

PIVOT

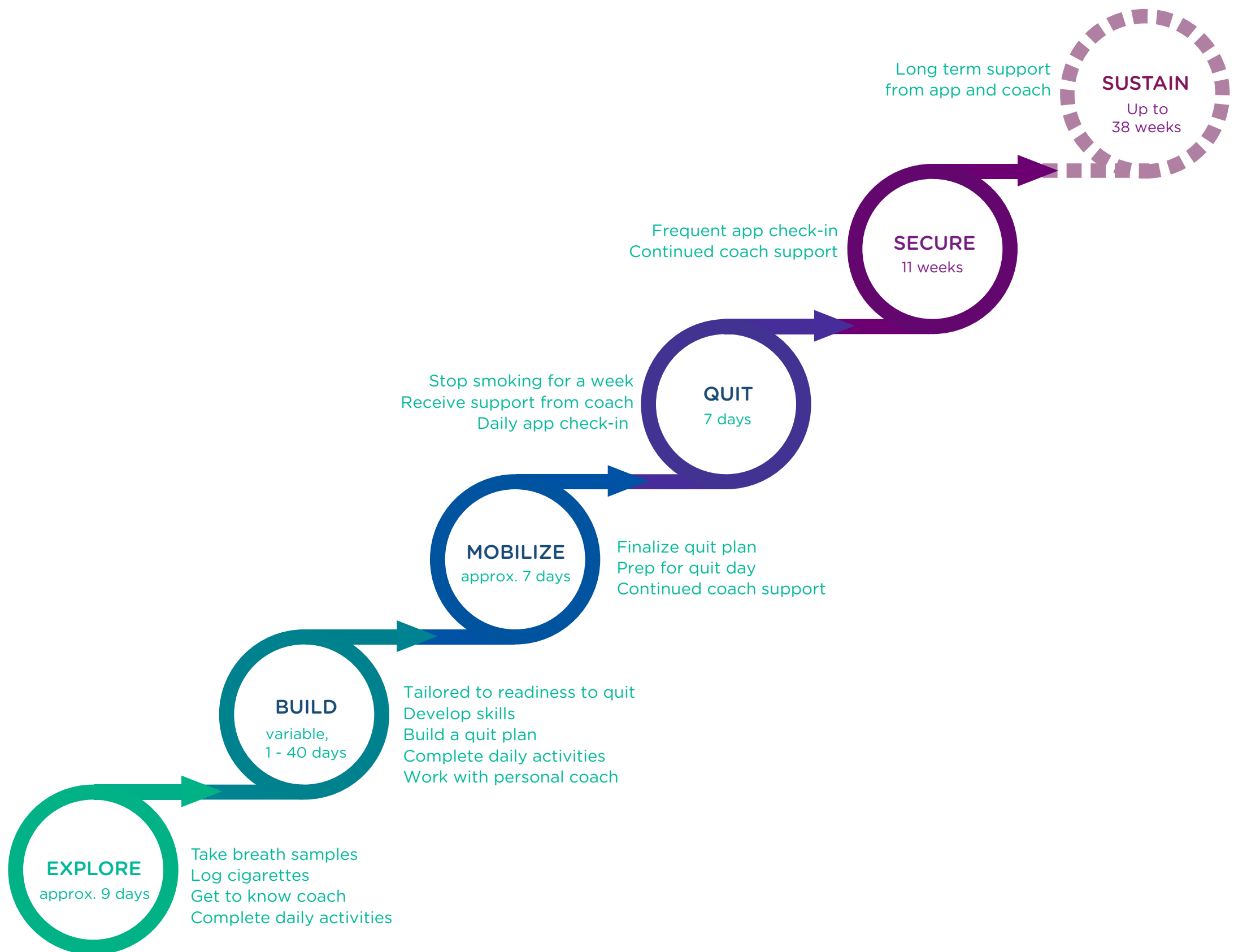
# SAMPLE REPORT

PERIOD: 1/1/2018 - 6/30/2018

Sample Prepared for Client

6/30/2018

Pivot is a six-stage, 52-week program to help your employees quit smoking for good. This report provides insights into demographics, enrollment, engagement and outcomes with the Pivot Program.



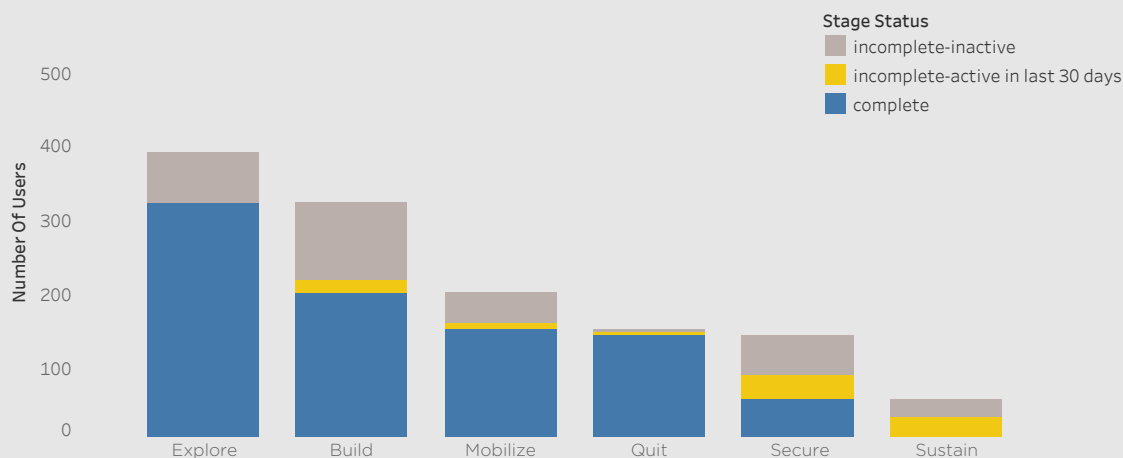
# PIVOT

We believe in smokers

[pivot.co](https://pivot.co)

# DEEP DIVE: PROGRESS AND LEARNING

## Stage Progression



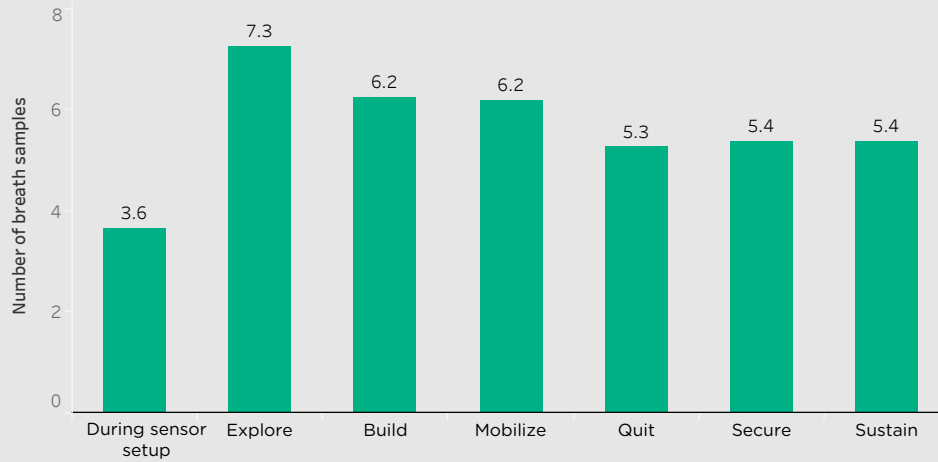
## Engagement In Activities

Average activities completed in stage (for participants who have completed or are currently in stage)

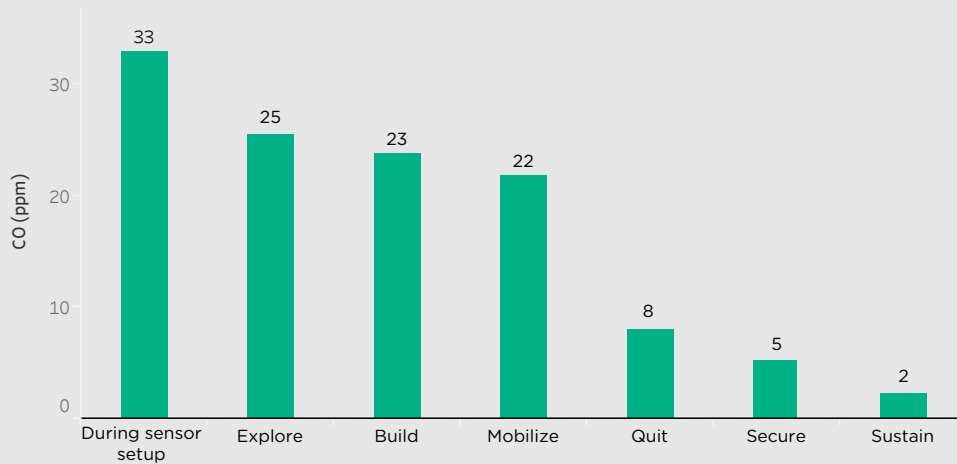
<u>Explore</u>	<u>Build</u>	<u>Mobilize</u>	<u>Quit</u>	<u>Secure</u>
8/9	17/28	7/7	6/7	25/77
Lessons	Lessons	Lessons	Daily Check-ins	Daily Check-ins

# DEEP DIVE: BREATH SENSOR USE

## Average Breath Samples Per Day



## Average CO Value (ppm)



### CO Levels And Smoking:

0-6 ppm: Typical levels for a non-smoker.

7-9 ppm: Borderline values that may be found in smokers and non-smokers.

10 ppm+: Typical for a smoker.

ppm: Parts Per Million

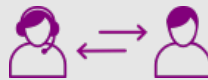
# DEEP DIVE: COACHING

Coaching activity since initiation of Pivot Program

## PARTICIPATION

Percent of onboarded participants who received a coach message

100%



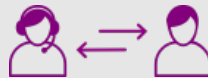
Percent of onboarded participants who messaged a coach

79%

## INTERACTIONS

Coach to participant interactions

26,123



Participant to coach interactions

14,321

# DEEP DIVE: QUITTING

## QUIT ATTEMPTS

Quit attempt is defined as a 1 or greater response to the following question: Since you began Pivot, how many times have you tried to quit smoking where you have gone at least one day without smoking a cigarette, even a single puff?



Percent of participants that reported at least one quit attempt by Quit stage

90%



Percent of participants that reported at least one quit attempt by Secure stage

98%

## QUIT SUCCESS

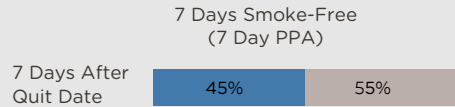
### Answers

- Not Smoke-Free
- Smoke-Free

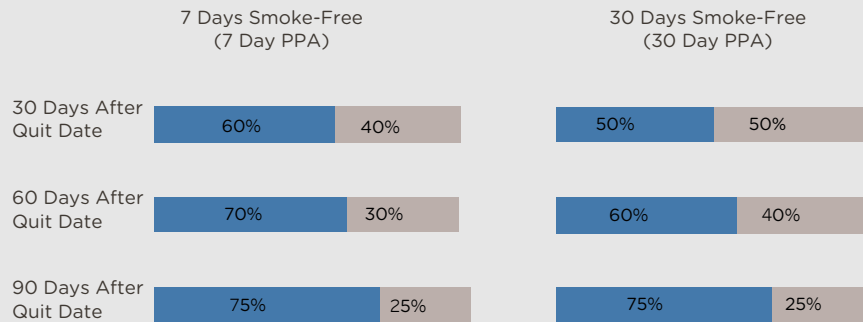
7 Day PPA = 7 Day Point Prevalence Abstinence  
In the last 7 days have you smoked any cigarettes, even a single puff?

30d PPA = 30 Day Point Prevalence Abstinence  
In the last 30 days have you smoked any cigarettes, even a single puff?

### Quit Stage

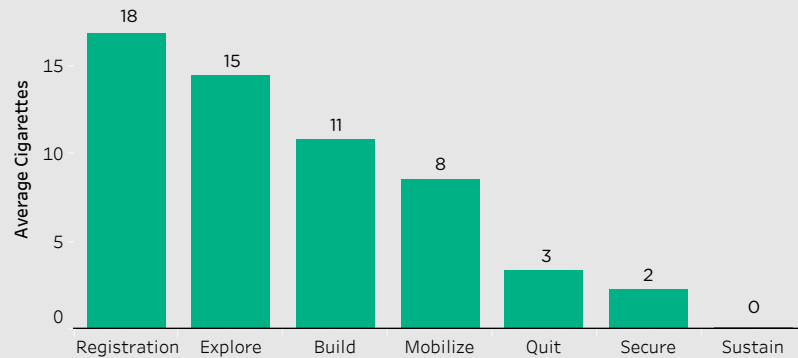


### Secure or Sustain Stage



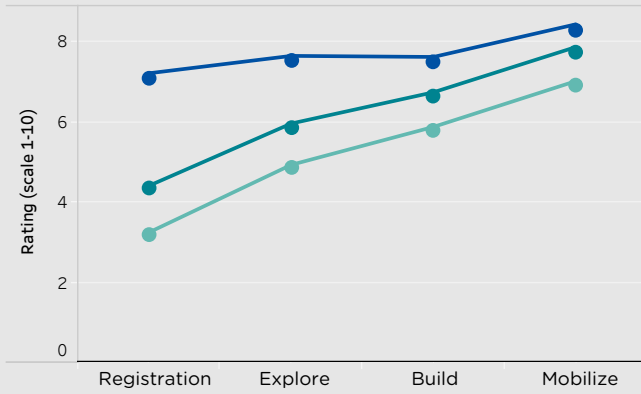
## Average Cigarettes Smoked Per Day

Reported average cigarettes per day in stage



# DEEP DIVE: SMOKING AND ATTITUDES

## Attitudes About Quitting (Pre-Quit)



### Measure Names

- Readiness to quit (RTQ)
- Successful to quit (STQ)
- Difficulty to quit (DTQ)

### Questions seen by participant:

**Readiness to quit (RTQ):** How ready are you to quit smoking? (1= not ready at all, 10= completely ready)


**Successful to quit (STQ):** If you were to quit smoking now how successful would you be? (1= not successful at all, 10= completely successful)

**Difficulty to quit (DTQ):** If you were to quit smoking right now how difficult do you think it would be to stay smoke free? (1=really hard, 10= really easy)

# ENROLLMENT SNAPSHOT

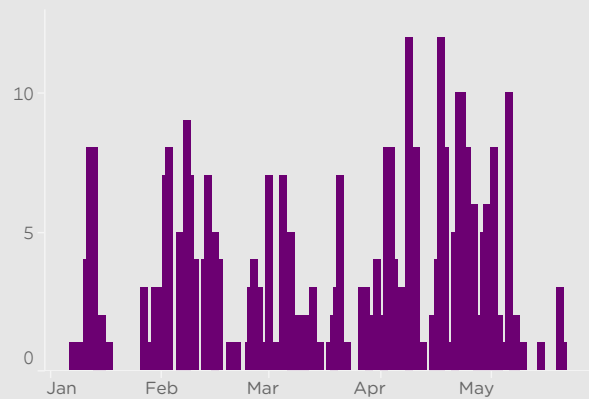
## ENROLLMENT

Details on the number of smokers we have reached

 Total Number of Participants Registered


400

Number of Pivot Sign-ups by Day




## BASELINE

Details around confidence level and desire to quit smoking for participants starting Pivot

 Readiness to Quit


7.2

1 Not Ready 10 Completely Ready

 Confidence in Ability to Successfully Quit

4.2

1 Not Confident 10 Very Confident


 Anticipation of Difficulty to Quit

3.1

1 Very Difficult 10 Not Difficult

## SMOKING HISTORY


Details around age and smoking behaviors for participants

 Average Number of Smoking Years

26.9

 Average Cigarettes Smoked per Day

17.8

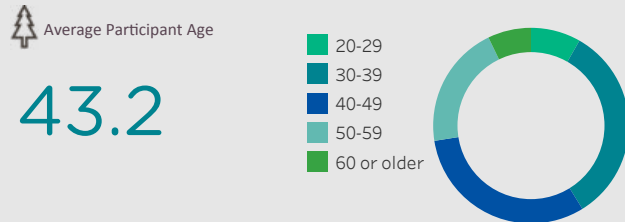
 Average Participant Age

43.2

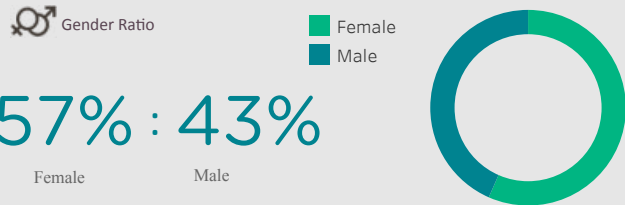


# DEEP DIVE: DEMOGRAPHICS

## PARTICIPANT AGE



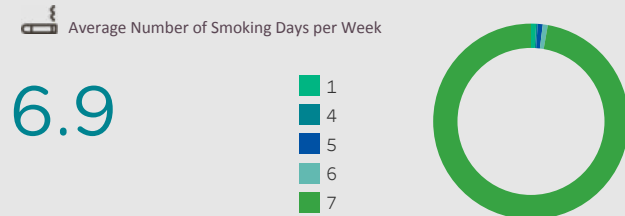
## GENDER



## CIGARETTES PER DAY



## WEEKLY SMOKING



## SMOKING YEARS

