



Tobacco Cessation

Empower employees to quit tobacco with the only program that combines Mayo Clinic's proven treatment model with scientific leadership in digital tobacco solutions from Truth Initiative. VP+ helps you drive participation in smoking, vaping, and nicotine cessation to help people overcome this tenacious addiction, delivering better health and lowering risk of high health care costs.

Power tailored participant experiences

The EX Program by Truth Initiative precision-tailors participant experiences through AI and people-powered support. The program includes dynamic and on-demand text messaging, live chat coaching with experts, a personalized quit plan, and more. Working together, Virgin Pulse and EX Program by Truth Initiative keep members engaged as they progress towards quitting tobacco and improving their health.

Social support and rewards

The EX Program features the longest-running, largest tobacco cessation community with thousands of current and former tobacco users sharing candid advice and powerful motivation. As members interact with the community, they earn rewards on the Virgin Pulse platform, reinforcing support in making significant changes.

Innovations improve outcomes

The EX Program is able to offer the most rigorously tested and proven quit-tobacco program because helping people form identities without tobacco is all Truth Initiative does. Truth Initiative is the largest public health non-profit focused entirely on inspiring lives free from tobacco. Truth Initiative has collaborated with Mayo Clinic to develop digital solutions for tobacco addiction since 2006.



68%

Of smokers want to quit¹ – they need an engaging and supportive tobacco cessation program to help assist them

34%

Quit rate at 9 months among EX program users, nearly 5x the national annual quit rate of 7% reported by the CDC²

93%

Would recommend the EX program, which has helped nearly a million tobacco users build the skills and confidence to quit

Want to learn more? Watch our EX Program demo.

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Sources:

1. CDC Office on Smoking and Health, National Center for Chronic Disease Prevention and Health Promotion
2. Murphy-Hoefer, R., Davis, K. C., King, B. A., Beistle, D., Rodes, R., & Graffunder, C. (2020). Peer Reviewed: Association Between the Tips From Former Smokers Campaign and Smoking Cessation Among Adults, United States, 2012–2018. Preventing Chronic Disease, 17.