

Executive Summary

Quit Now Virginia

All Groups and Support Tracks

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

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



210
Enrollments
YTD: 3,609

22
Re-Enrollments
YTD: 211

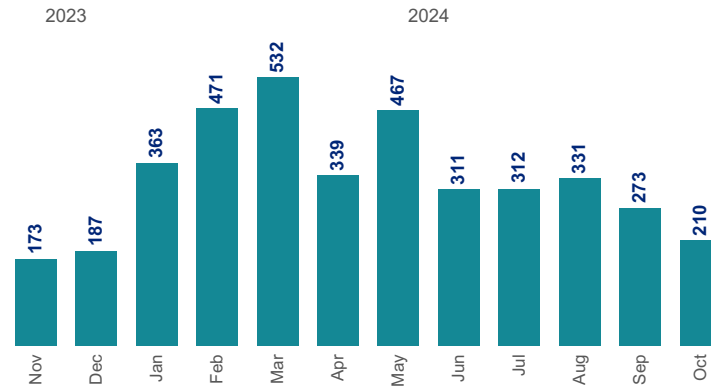


262
Engaged Members
YTD: 3,638

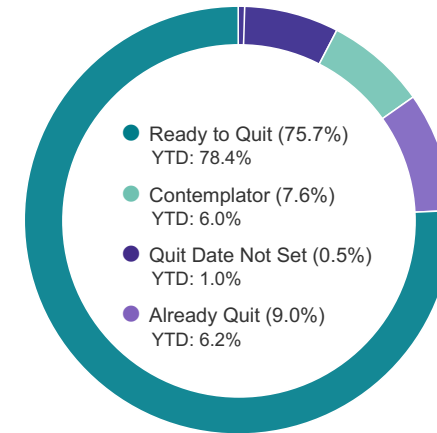
491
Member Interactions
YTD: 8,232
Members can have both Coaching and Digital Interactions

108
"Text a Coach" Opt-ins
YTD: 2,025
Personalized coaching tips and strategies received via text message.

Monthly Enrollment Trend



Readiness to Quit



Engaged Member Details



73.7%
Interacted Live
with a Coach
YTD: 73.3%



234 Coaching Sessions

35 Support Interactions



55.0%*
Utilized
Digital Tools
YTD: 65.9%



222 Resources Utilized

*Includes 108 members who opted in for "Text a Coach"

Nicotine Replacement Therapy

74.8%
YTD: 75.7%



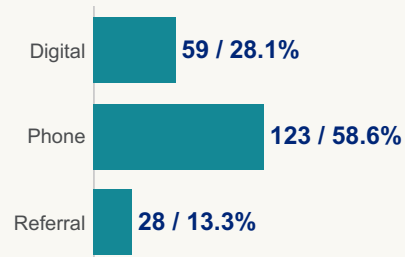
of members sent Nicotine Replacement Therapies

Enrollment Summary

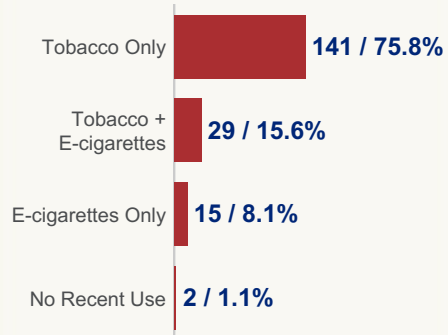


210
Enrollments

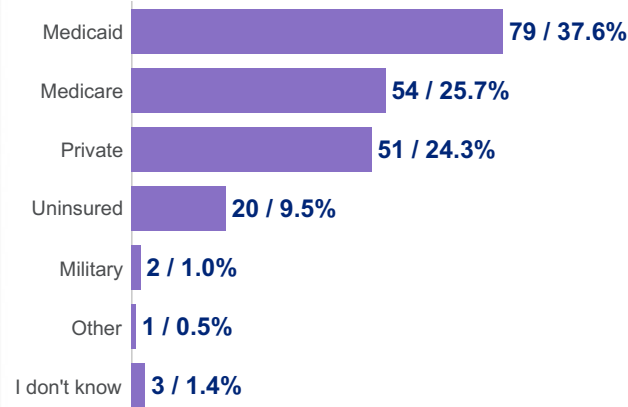
Entry Method



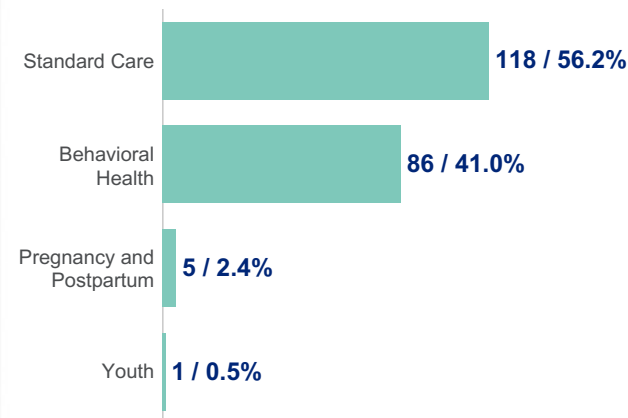
Unique Members by Utilization Type*



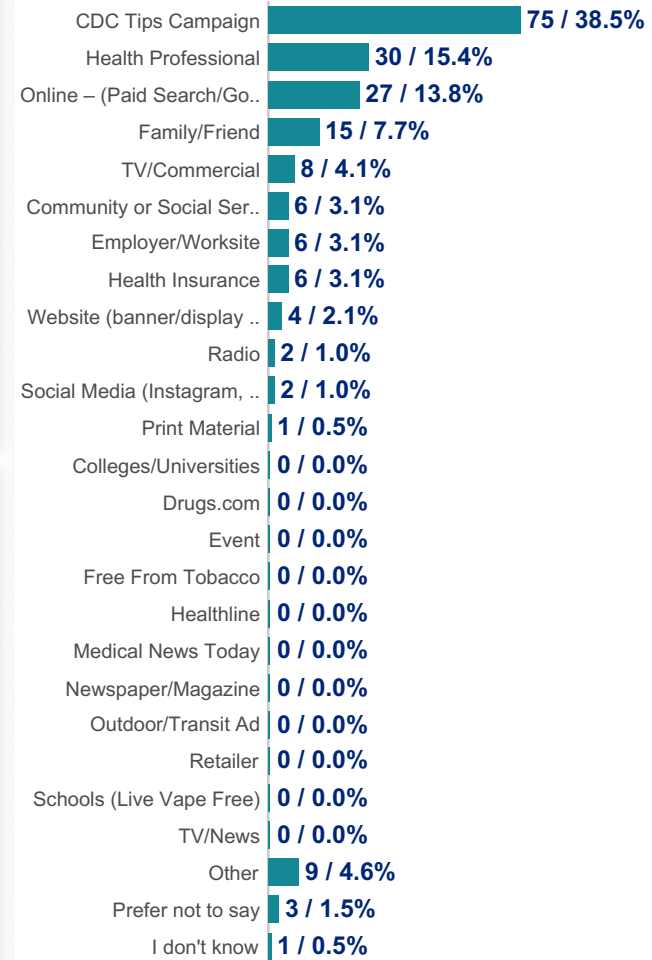
Health Insurance Type



Support Track



How Heard About*



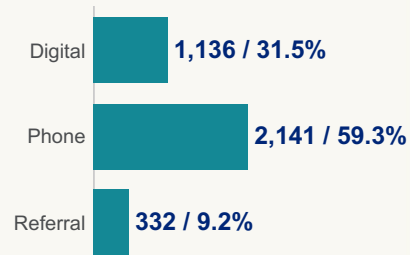
*Metrics are based on surveys completed in the reporting period

Enrollment Summary Year-to-Date

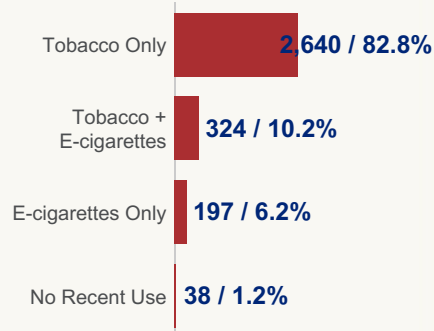


3,609
Enrollments YTD

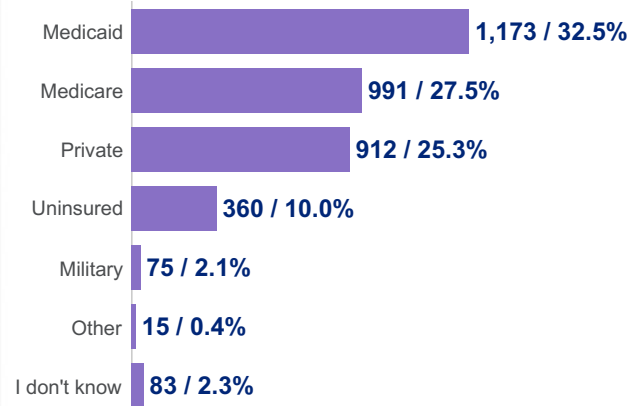
Entry Method YTD



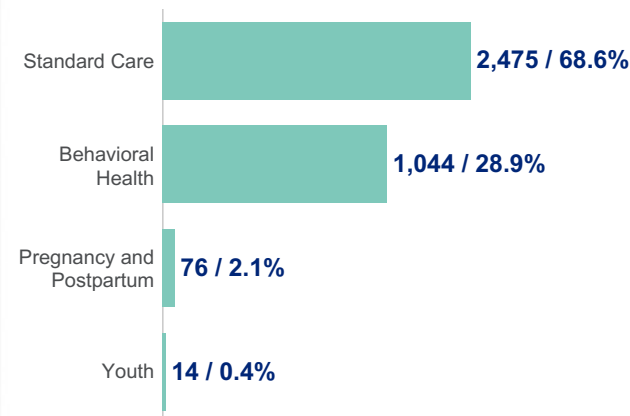
Unique Members by Utilization Type YTD*



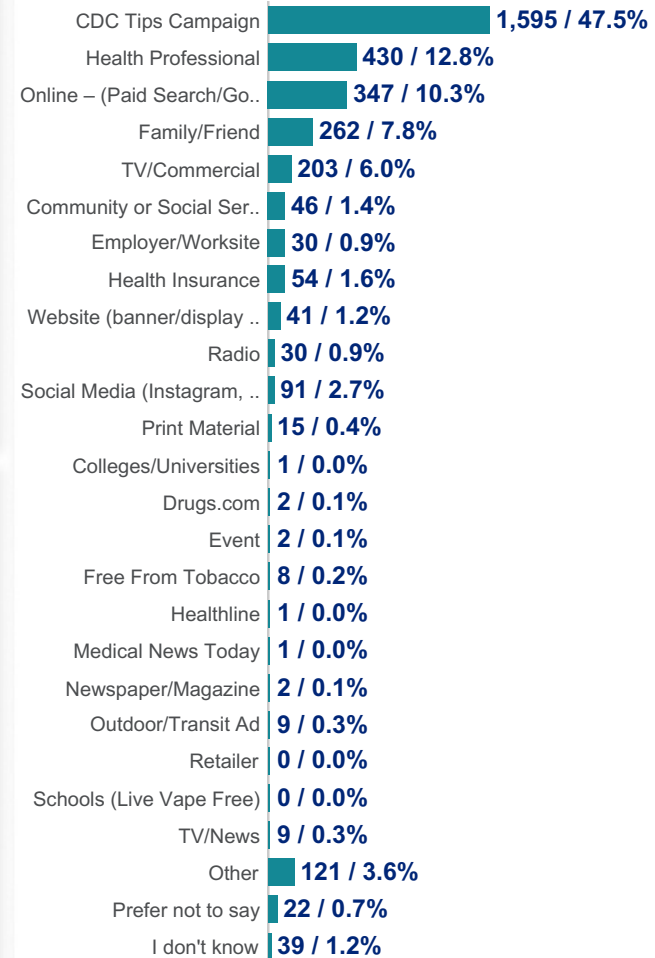
Health Insurance Type YTD



Support Track YTD



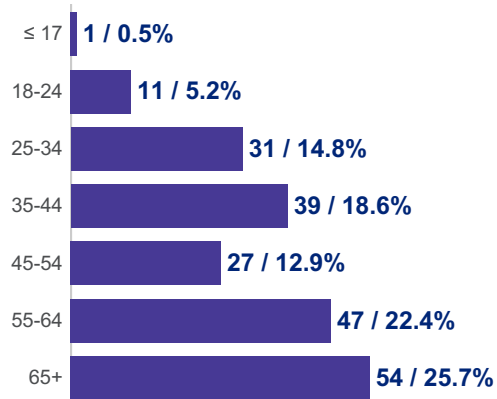
How Heard About YTD*



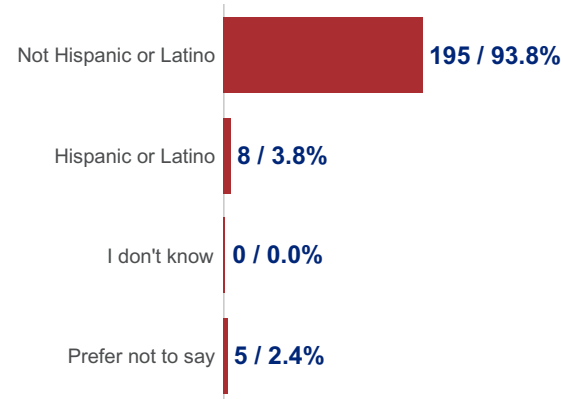
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Enrollment - Demographics

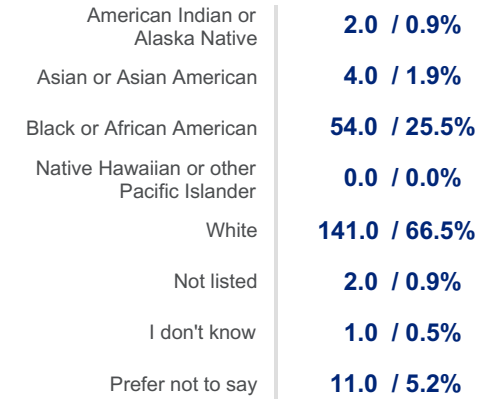
Age Range



Ethnicity*

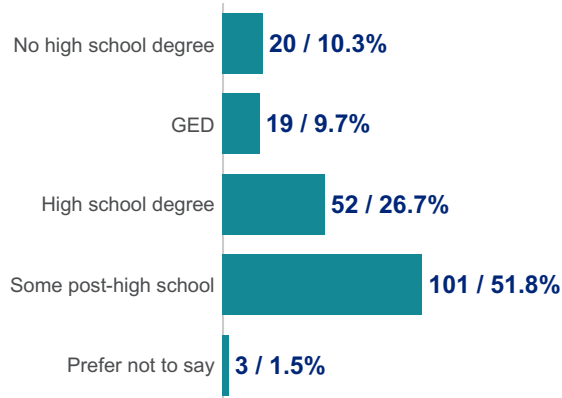


Race*

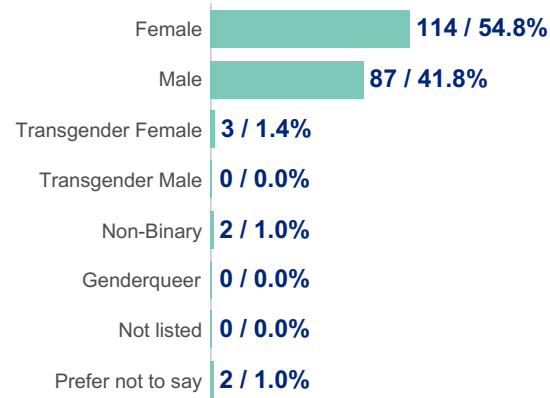


Members can be counted in multiple categories

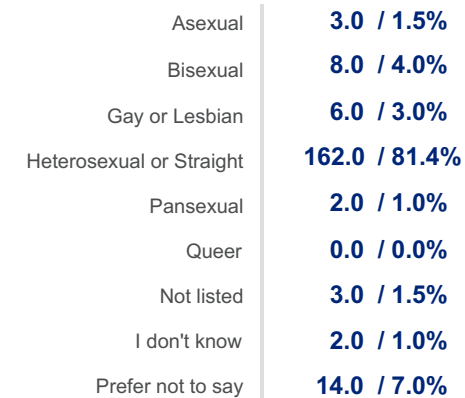
Education*



Gender*



Sexual Orientation*

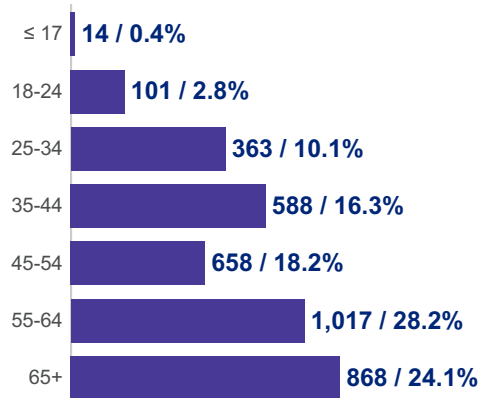


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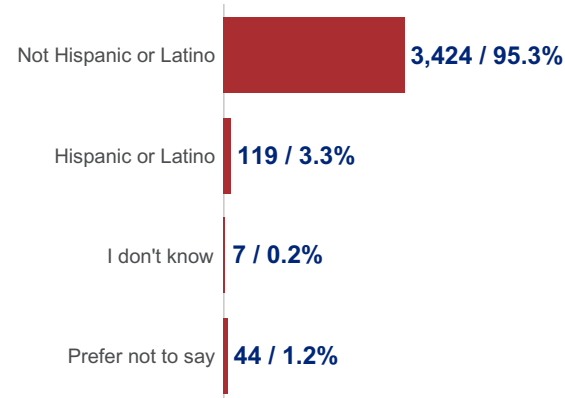
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Enrollment - Demographics Year-to-Date

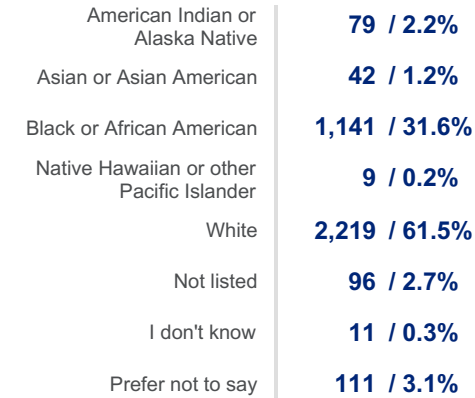
Age Range YTD



Ethnicity YTD*

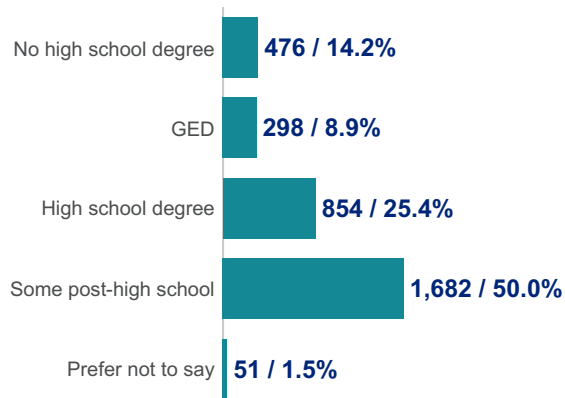


Race YTD*

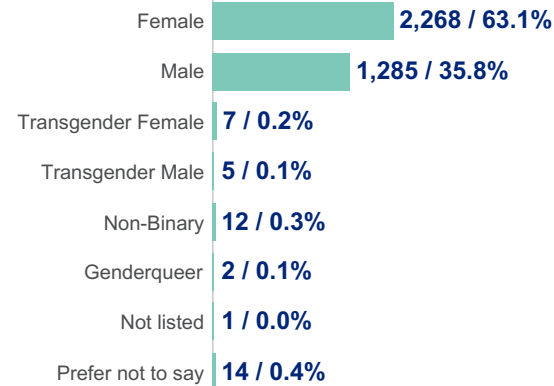


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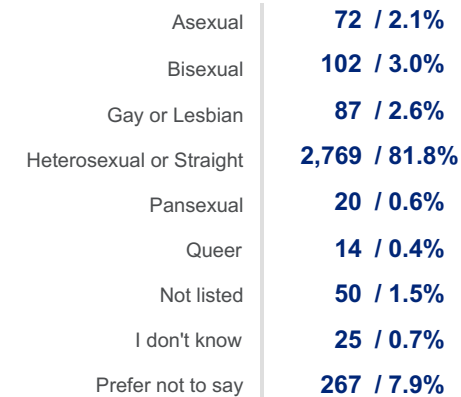
Education YTD*



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

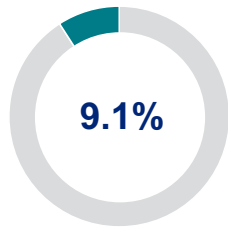
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Pregnant, Postpartum, or Planning



YTD: 8.3%

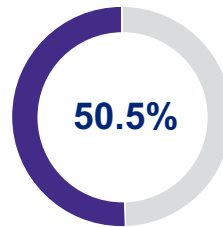
Percent of women aged 18-50 reporting one or more statuses listed below

Pregnancy Status

Given birth within the last 6 months	1
Given birth within the last year	0
Currently pregnant	3
Currently breastfeeding	0
Planning to get pregnant within the next 3 months	1
None of these	45

Members can be counted in multiple categories

Chronic Conditions



YTD: 49.8%

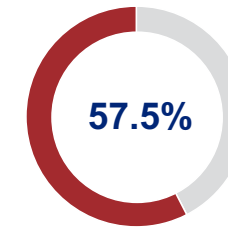
Percent of members reporting one or more chronic health conditions

Top Conditions

Chronic bronchitis (COPD or CLRD)	40
Pre-diabetes	18
Diabetes type 2	17
Diabetes type 1	0
Cancer	11
Stroke	9
Asthma	22
Coronary artery disease (CAD)	5
Heart failure (CHF)	9
Angina or heart pain	8
Irregular heartbeat	19
Heart attack	15
None of these	90

Members can be counted in multiple categories

Behavioral Health



YTD: 53.0%

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	65	Members enrolled in Behavioral Health Support if available
Don't know	26	
No	31	
Prefer not to say	0	

Baseline Tobacco and Nicotine

Metrics are based on surveys completed in the reporting period

Quit Now Virginia

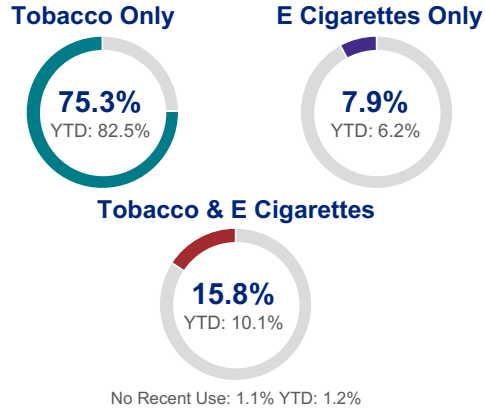
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Tobacco & Nicotine Products Used

Utilization Type

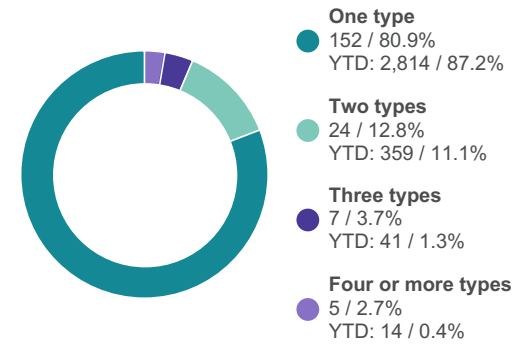


Tobacco & Nicotine Type

	Current	YTD
Cigarettes	164	2,869
Cigars	15	194
E Cigarettes	45	534
Pipe	2	14
Smokeless	14	91
Water Pipes	3	14
Other	0	0
No Recent Use	2	39

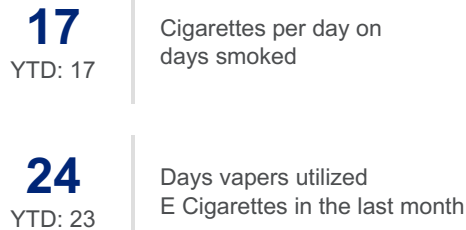
Members can be counted in multiple categories

Product Utilization

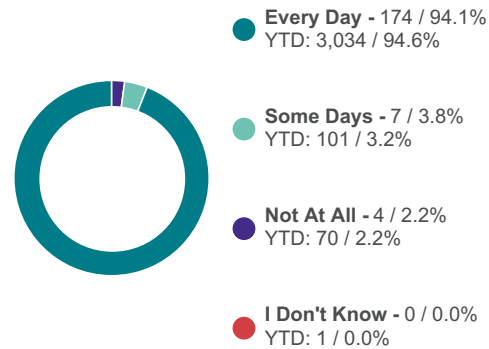


Measures of Nicotine Dependence

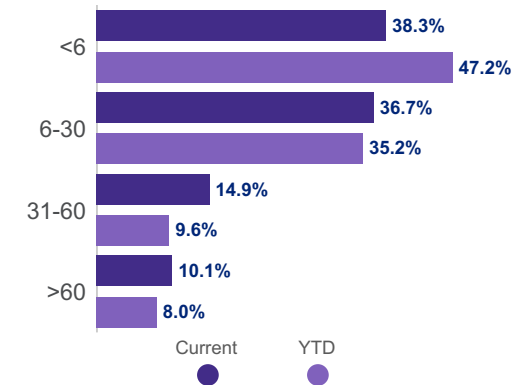
Average Utilization



Utilization Frequency



Minutes to First Use After Waking



Services Summary



262
Engaged Members
YTD: 3,638



73.7% (Members: 193)
Interacted Live
with a Coach
YTD: 73.3% (Members: 2,666)

Coaching Sessions
234
YTD: 3,909

Support Interactions
35
YTD: 504



55.0%* (Members: 144)
Utilized
Digital Tools
YTD: 65.9% (Members: 2,397)

Resources Utilized
222
YTD: 3,819

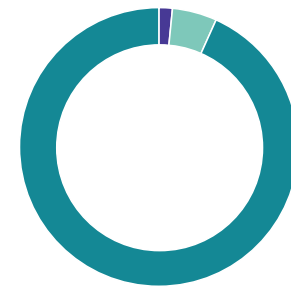
*Includes "Text a Coach" enrollments

Live Coach Interactions

Interaction Modalities

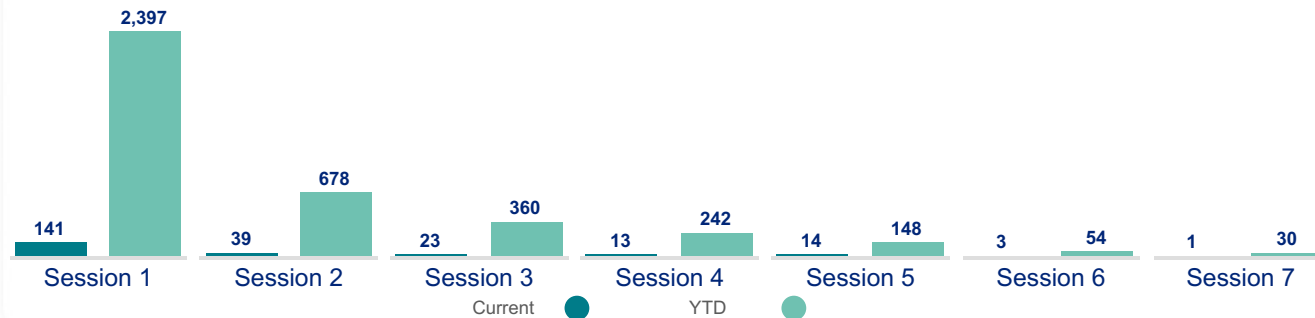
	Current	YTD
Calls	251	4,179
Chats	10	145
Texts	4	21
Group Sessions	4	68
In-Person	0	0

Modality Utilization



- One modality**
180 / 93.3%
YTD: 2,538 / 95.2%
- Two modalities**
10 / 5.2%
YTD: 114 / 4.3%
- Three modalities**
3 / 1.6%
YTD: 14 / 0.5%

Members Completing Coaching Sessions



Nicotine Replacement Therapy (NRT)



200
Members Sent NRT
YTD: 2,813



200
Orders Shipped
YTD: 3,026



4
Average Days from
Order to Delivery
YTD: 7

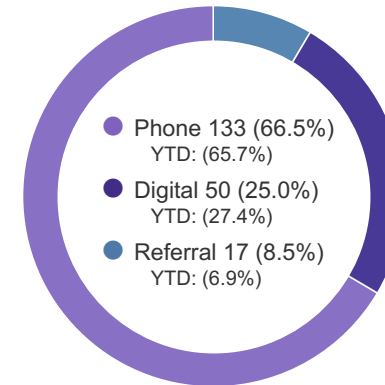


74.8%
of members
sent NRT
YTD: 75.7%

Members Sent NRT Shipments

Shipment 1	Shipment 2	Shipment 3
196	3	1
YTD: 2,762	YTD: 203	YTD: 61

Orders by NRT Assessment Method



Orders Shipped by NRT Type

