

# TRUST

WE'RE IN IT FOR BIG CHANGE, NOT BIG PROFITS.



## A DIGITAL HEALTH PROGRAM FOR TOBACCO ADDICTION

68% of smokers and 62% of e-cigarette users want to quit.

They need an evidence-based, easy-access program to help them break free from addiction.

**We can help them...together.**

Truth Initiative's scientific leadership in digital health solutions + Mayo Clinic's proven treatment model = EX Program



Truth Initiative is the largest public health non-profit entirely focused on inspiring lives free from smoking, vaping, and nicotine. The rigor and competitiveness of our science is unmatched.



Our partnership with Mayo Clinic ensures consistency with clinical guidelines and guides the EX Program's content, structure, and coaching.

## WHAT MAKES US DIFFERENT



Unrivaled expertise in developing effective digital quit-tobacco approaches



Support for all tobacco use—smoking, vaping, and dipping/chewing



Multimodal ways to provide support, including texts, live chat, and an online community



24/7 social support from peers and on-demand tailored texts

# TRANSPARENCY

WE'VE BEEN HONEST ABOUT TOBACCO USE FOR OVER 20 YEARS.

## OUR PROGRAM INCLUDES:



Personalized quit plan with interactive exercises, educational videos, and emails



Text messaging tailored to the participant, including pregnant smokers, tobacco users with chronic conditions, and parents of kids who vape



Live chat coaching with tobacco treatment experts



Nicotine patches, gum, or lozenges delivered to the participant's home



Longest-running, largest community of current and former tobacco users

**español**

Availability in Spanish

## OUR CLIENTS RECEIVE:

### STRATEGIC CONSULTATION WITH A CLIENT SUCCESS TEAM

Your Client Success Manager is an expert in program design, workplace policies, and strategy for an effective launch and continued engagement.

### INCENTIVE REPORTING

You get monthly individual-level reporting on enrollment and incentive achievement.

### COMPREHENSIVE REPORTING ON PROGRAM PERFORMANCE

You receive data on quit rate, enrollment, population demographics, quit plan engagement, text message usage, participation in live chat coaching, and more.

### PROMOTIONAL MATERIALS

You gain a portfolio of creative promotions proven to inspire participants to quit. Materials include flyers, digital displays, social posts, intranet ads, emails, videos, and more.

**SAVE LIVES. SAVE MONEY.**

And feel good by partnering with a leading non-profit.



See our demo to know how you can offer a proven, quit tobacco program and help people live free from smoking, vaping, and nicotine. Visit us at [www.theexprogram.com](http://www.theexprogram.com)