

QuitGenius

Quitting Smoking. Simplified. For Your Workforce.

Yusuf Sherwani, MD
CEO

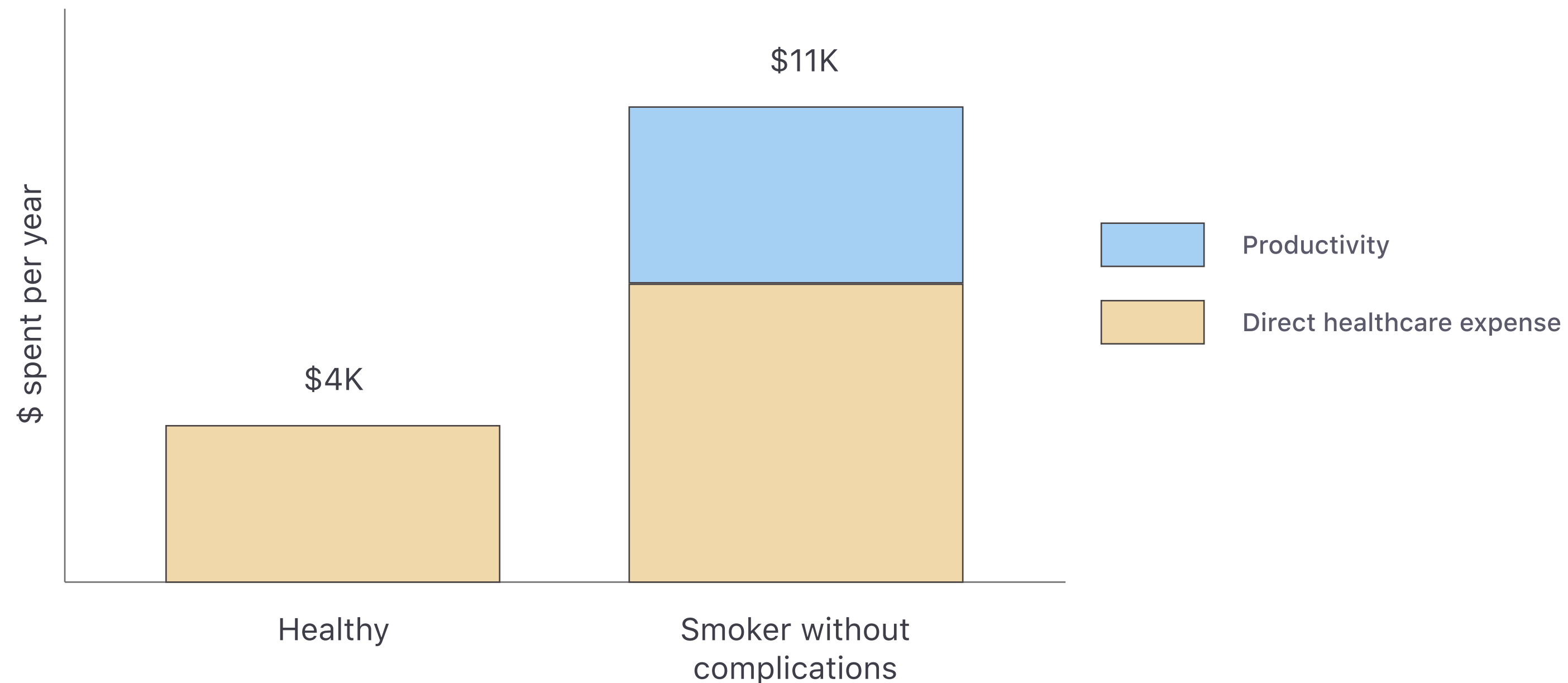
May 2019



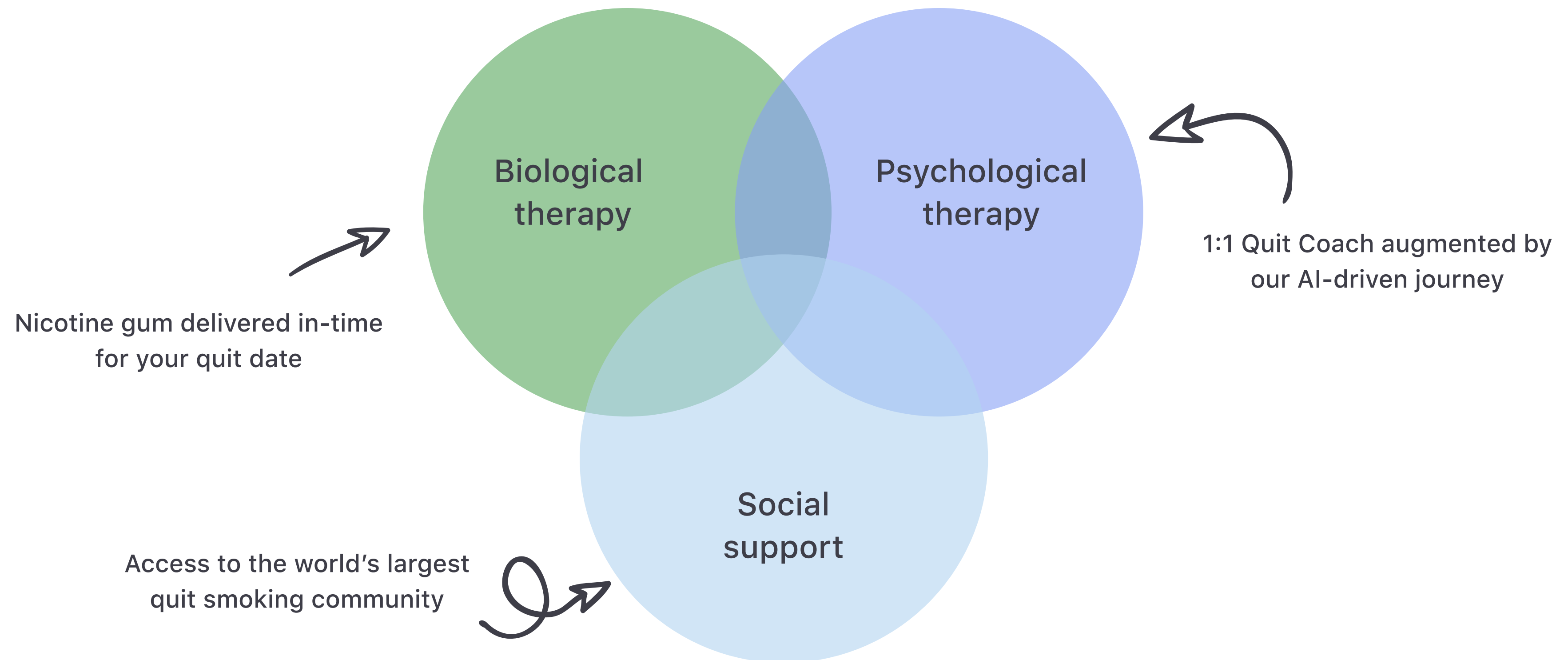
Use technology to help people achieve their goals, one healthy habit at a time.

On average 15% of employees smoke and 10% are trying to quit...fewer than 0.3% are succeeding long-term.

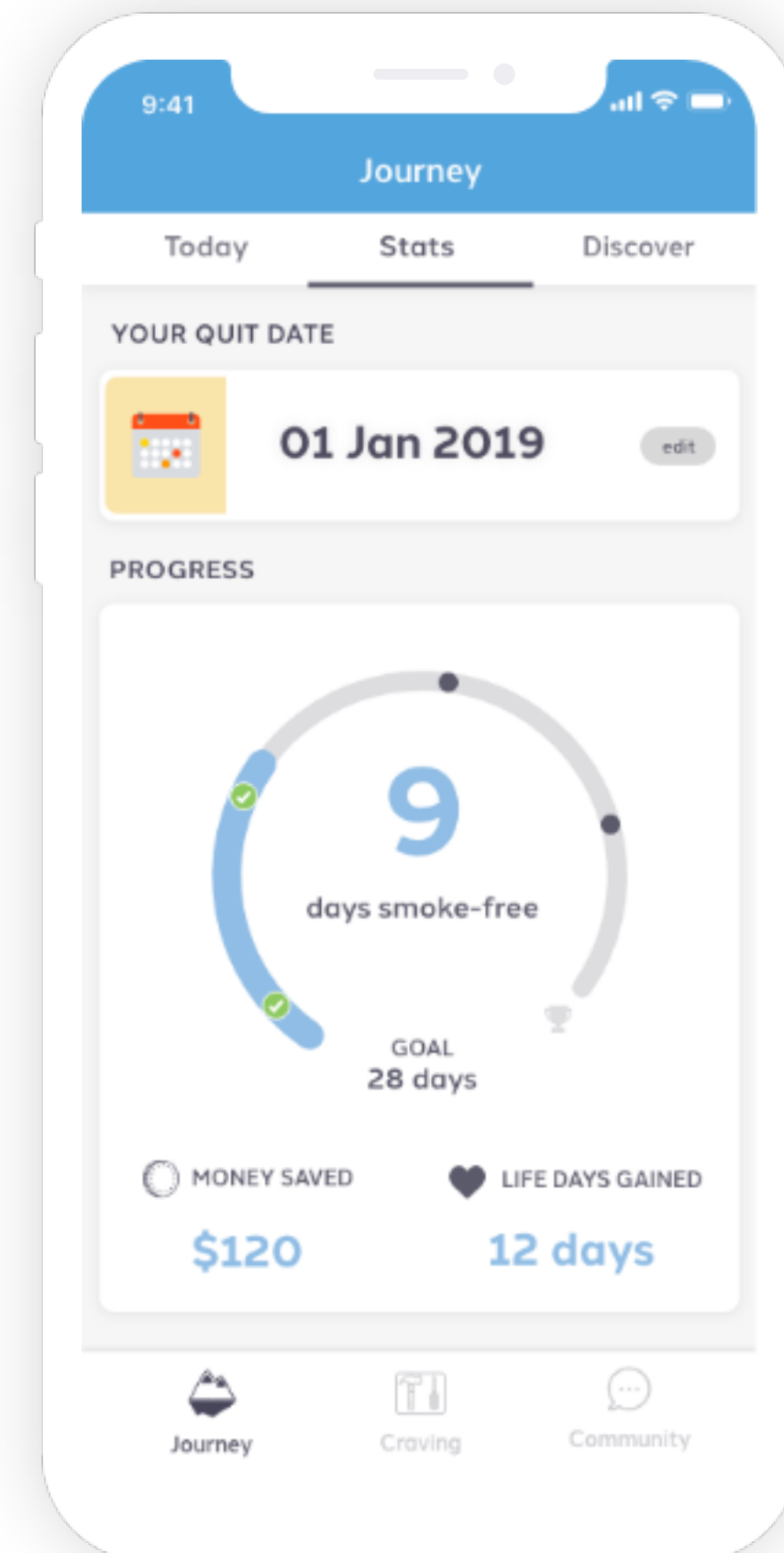
An employee who smokes cigarettes cost roughly \$7,000 more than a non-smoker. If they also have hypertension, diabetes or a mental health condition, that number is even higher.



The Quit Genius program is the only
complete quit smoking solution



Quit Genius is a breakthrough **cognitive behavioral therapy (CBT)** program designed to help your employees quit smoking for good.



Quit Genius has already
helped over 60,000 smokers
successfully quit smoking

"Quit Genius will help usher in a new era of
medical treatment"

— Apple

"Quit Genius highlight[s] how supportive,
effective treatment can be as accessible as
reaching for your phone"

— WIRED

4.6★

Avg user rating
(~ 2,875 users)

221K

Smoking diary entries

1.2M

Actions completed

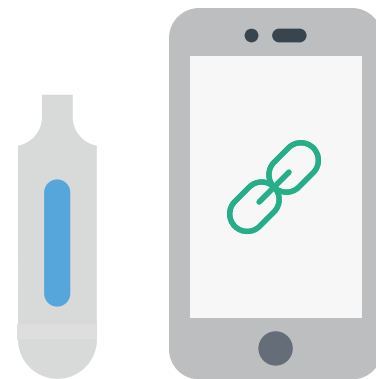
109K

Community discussions



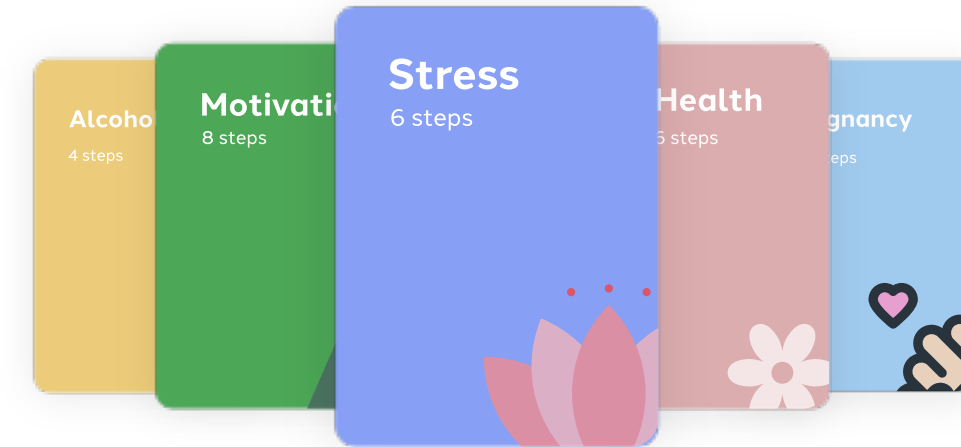
Unlimited 1:1 coaching

Our coaches deliver gold-standard CBT to help users stay motivated and on track



Connected health device

Mobile-connected breath tester for reporting and to track progress in real-time




An app that gets smarter

A journey of guided sessions personalized to your own triggers

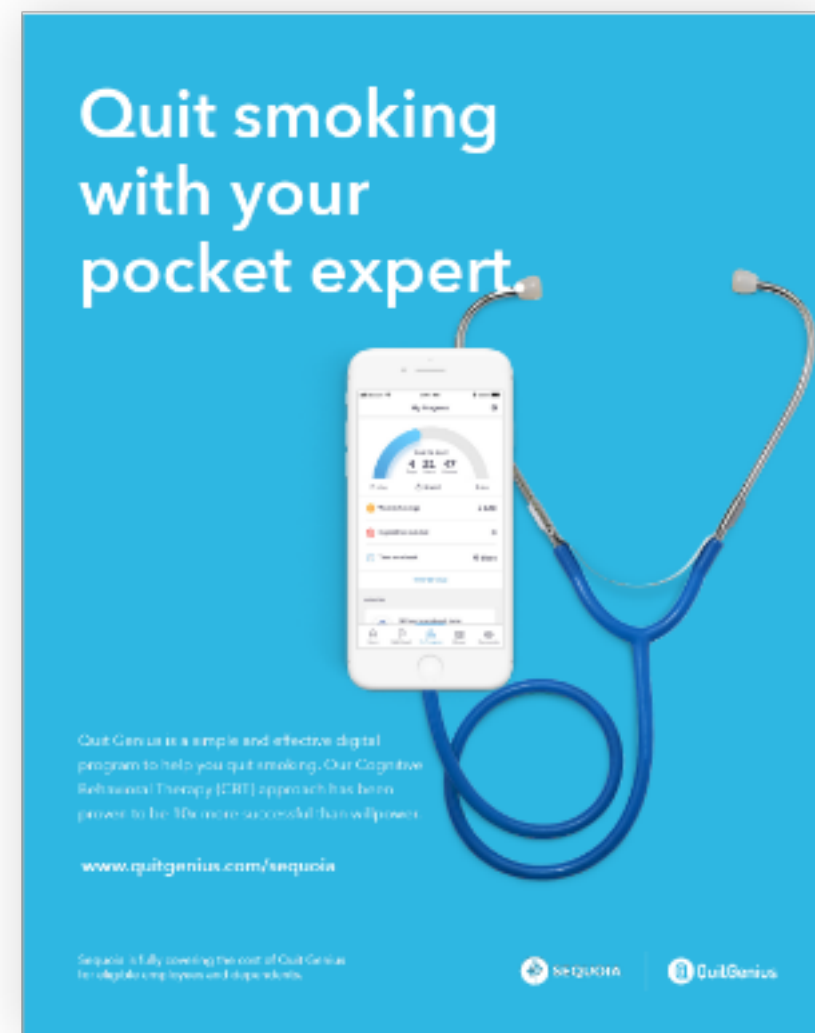


Nicotine Replacement Therapy

NRT helps users combat cravings in the first weeks after their Quit Date

	QuitGenius	 Quit For Life® Program
Algorithmic content journey personalized to triggers	✓	Generic information only
Unlimited one-on-one coaching with the same Quit Coach	✓	✗
On-demand craving support	✓	Telephonic coaching only with a different coach each time
Carbon monoxide breath sensor	✓	✗
Full year of coaching support	✓	✗
Peer support community	✓	✓
Integrated nicotine replacement therapy	✓	✓
100% fees at risk (min 30% CO verified quit rate guarantee)	✓	✗
Transparent reports (inc number of signups, engagement, CO verified quits, changes in attitudes)	✓	✗

1: Awareness Campaign



2: Application

Your details

First name(s) Last name(s)

One I

Country State

Select country Select state

Date of birth: Day Month Year

Gender

Select gender

Mobile Phone Number

+1

Account Password

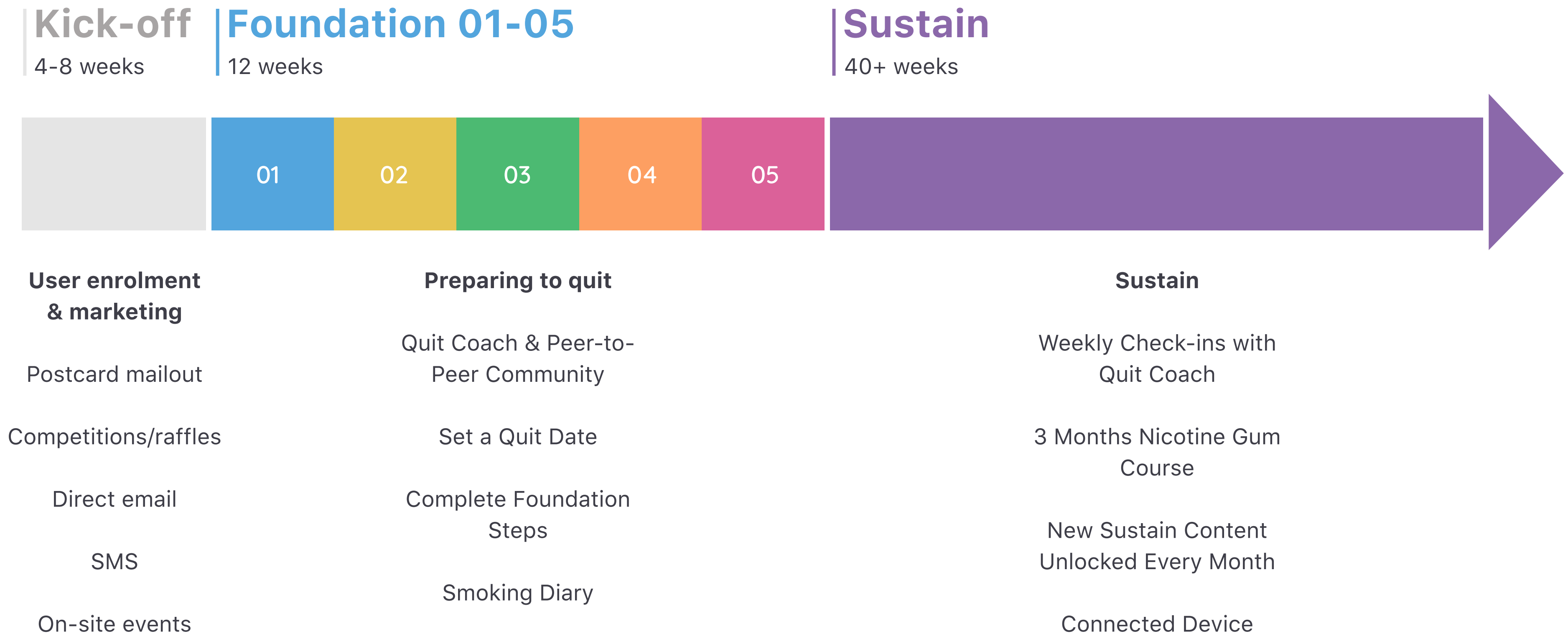
Confirm Account Password

3: Enrolment Call



4: Starter Kit





Outcomes: Quit Genius is 10x more effective
than going cold-turkey¹

36%

quit rate at 4-weeks
vs 3% quit rate via
the cold-turkey

59.6%

fewer cigarettes
smoked by non-
quitters

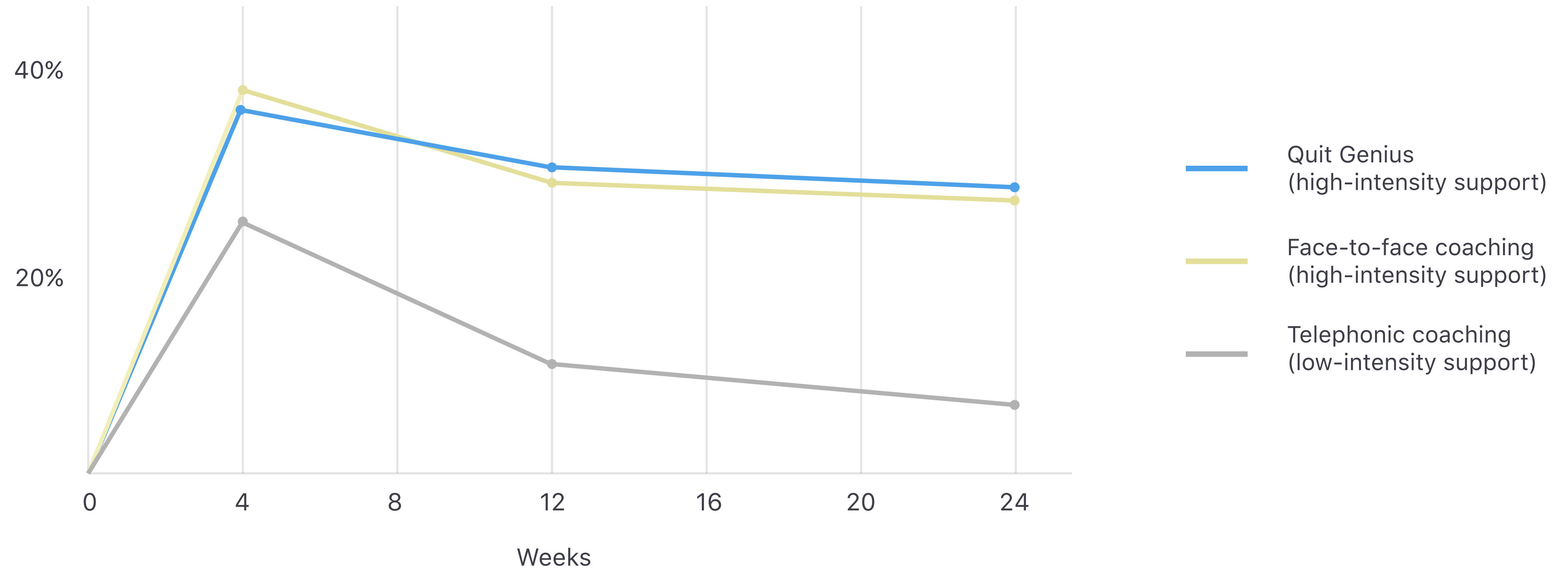
The only digital program with 3 peer-reviewed research papers.
Conducted in partnership with Imperial College London

Publications:

Outcomes for Quit Genius: A Novel CBT mHealth App - <https://mhealth.jmir.org/2018/6/e10024/>

An Evaluation of Quit Genius against NHS Smoke Free - <https://mhealth.jmir.org/2018/4/e98/>

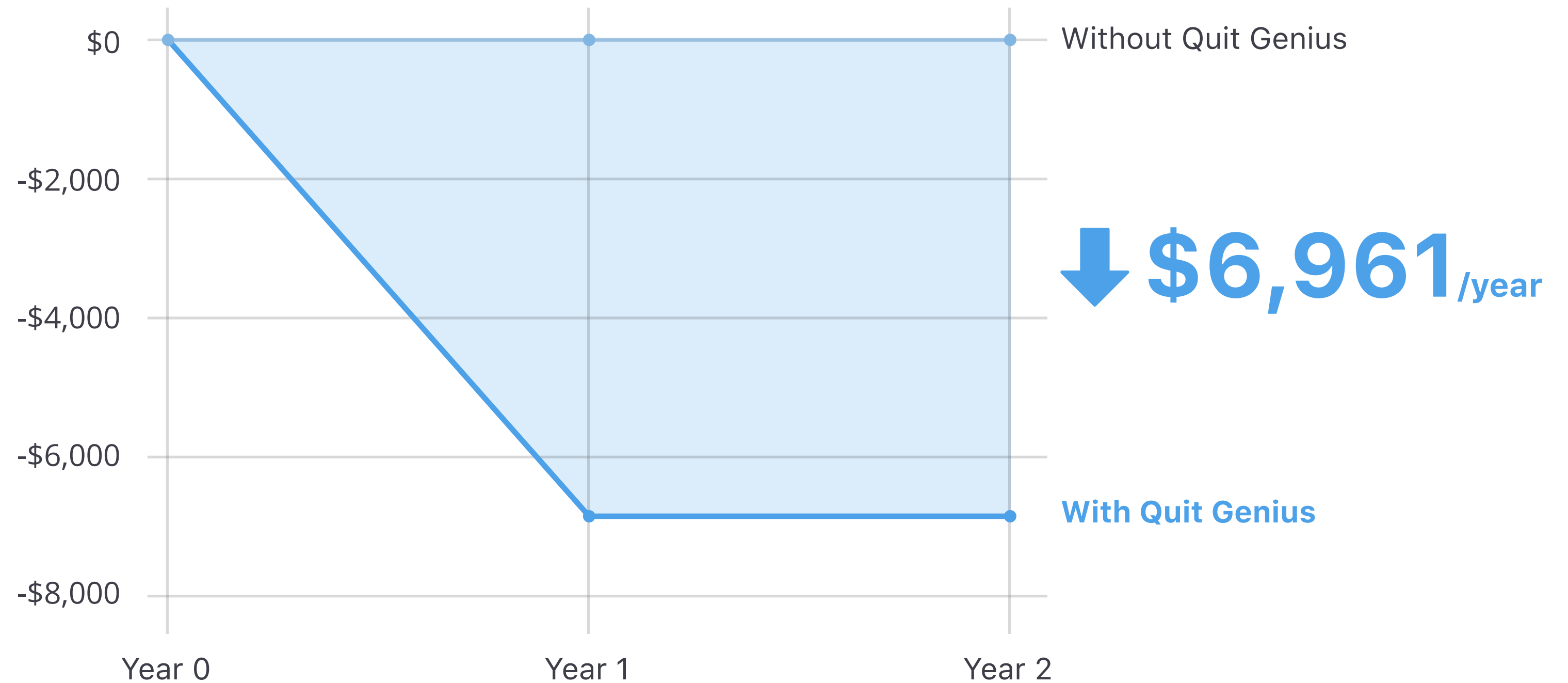
A Framework for Gamification in Smoking Cessation - <https://games.jmir.org/2016/2/e18/>



	Cost per employee per year
Direct healthcare costs (8% healthcare costs)	\$2,827
Productivity (absenteeism & smoking breaks)	\$4,517
Pension benefit* (not applied to 401(k) plans)	(\$383)
Total Cost	\$6,961

**if relevant*

Estimated cost savings per enrolled patient



Detailed Reports

We'll share regular and detailed insights throughout the journey, so you'll be able to track the uptake, engagement and ROI of the Quit Genius Program

Sample Report

QuitG

The scope

Quit Genius is the world's first mobile app to deliver personalised and scientifically-proven therapy to help smokers quit and stay smoke-free.

The following report contains data around smoking prevalence as well as the general health and wellbeing of your employee population

Smoking at Company X

12

average number of
cigarettes smoked
per day

16

average number of
years smoked

68%

participants had
previously tried to
quit smoking

41% of participants from a Fortune 100 employer successfully quit smoking long-term

In April 2018, a Fortune 100, self-insured employer partnered with Quit Genius to reduce \$5.1m in excess smoking-related claims per year from 2,500 smokers.

The Challenge

- 2,500 smokers in the organisation across multiple sites.
- \$5.1m in excess healthcare claims.
- 7,250 lost days per year.
- Very low utilisation of in-person and group coaching.

76%

Of participants completed the Quit Genius program.

41%

Of participants successfully quit smoking at 6 months.

70

NPS score. In addition, users reported improvements in self-esteem, productivity and perceived health.

Jenny's Story

340 days smoke-free

“ I used to smoke 15 cigarettes per day for decades. I had already tried the lot: cold turkey, patches, gum but none of them seem to work. Quit Genius was different because it taught me how to prepare before quitting. My face is glowing, my smile is more beautiful. I love being smoke-free!

— Member since September 2017



Watch at <https://youtu.be/0yjFEz2vRxQ>

Steve's Story

270 days smoke-free

“ One real benefit of Quit Genius is that I had contact with a really good psychologist. She was brilliant! It meant that through all the ups and downs, I had someone that I could speak to whenever I needed to. If you're trying to quit smoking, I would really recommend Quit Genius!

— Member since December 2017



Watch at <https://youtu.be/npHvXKMz1DY>

yusuf@digithera.ai

QuitGenius