

A DIGITAL SOLUTION FOR SMOKING, VAPING, AND NICOTINE ADDICTION

Meet the EX Program, the best strategic partner to end smoking, vaping, and nicotine use. Each month, the EX Program supports thousands of people who quit together.
Plus, the EX Program qualifies as a reasonable alternative standard.



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



WHAT MAKES US DIFFERENT:



Unrivaled scientific leadership:

Your organization gets the best of the best: Mayo Clinic's proven treatment model and Truth Initiative's scientific leadership in digital quit-tobacco solutions.



Real-time data at the fingertips:

Real-time dashboards give anytime visibility into program performance and drive our year-round recommendations to reach your goals. Comprehensive reporting on promotions shows you which tactics work best with your people.



Trailblazing addiction treatment:

Our program blends innovative and effective approaches to set new standards for nicotine addiction treatment. We leverage the latest technology, advanced data analytics, and a deep understanding of today's tobacco users to deliver meaningful outcomes.



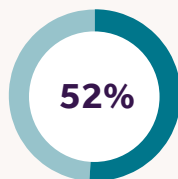
Customized expert guidance:

Our experts guide your organization on tobacco surcharge best practices, benefit integration, vendor change, proactive year-round promotions, seamless handling of eligibility files, and more.

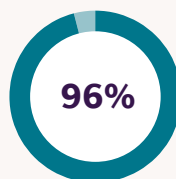
MEASURABLE RESULTS:



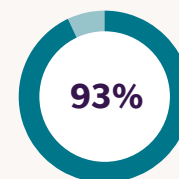
Participants enrolled



Quit rate for clients using
our best practices



Found EX helpful



Would recommend EX



OUR PROGRAM INCLUDES:



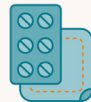
Personalized quit plan with AI-driven content recommendations, interactive exercises, educational videos, and emails



Dynamic text messaging tailored to the participant, including pregnant smokers, e-cigarette users, and tobacco users with chronic conditions



Live chat coaching with EX Coaches, who are certified tobacco treatment experts



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



Longest-running, largest community of social support from current and former tobacco users through blogs, comments, and live events



On-the-go confidential and instant support from EX Coaches through the EX Duo app

español - Availability in Spanish

OUR CLIENTS RECEIVE:

Strategic guidance with a Client Success team

Your Client Success Manager is an expert in program design, tobacco surcharge/incentive approaches, tobacco-free workplace policies, and strategy for an effective launch and continued engagement.

Tobacco surcharge/incentive real-time data

You gain access to a real-time dashboard to track tobacco surcharge/incentive achievement.

Comprehensive reporting on program performance

In addition to surcharge/incentive achievement, your real-time dashboard provides data such as enrollment numbers, quit rate, participation rate with coaches, and demographics.

Promotional materials

You receive co-branded promotions to use year-round. Materials include flyers, digital displays, social posts, emails, and more. We're constantly innovating new ways to engage members. Plus, you see reporting on which promotional tactics work best with your population.

SAVE LIVES. SAVE MONEY.

See a demo to know how you can offer a better quit-tobacco program to drive outcomes. Revenue from the EX Program supports our mission-driven work to prevent youth from smoking, vaping, and using nicotine—and to help youth quit, if they've started.



Visit us at www.theexprogram.com

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