

SOLUTION FOR SMOKING, VAPING AND NICOTINE

We are the only quit-tobacco program that combines Mayo Clinic's treatment model with scientific leadership in digital tobacco solutions from Truth Initiative, a public health non-profit.



Industry leading:

Our field-leading research informs federal agencies—and guides our program, ensuring it is rigorously tested and effective.



Easy to administer:

We perform thorough implementations that meet client timelines, from processing eligibility to providing real-time dashboards for incentive and engagement tracking.



Power tailoring:

We use AI and people-powered support to precision-tailor participant experiences that inspire tobacco-free lives.



Strategic:

Our team of experts advise on incentive administration, tobacco-free policies, member engagement, and more.

PARTICIPANT RECEIVES		
PARTICIPANT RECEIVES	EX Plan, a quit plan with interactive exercises, educational videos, and personalized emails	✓
	Unlimited live chat coaching with Certified Tobacco Treatment Specialists	✓
	EX Community, powerful peer support from the largest, longest-running, thriving social network	✓
	EX Text Messaging, dynamic text messages based on how users engage with the program	✓
	8 weeks of nicotine patches, gum, or lozenges delivered to participants' homes	✓
	Tailored e-cigarette content to help people of all ages quit, including young adults	✓
	Optional content related to pregnancy/new motherhood and chronic conditions	✓
	EX Plan, EX Community, EX Coaches, text messages, and emails available in Spanish	✓
ORGANIZATION RECEIVES		
ORGANIZATION RECEIVES	Convenient real-time reporting via a dashboard to track incentive achievement, enrollment, quit rate, and more	✓
	Year-round multi-channel promotional materials that drive and sustain engagement	✓
	Dedicated Client Success Manager with expertise around tobacco-free workplace policies, incentive design, vendor integration, and more	✓
	Co-branded website and promotions	✓

The EX Program qualifies as a reasonable alternative standard.

Visit us to see a demo today at www.theexprogram.com

© 2022 Truth Initiative. All rights reserved.