

## Physicians continue screening for tobacco, but lack best-in-class treatment solutions.

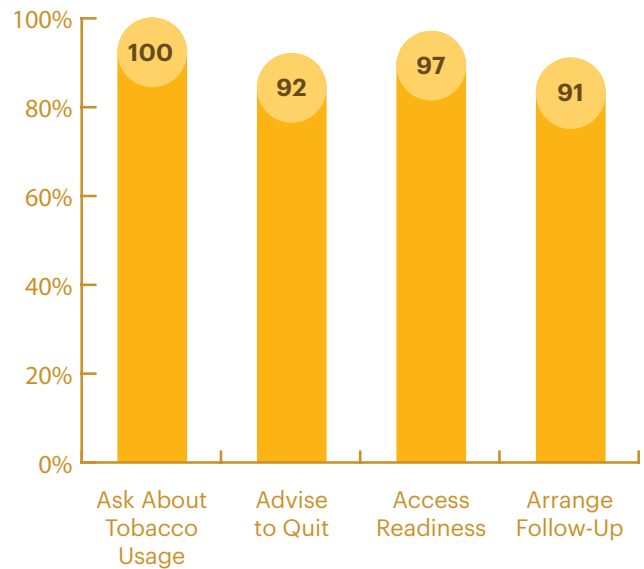
Pivot, a leading digital health company focused on tobacco and vape cessation, recently conducted an online survey of 159 U.S. physicians specializing in internal medicine, family practice, primary care, and OB-GYN. Questions focused on whether physicians engaged patients in conversations around smoking, whether they advised patients to quit, and what treatments they recommended.

The findings show that physicians continue doing their part when screening patients for tobacco usage. Physicians are dissatisfied with tobacco and vaping cessation intervention solution outcomes offered through health plan payers, including pharmacotherapy (48% dissatisfaction), counseling (56% dissatisfaction), and quit lines (69% dissatisfaction).

There's a gap in effective solutions to treat tobacco addiction. Whether patients are ready to quit, have mixed feelings about quitting, or aren't yet ready to take the step, practitioners are looking for new ways to treat their patients as a result.

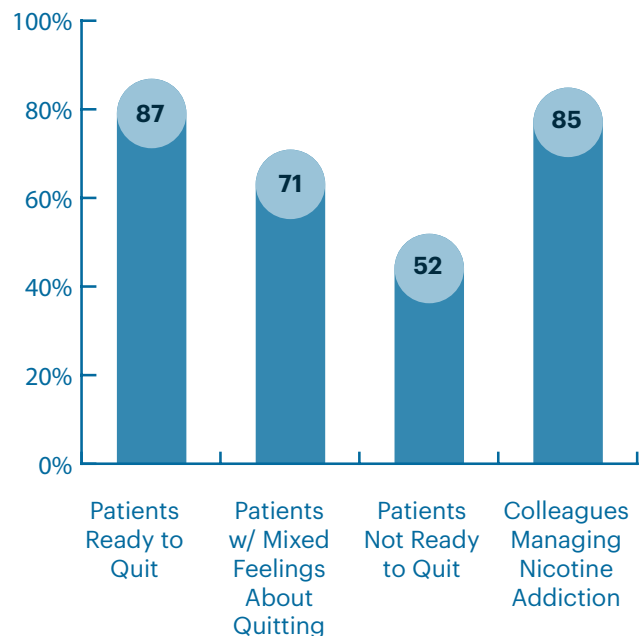
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## Do You Routinely...?



Physicians query patients about smoking at high rates in compliance with best practices and U.S. Preventive Services Task Force guidelines.

## What is your likelihood to recommend Pivot to...?



Physicians surveyed responded that they were likely to recommend Pivot's comprehensive tobacco cessation solution to both their patients who use tobacco and colleagues who manage nicotine dependence. Physicians saw value in Pivot even for patients not ready to quit, with over half of respondents stating they're likely to recommend the solution.