

# A DIGITAL SOLUTION FOR SMOKING, VAPING, AND NICOTINE ADDICTION

Meet the EX Program, the most validated digital tobacco cessation program available on the market today. Each month, the EX Program supports thousands of people who smoke, vape, dip, and/or chew tobacco 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



Truth Initiative, a public health nonprofit, has been inspiring tobacco-free lives for over 20 years. Our field-leading research in digital tobacco solutions is unrivaled.



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



## WHAT MAKES US DIFFERENT:



### 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.



## OUR PROGRAM INCLUDES:



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



Dynamic 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

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 reporting

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, text message usage, and demographics.

### Promotional materials

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

## SAVE LIVES. SAVE MONEY.

See a demo to know how you can offer a proven, quit tobacco program.

*EX Program revenue supports our mission-driven work to prevent youth from using nicotine and to help youth quit, if they've started.*



Visit us at [www.theexprogram.com](http://www.theexprogram.com)