

Executive Summary



194
Enrollments
YTD: 3,819

21
Re-Enrollments
YTD: 234

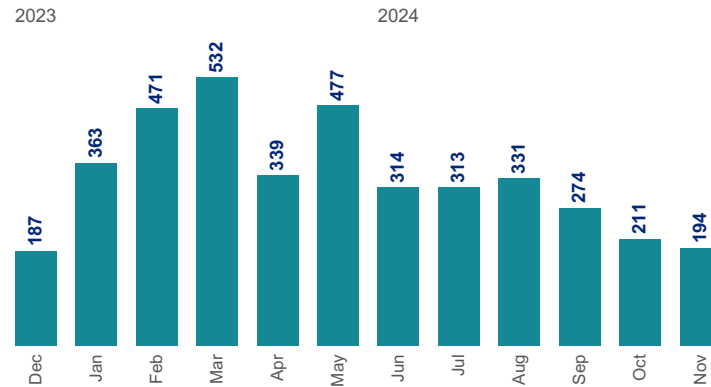


268
Engaged Members
YTD: 3,839

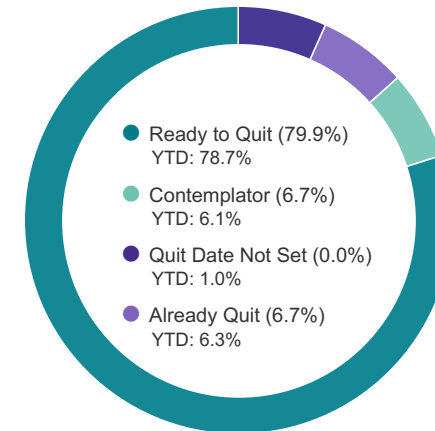
581
Member Interactions
YTD: 8,796
Members can have both Coaching and Digital Interactions

105
"Text a Coach" Opt-ins
YTD: 2,152
Personalized coaching tips and strategies received via text message.

Monthly Enrollment Trend



Readiness to Quit



Engaged Member Details



70.1%
Interacted Live with a Coach
YTD: 73.0%



224 Coaching Sessions

29 Support Interactions



59.0%*
Utilized Digital Tools
YTD: 66.3%



328 Resources Utilized

*Includes 105 members who opted in for "Text a Coach"

Nicotine Replacement Therapy

71.6%
YTD: 76.1%



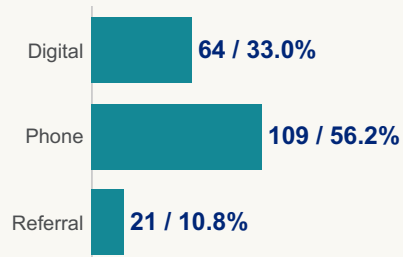
of members sent Nicotine Replacement Therapies

Enrollment Summary

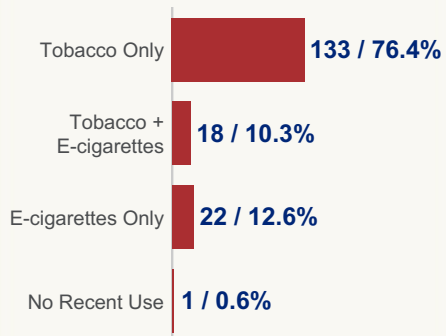


194
Enrollments

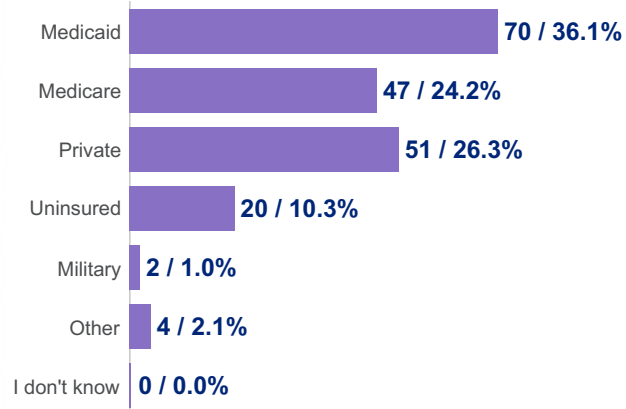
Entry Method



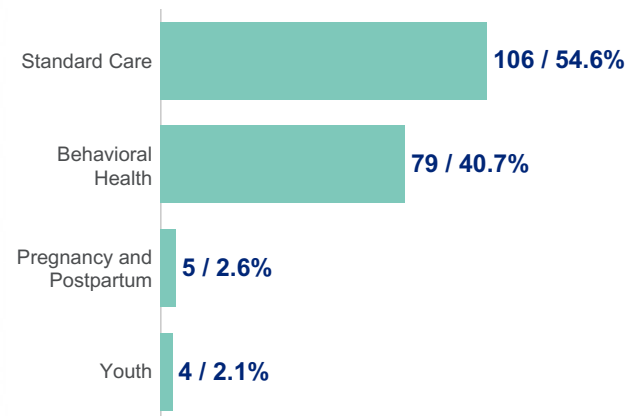
Unique Members by Utilization Type*



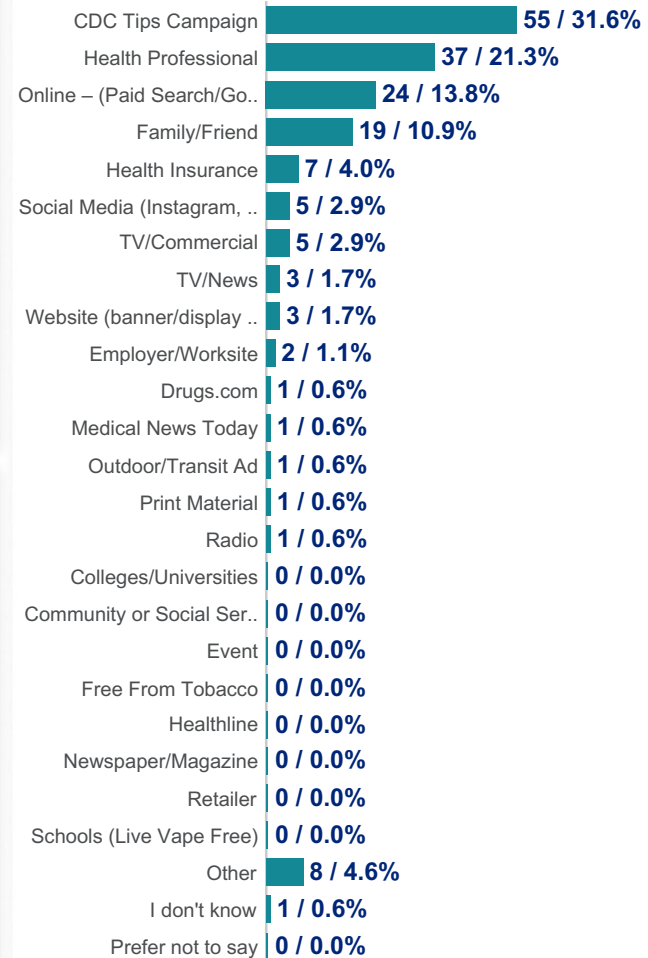
Health Insurance Type



Support Track



How Heard About*



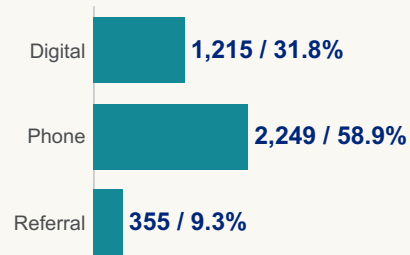
*Metrics are based on surveys completed in the reporting period

Enrollment Summary Year-to-Date

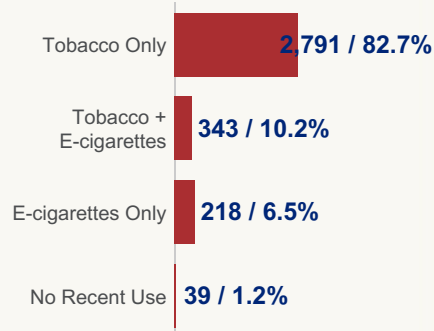


3,819
Enrollments YTD

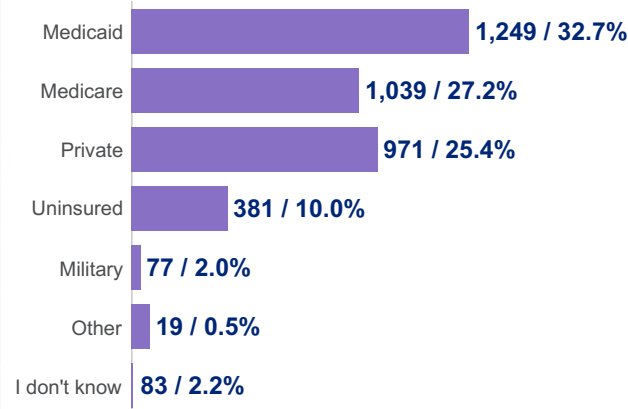
Entry Method YTD



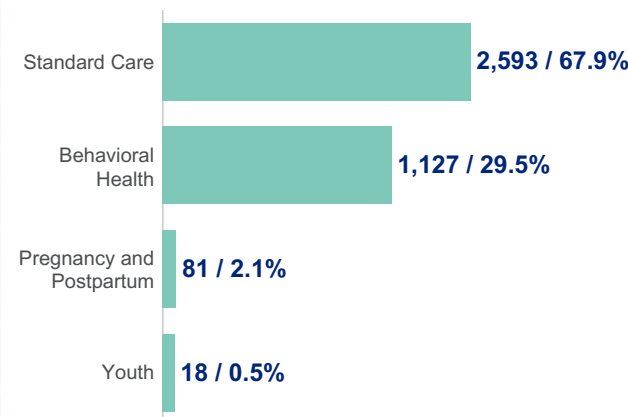
Unique Members by Utilization Type YTD*



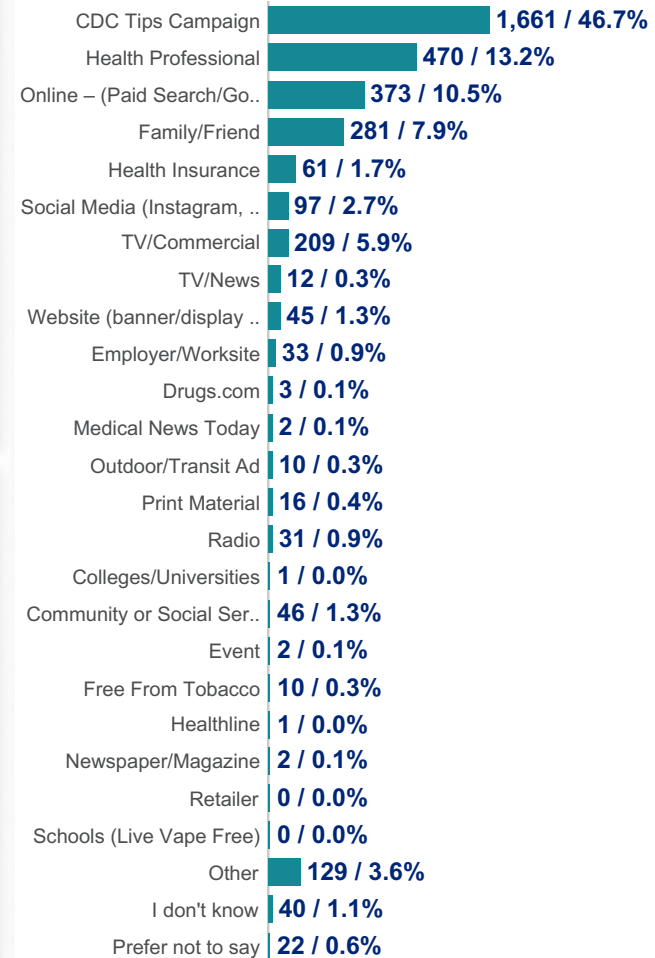
Health Insurance Type YTD



Support Track YTD



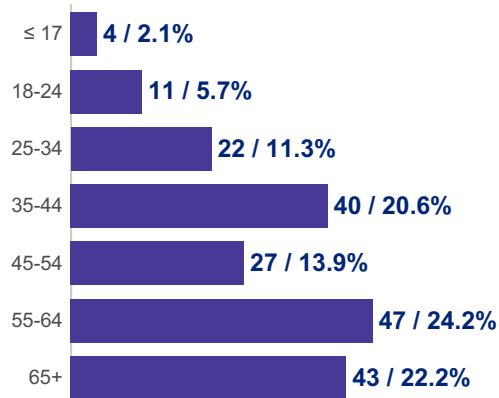
How Heard About YTD*



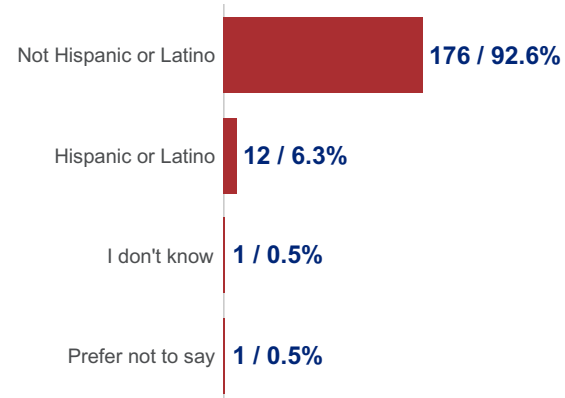
*Metrics are based on surveys completed in the reporting period

Enrollment - Demographics

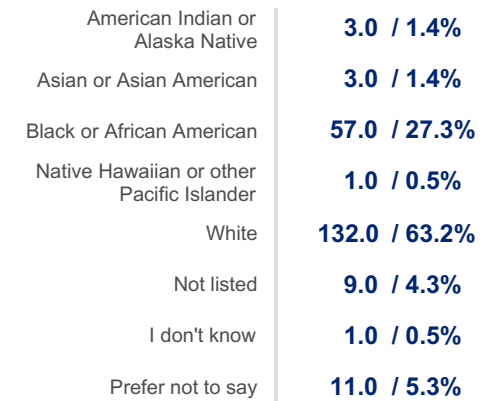
Age Range



Ethnicity*

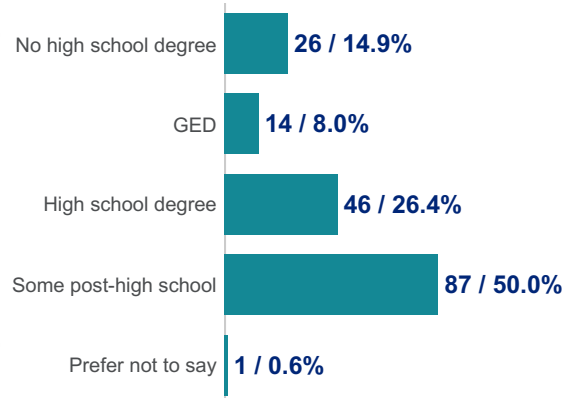


Race*

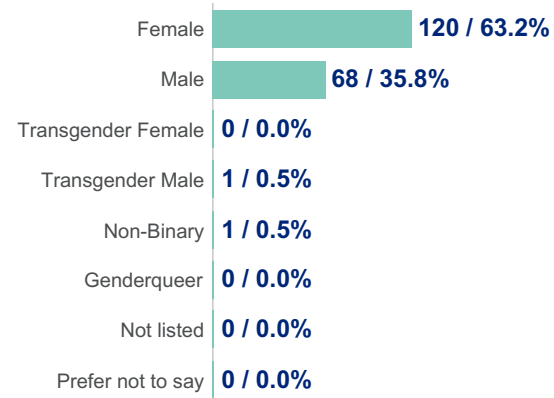


Members can be counted in multiple categories

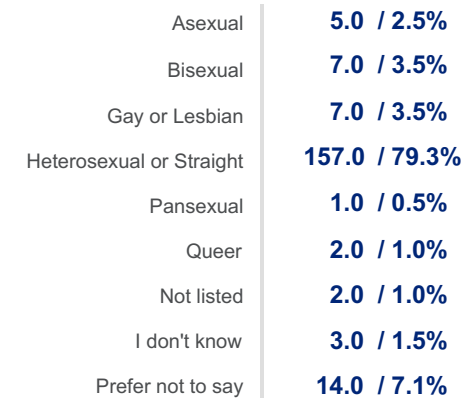
Education*



Gender*



Sexual Orientation*

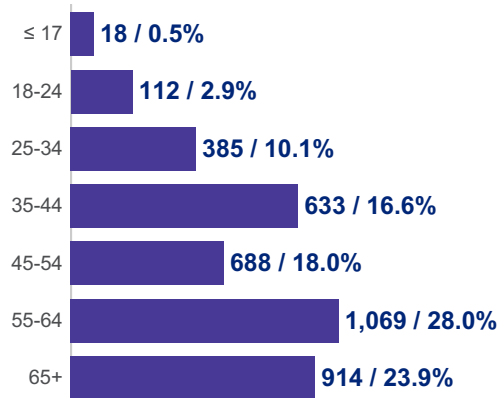


Members can be counted in multiple categories

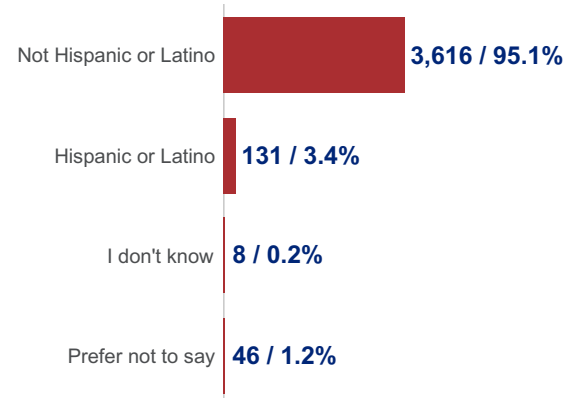
*Metrics are based on surveys completed in the reporting period

Enrollment - Demographics Year-to-Date

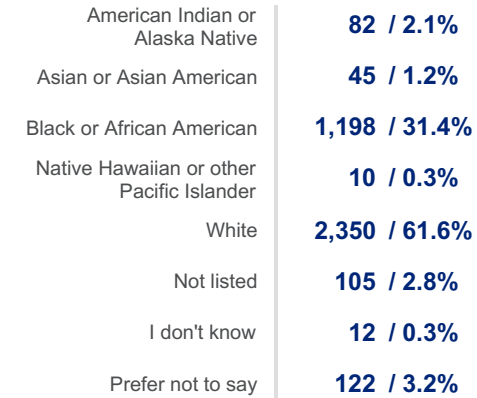
Age Range YTD



Ethnicity YTD*

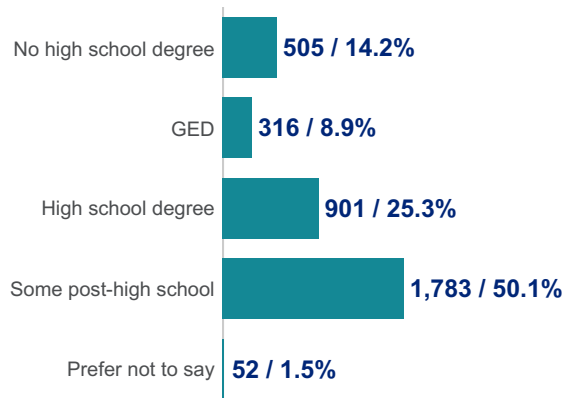


Race YTD*

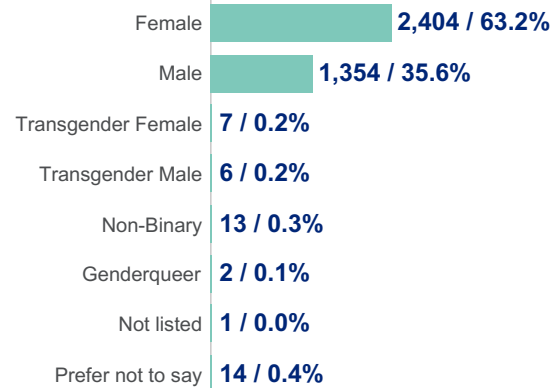


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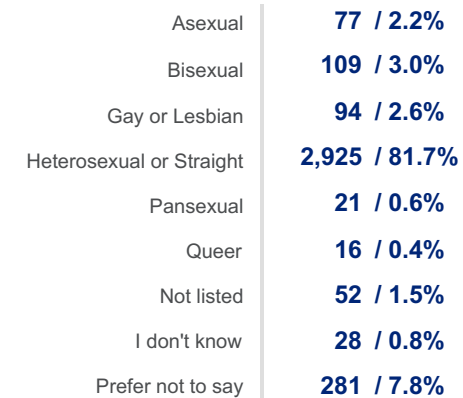
Education YTD*



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

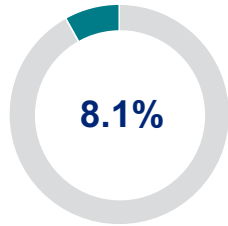
Quit Now Virginia

All Groups and Support Tracks

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

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

Pregnant, Postpartum, or Planning



YTD: 8.2%

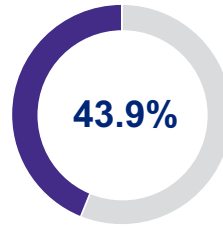
Percent of women aged 18-50 reporting one or more statuses listed below

Pregnancy Status

Given birth within the last 6 months	0
Given birth within the last year	3
Currently pregnant	2
Currently breastfeeding	1
Planning to get pregnant within the next 3 months	0
None of these	54

Members can be counted in multiple categories

Chronic Conditions



YTD: 49.4%

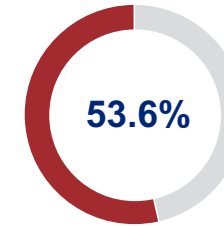
Percent of members reporting one or more chronic health conditions

Top Conditions

Chronic bronchitis (COPD or CLRD)	41
Pre-diabetes	14
Diabetes type 2	30
Diabetes type 1	4
Cancer	8
Stroke	8
Asthma	25
Coronary artery disease (CAD)	13
Heart failure (CHF)	9
Angina or heart pain	8
Irregular heartbeat	21
Heart attack	12
None of these	104

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	20	
No	27	
Prefer not to say	0	

Baseline Tobacco and Nicotine

Metrics are based on surveys completed in the reporting period

Quit Now Virginia

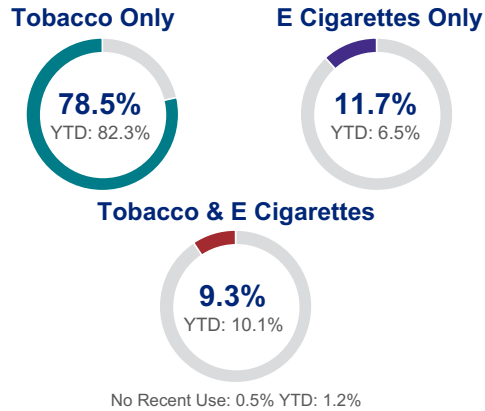
All Groups and Support Tracks

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

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

Tobacco & Nicotine Products Used

Utilization Type

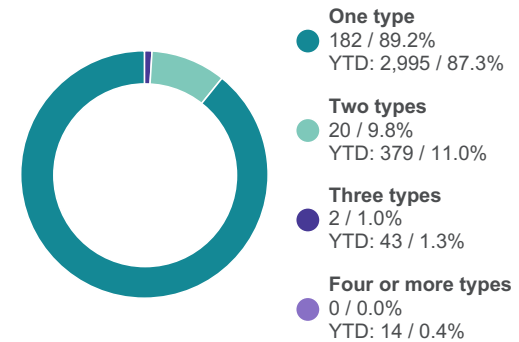


Tobacco & Nicotine Type

	Current	YTD
Cigarettes	171	3,040
Cigars	11	205
E Cigarettes	43	576
Pipe	1	15
Smokeless	2	93
Water Pipes	0	14
Other	0	0
No Recent Use	1	40

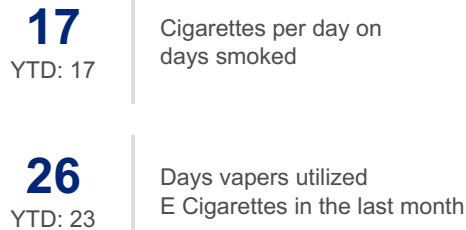
Members can be counted in multiple categories

Product Utilization

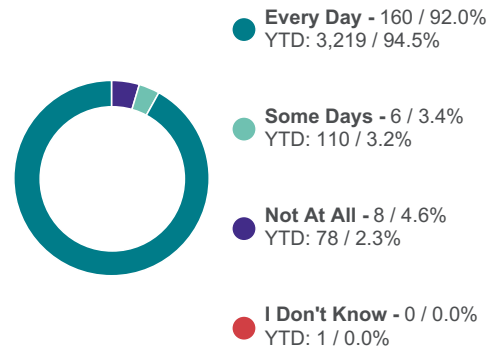


Measures of Nicotine Dependence

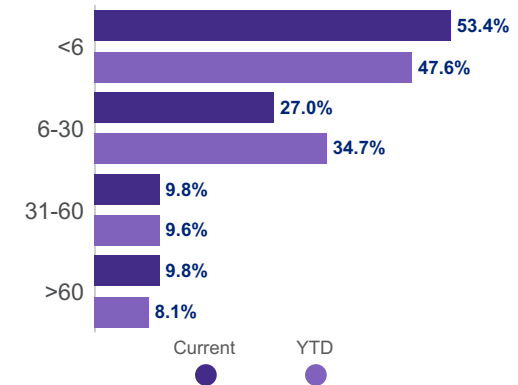
Average Utilization



Utilization Frequency



Minutes to First Use After Waking



Services Summary



268
Engaged Members
YTD: 3,839



70.1% (Members: 188)
Interacted Live
with a Coach
YTD: 73.0% (Members: 2,804)

Coaching Sessions
224
YTD: 4,132

Support Interactions
29
YTD: 533



59.0%* (Members: 158)
Utilized
Digital Tools
YTD: 66.3% (Members: 2,547)

Resources Utilized
328
YTD: 4,131

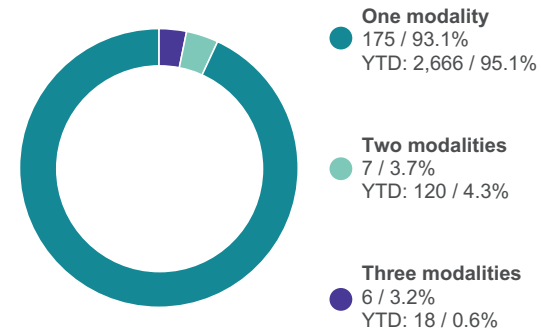
*Includes "Text a Coach" enrollments

Live Coach Interactions

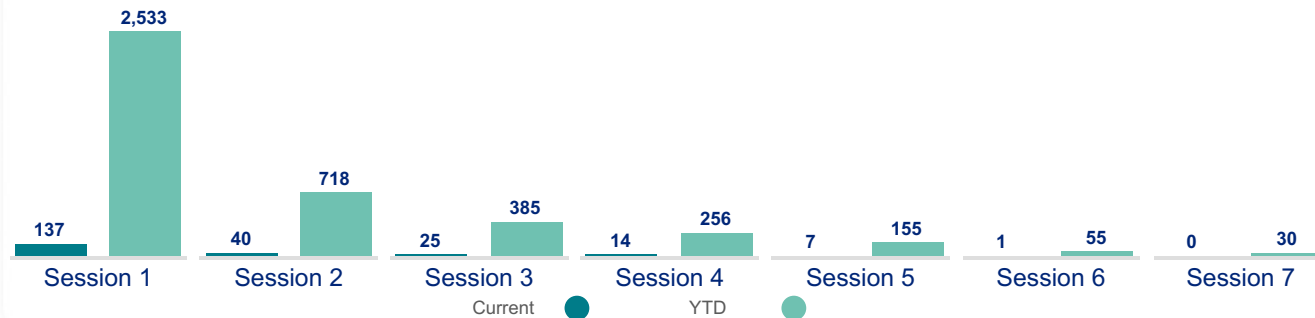
Interaction Modalities

	Current	YTD
Calls	231	4,409
Chats	13	158
Texts	2	23
Group Sessions	7	75
In-Person	0	0

Modality Utilization



Members Completing Coaching Sessions



Nicotine Replacement Therapy (NRT)



176
Members Sent NRT
YTD: 2,988



176
Orders Shipped
YTD: 3,201



4
Average Days from
Order to Delivery
YTD: 7

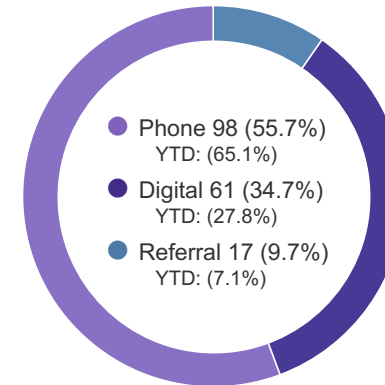


71.6%
of members
sent NRT
YTD: 76.1%

Members Sent NRT Shipments

Shipment 1	Shipment 2	Shipment 3
176	0	0
YTD: 2,937	YTD: 203	YTD: 61

Orders by NRT Assessment Method



Orders Shipped by NRT Type

