

Executive Summary



181
Enrollments
YTD: 4,001

30
Re-Enrollments
YTD: 264

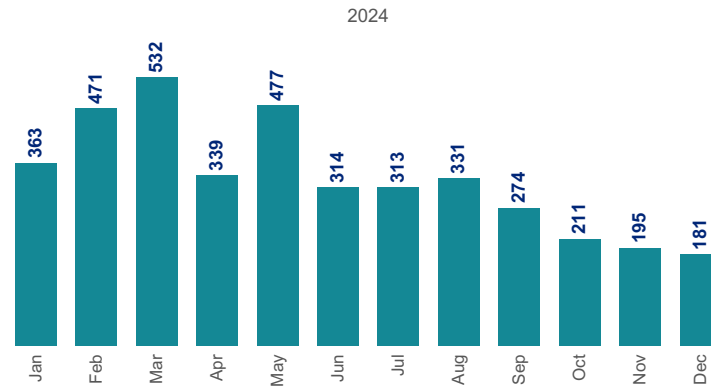


250
Engaged Members
YTD: 4,011

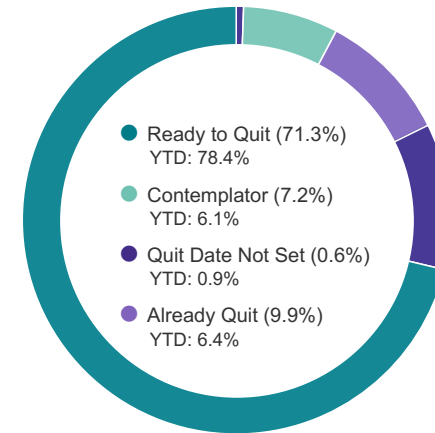
507
Member Interactions
YTD: 9,251
Members can have both Coaching and Digital Interactions

85
"Text a Coach" Opt-ins
YTD: 2,247
Personalized coaching tips and strategies received via text message.

Monthly Enrollment Trend



Readiness to Quit



Engaged Member Details



77.6%
Interacted Live with a Coach
YTD: 73.2%



240 Coaching Sessions

24 Support Interactions



45.6%*
Utilized Digital Tools
YTD: 66.2%



243 Resources Utilized

*Includes 85 members who opted in for "Text a Coach"

Nicotine Replacement Therapy

70.2%
YTD: 76.4%



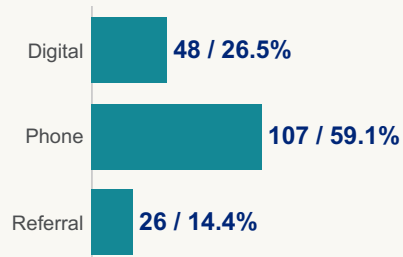
of members sent Nicotine Replacement Therapies

Enrollment Summary

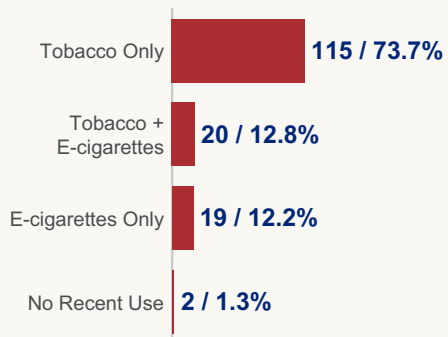


181
Enrollments

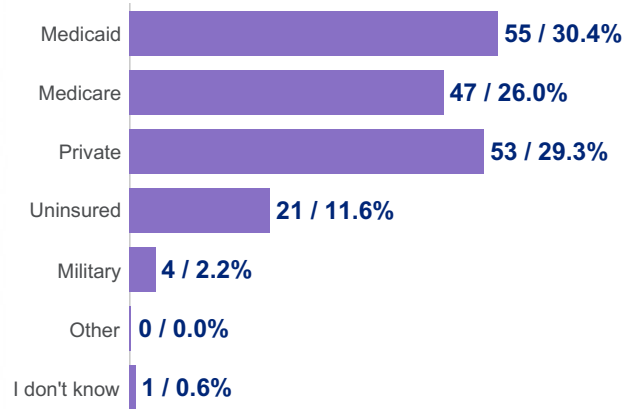
Entry Method



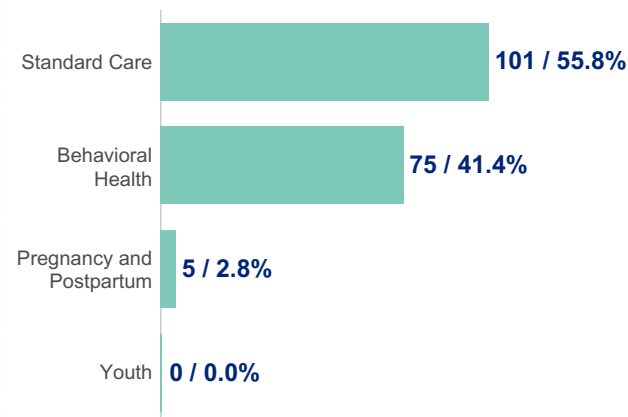
Unique Members by Utilization Type*



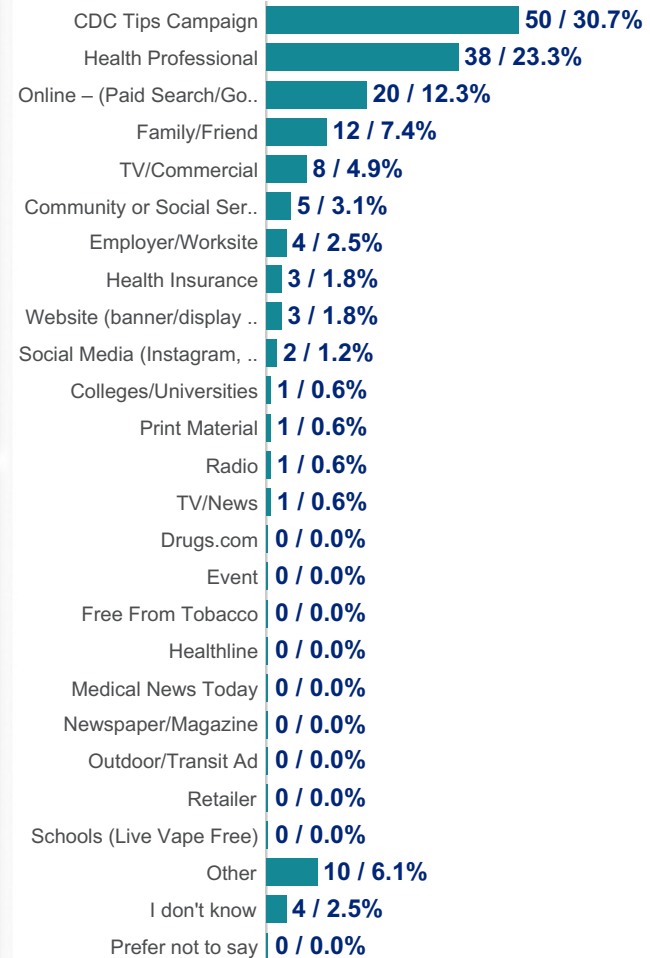
Health Insurance Type



Support Track



How Heard About*



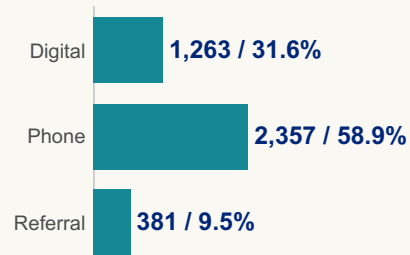
*Metrics are based on surveys completed in the reporting period

Enrollment Summary Year-to-Date

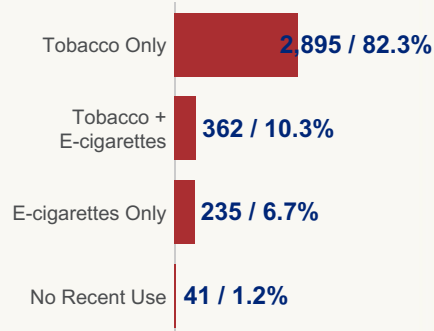


4,001
Enrollments YTD

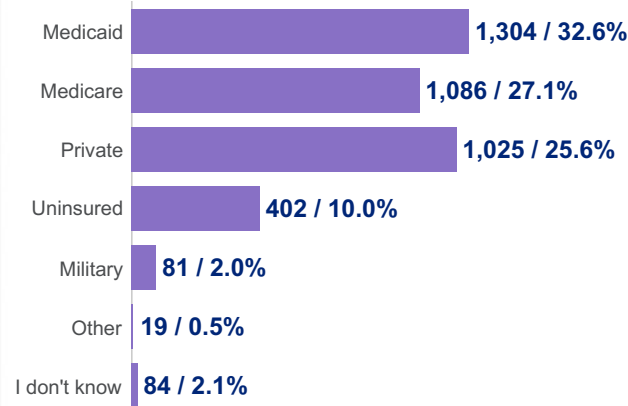
Entry Method YTD



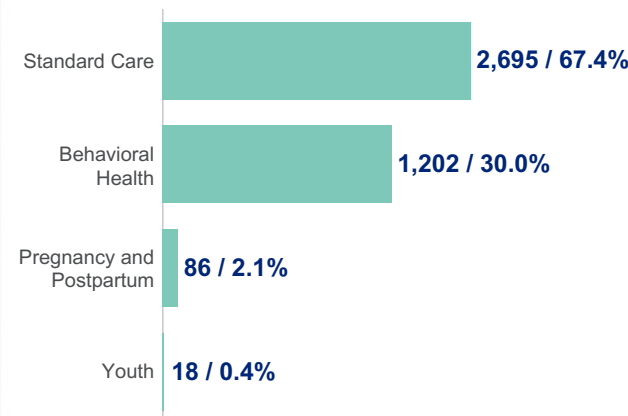
Unique Members by Utilization Type YTD*



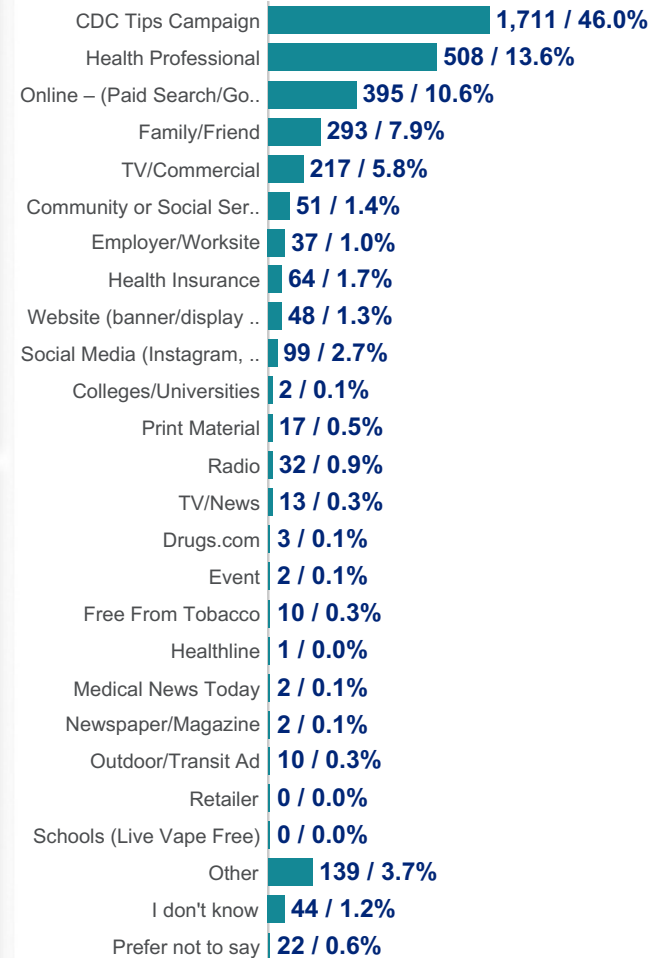
Health Insurance Type YTD



Support Track YTD



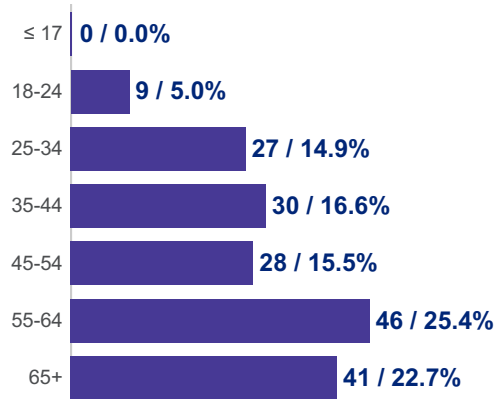
How Heard About YTD*



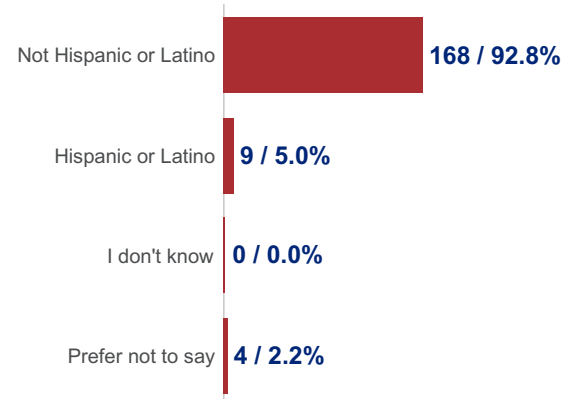
*Metrics are based on surveys completed in the reporting period

Enrollment - Demographics

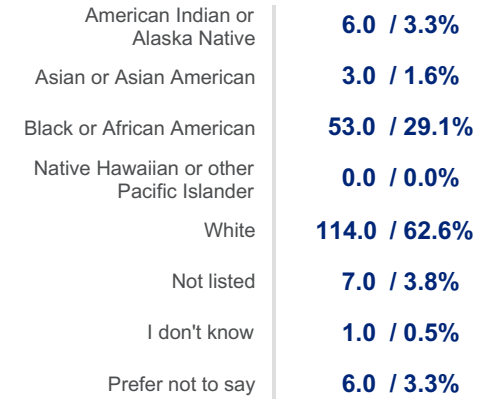
Age Range



Ethnicity*

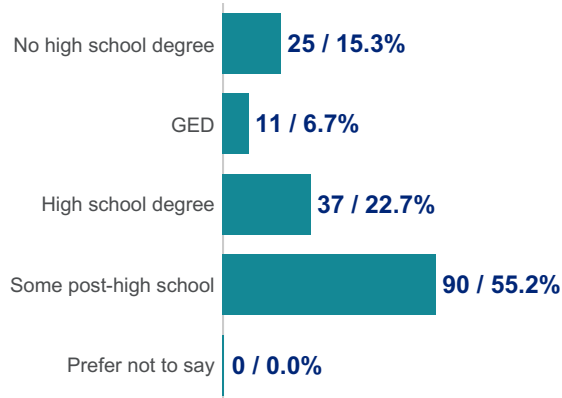


Race*

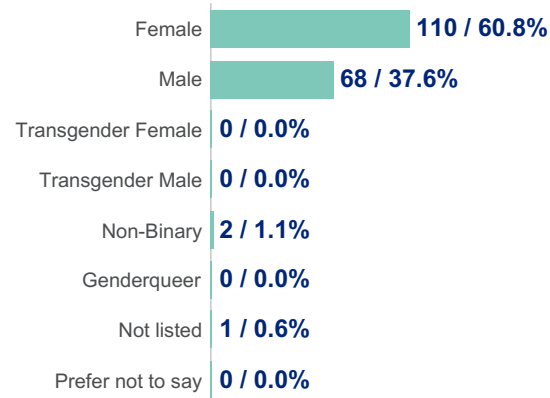


Members can be counted in multiple categories

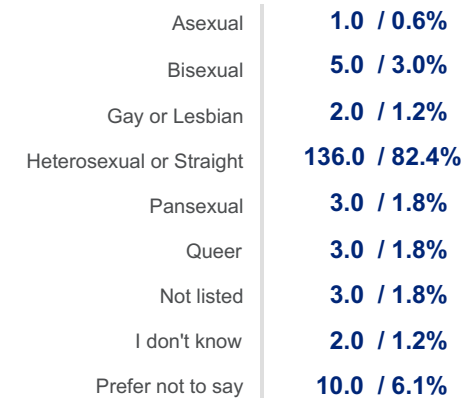
Education*



Gender*



Sexual Orientation*

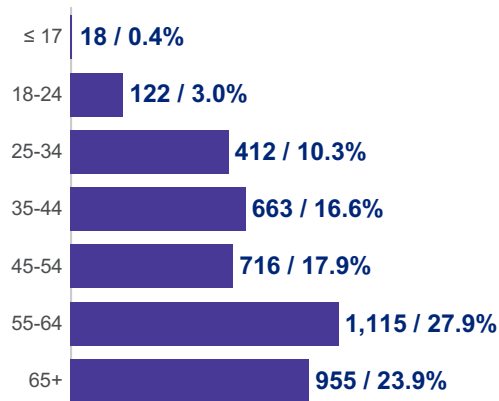


Members can be counted in multiple categories

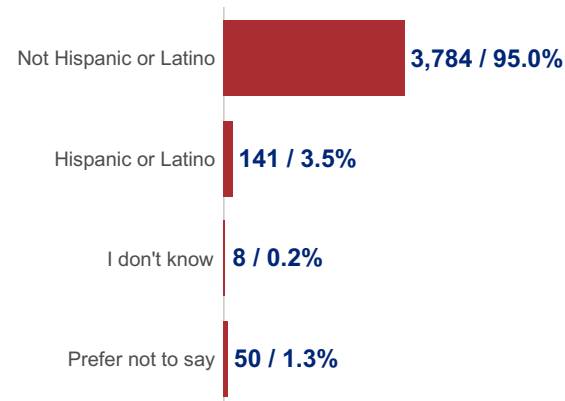
*Metrics are based on surveys completed in the reporting period

Enrollment - Demographics Year-to-Date

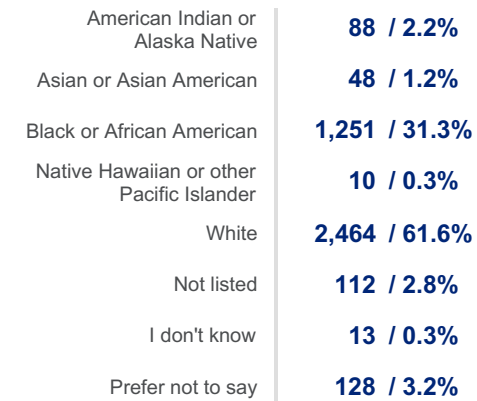
Age Range YTD



Ethnicity YTD*

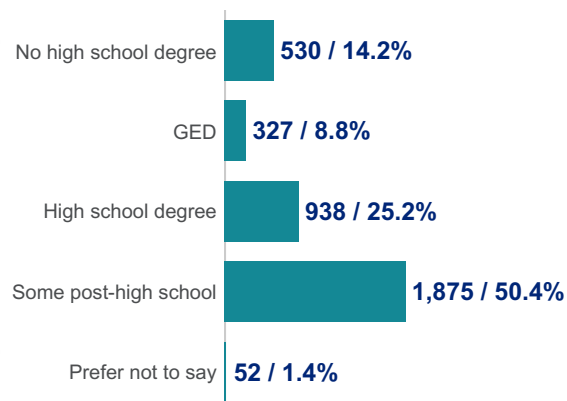


Race YTD*

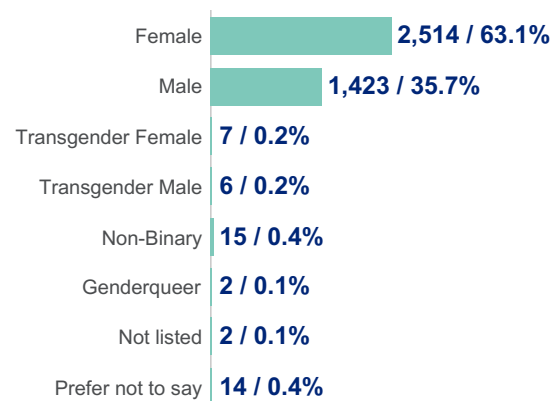


Members can be counted in multiple categories

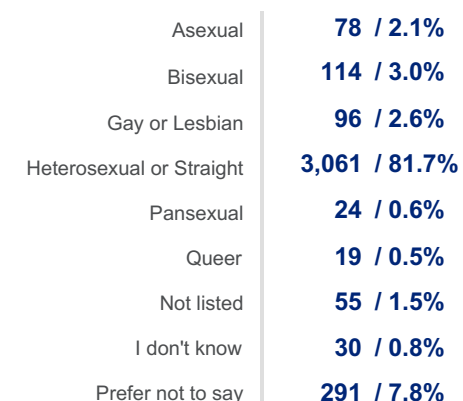
Education YTD*



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

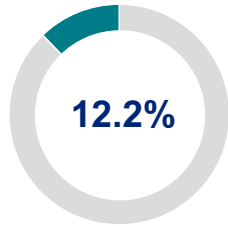
Quit Now Virginia

All Groups and Support Tracks

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

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

Pregnant, Postpartum, or Planning



YTD: 8.3%

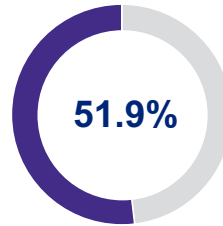
Percent of women aged 18-50 reporting one or more statuses listed below

Pregnancy Status

Given birth within the last 6 months	1
Given birth within the last year	2
Currently pregnant	1
Currently breastfeeding	0
Planning to get pregnant within the next 3 months	1
None of these	35

Members can be counted in multiple categories

Chronic Conditions



YTD: 49.3%

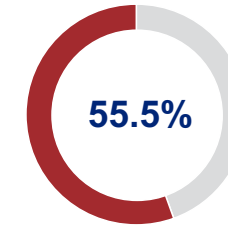
Percent of members reporting one or more chronic health conditions

Top Conditions

Chronic bronchitis (COPD of CLRD)	33
Pre-diabetes	17
Diabetes type 2	22
Diabetes type 1	1
Cancer	9
Stroke	14
Asthma	24
Coronary artery disease (CAD)	11
Heart failure (CHF)	11
Angina or heart pain	6
Irregular heartbeat	24
Heart attack	9
None of these	68

Members can be counted in multiple categories

Behavioral Health



YTD: 53.1%

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	64	Members enrolled in Behavioral Health Support if available
Don't know	15	
No	21	
Prefer not to say	1	

Baseline Tobacco and Nicotine

Metrics are based on surveys completed in the reporting period

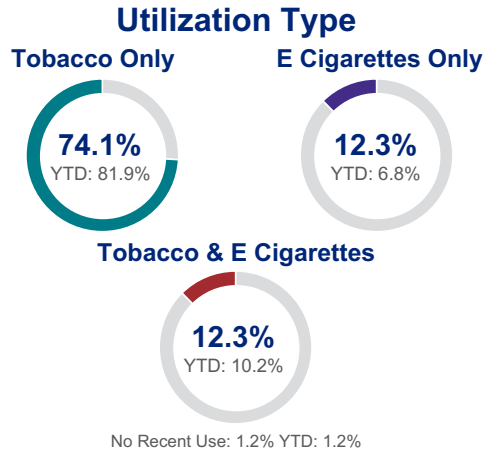
Quit Now Virginia

All Groups and Support Tracks

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

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

Tobacco & Nicotine Products Used

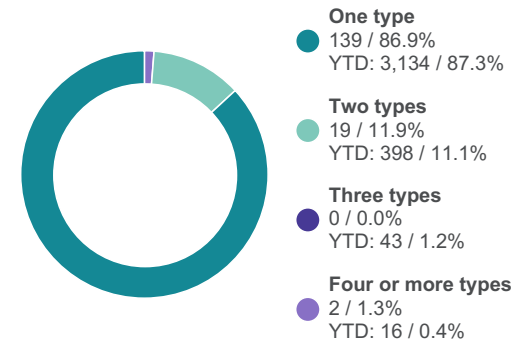


Tobacco & Nicotine Type

	Current	YTD
Cigarettes	132	3,172
Cigars	8	213
E Cigarettes	40	616
Pipe	0	15
Smokeless	5	98
Water Pipes	0	14
Other	0	0
No Recent Use	2	42

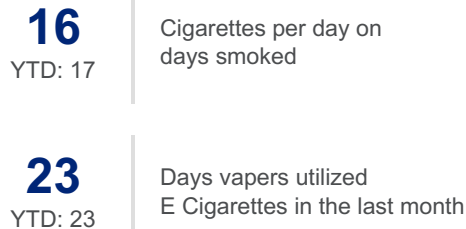
Members can be counted in multiple categories

Product Utilization

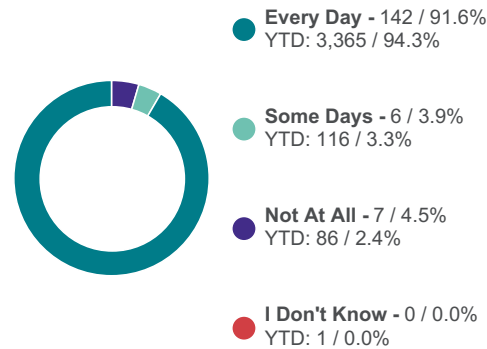


Measures of Nicotine Dependence

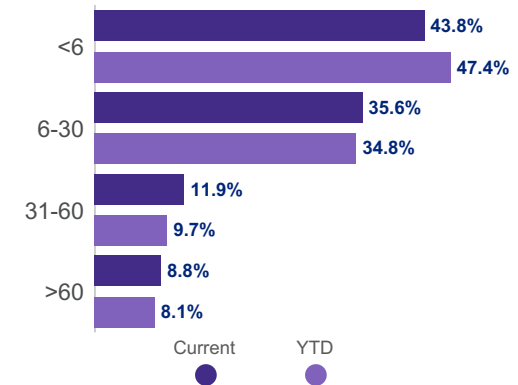
Average Utilization



Utilization Frequency



Minutes to First Use After Waking



Services Summary



250
Engaged Members
YTD: 4,011



77.6% (Members: 194)
Interacted Live
with a Coach
YTD: 73.2% (Members: 2,935)

Coaching Sessions
240
YTD: 4,372

Support Interactions
24
YTD: 557



45.6%* (Members: 114)
Utilized
Digital Tools
YTD: 66.2% (Members: 2,655)

Resources Utilized
243
YTD: 4,322

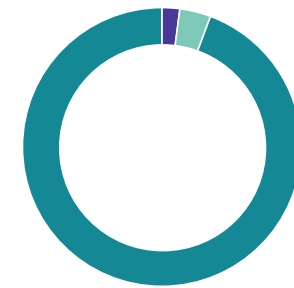
*Includes "Text a Coach" enrollments

Live Coach Interactions

Interaction Modalities

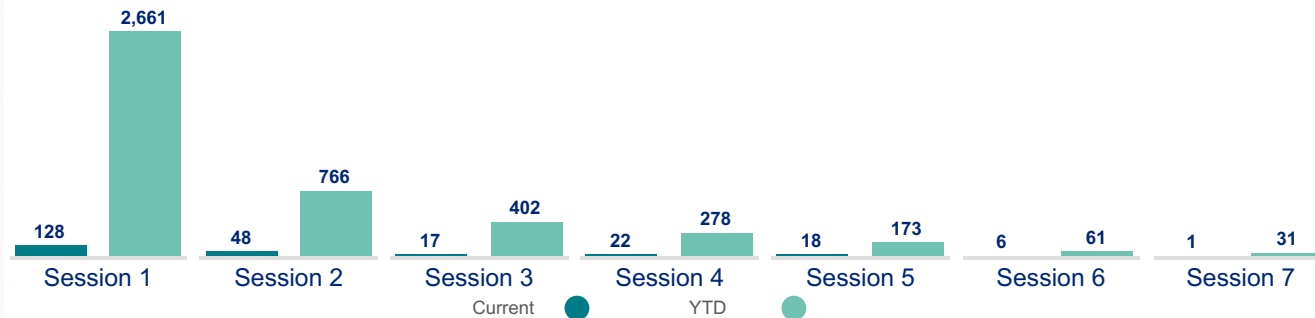
	Current	YTD
Calls	250	4,659
Chats	9	167
Texts	1	24
Group Sessions	4	79
In-Person	0	0

Modality Utilization



- One modality**
183 / 94.3%
YTD: 2,790 / 95.1%
- Two modalities**
7 / 3.6%
YTD: 126 / 4.3%
- Three modalities**
4 / 2.1%
YTD: 19 / 0.6%

Members Completing Coaching Sessions



Nicotine Replacement Therapy (NRT)



151
Members Sent NRT
YTD: 3,138



152
Orders Shipped
YTD: 3,353



4
Average Days from
Order to Delivery
YTD: 6

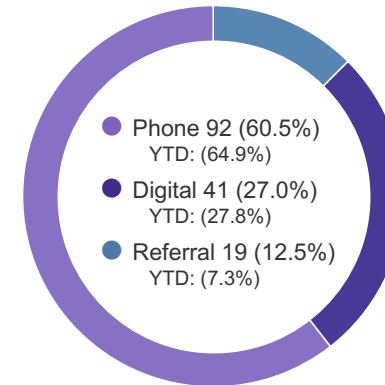


70.2%
of members
sent NRT
YTD: 76.4%

Members Sent NRT Shipments

Shipment 1	Shipment 2	Shipment 3
150	2	0
YTD: 3,087	YTD: 205	YTD: 61

Orders by NRT Assessment Method



Orders Shipped by NRT Type

