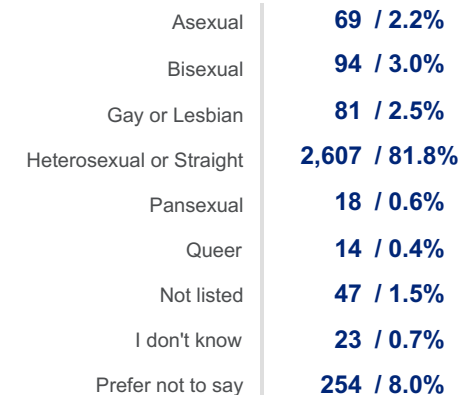
Education YTD*



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

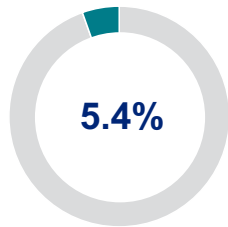
Quit Now Virginia

All Groups and Support Tracks

Current Period: Sep 01, 2024 - Sep 30, 2024

Year-to-Date: Jan 01, 2024 - Sep 30, 2024

Pregnant, Postpartum, or Planning



YTD: 8.2%

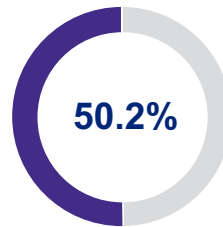
Percent of women aged 18-50 reporting one or more statuses listed below

Pregnancy Status

Given birth within the last 6 months	1
Given birth within the last year	3
Currently pregnant	1
Currently breastfeeding	1
Planning to get pregnant within the next 3 months	0
None of these	66

Members can be counted in multiple categories

Chronic Conditions



YTD: 49.9%

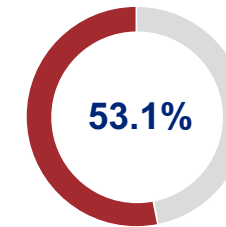
Percent of members reporting one or more chronic health conditions

Top Conditions

Chronic bronchitis (COPD or CLRD)	54
Pre-diabetes	16
Diabetes type 2	32
Diabetes type 1	1
Cancer	21
Stroke	17
Asthma	27
Coronary artery disease (CAD)	20
Heart failure (CHF)	16
Angina or heart pain	9
Irregular heartbeat	21
Heart attack	19
None of these	115

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	93	Members enrolled in Behavioral Health Support if available
Don't know	18	
No	34	
Prefer not to say	0	

Baseline Tobacco and Nicotine

Metrics are based on surveys completed in the reporting period

Quit Now Virginia

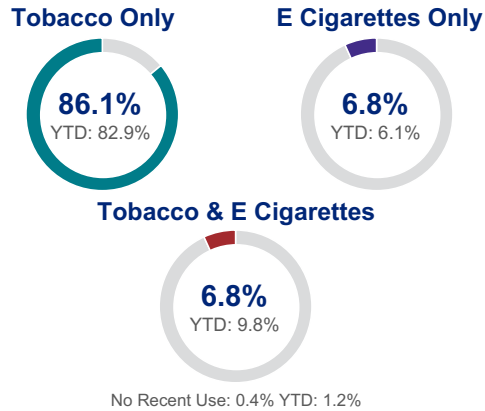
All Groups and Support Tracks

Current Period: Sep 01, 2024 - Sep 30, 2024

Year-to-Date: Jan 01, 2024 - Sep 30, 2024

Tobacco & Nicotine Products Used

Utilization Type

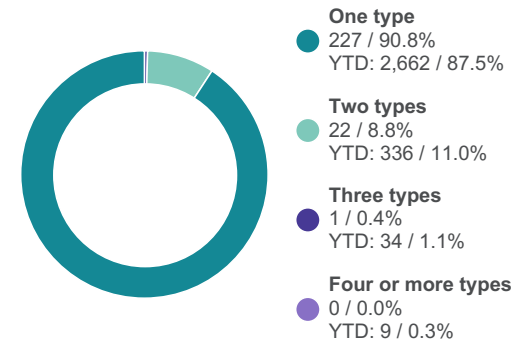


Tobacco & Nicotine Type

	Current	YTD
Cigarettes	223	2,706
Cigars	11	179
E Cigarettes	34	490
Pipe	1	12
Smokeless	5	77
Water Pipes	0	11
Other	0	0
No Recent Use	1	37

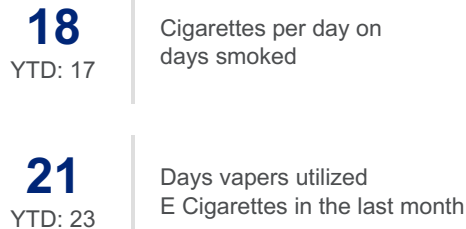
Members can be counted in multiple categories

Product Utilization

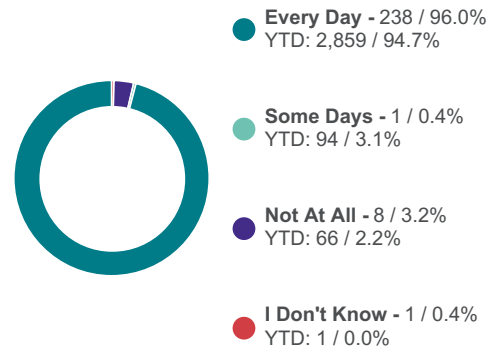


Measures of Nicotine Dependence

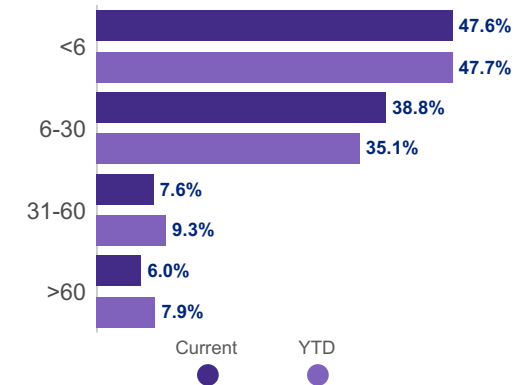
Average Utilization



Utilization Frequency



Minutes to First Use After Waking



Services Summary



331
Engaged Members
YTD: 3,427



81.3% (Members: 269)
Interacted Live
with a Coach
YTD: 73.4% (Members: 2,517)

Coaching Sessions
298
YTD: 3,676

Support Interactions
40
YTD: 469



55.3%* (Members: 183)
Utilized
Digital Tools
YTD: 65.9% (Members: 2,257)

Resources Utilized
299
YTD: 3,626

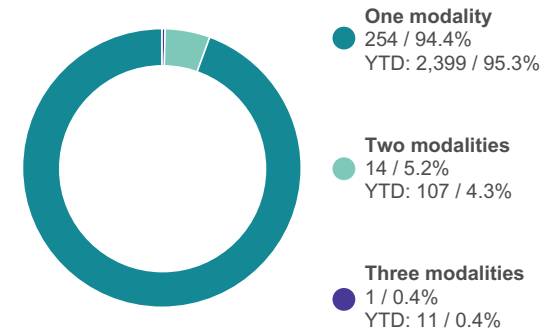
*Includes "Text a Coach" enrollments

Live Coach Interactions

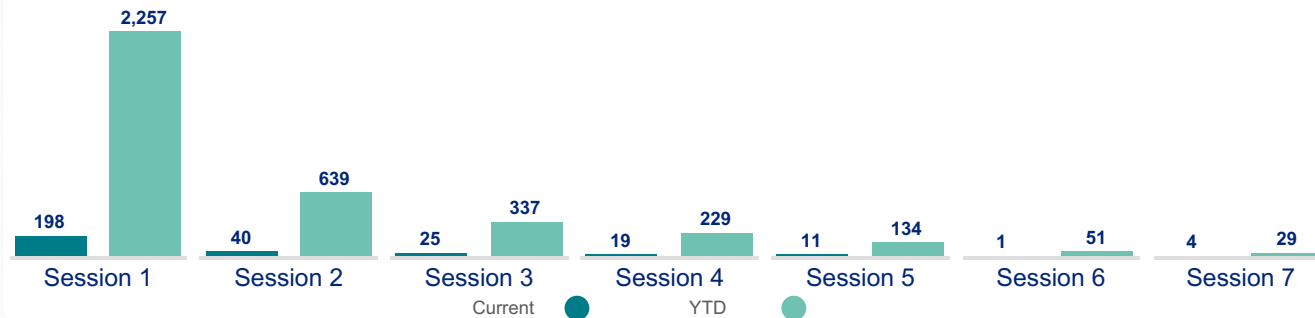
Interaction Modalities

	Current	YTD
Calls	321	3,929
Chats	7	135
Texts	2	17
Group Sessions	8	64
In-Person	0	0

Modality Utilization



Members Completing Coaching Sessions



Nicotine Replacement Therapy (NRT)



201

Members Sent NRT
YTD: 2,618



201

Orders Shipped
YTD: 2,827



7

Average Days from Order to Delivery
YTD: 7



67.8%
of members sent NRT
YTD: 74.6%

Members Sent NRT Shipments

Shipment 1

200

YTD: 2,567

Shipment 2

1

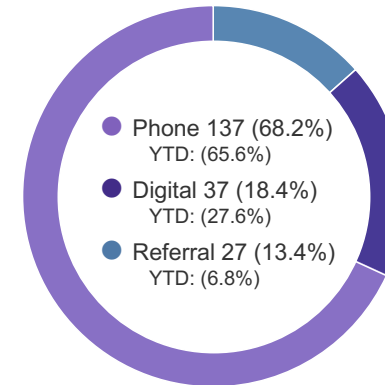
YTD: 200

Shipment 3

0

YTD: 60

Orders by NRT Assessment Method



Orders Shipped by NRT Type

