



# Outcome Evaluation of EX Program

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## Study Overview

Evaluation of EX Program was conducted between December 18, 2018, and January 8, 2020, and leveraged the infrastructure of a large NIH-funded randomized clinical trial awarded to Truth Initiative.

Adult current smokers in the U.S. were recruited to participate in a smoking cessation trial following registration on [exprogram.com](http://exprogram.com) (previously [BecomeAnEX.org](http://BecomeAnEX.org)).

"Have you smoked even a puff in the past 30 days?"

The primary outcome was self-reported  
**30-day abstinence**  
at 9 months.

This is a [rigorous measure of abstinence](#) both in terms of its measurement at long-term follow-up (9 months post randomization) and its duration. For comparison, most programs report quitting outcomes of shorter duration (e.g., 7 days of abstinence) and at shorter follow-up (e.g., 3 or 6 months).

The study was conducted as a [pragmatic randomized trial](#), meaning that the participant experience was designed to mirror use of EX Program in the real world. Participants were reimbursed only for follow-up survey completion. Participants were paid a modest incentive for follow-up survey completion, unlike other studies that have paid a sizable amount for joining a study.

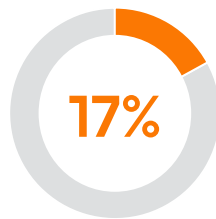
The trial was conducted entirely online and was automated by a web-based clinical trials management system; there was no in-person contact with participants. Oversight of participant safety and study integrity was provided by the Advarra institutional review board (IRB) who reviewed and approved the study protocol.

# Participant Characteristics

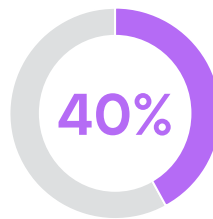
## Sample diversity:



were  
racial minority



were  
Hispanic



had a **high school**  
degree or less

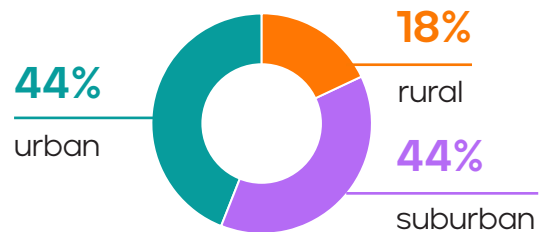
Roughly 2/3 reported  
household income of  
**\$35,000**  
or less

## Mental health comorbidities:

**37%** screened positive  
for **depression**

**44%** screened positive  
for **anxiety**

## Geographically diverse:

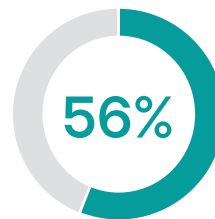


## Signs of nicotine addiction:

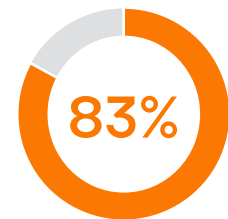


**97%** smoked within  
30 minutes of waking,  
signaling a **high level**  
of **nicotine**  
dependence

## Past year quit attempts:

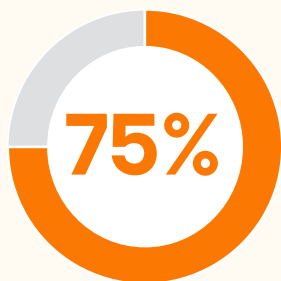


reported trying to  
quit in the **past year**



tried **without** any  
assistance

## Main Findings



The **9-month**  
**response rate** was  
**75%**, exceeding the  
average follow-up  
rate for most web-  
based smoking  
cessation trials.



At 9 months, **34%**  
of participants  
randomized to  
EX Program were  
**abstinent**.



Program features were rated highly by >90% of participants.



# EX Program

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**EX Program is an employer- or health plan-paid program that gives adult tobacco users access to:**



Interactive quit plan tailored by quit journey status, age, program engagement, and more



Quit medication decision support and direct shipment



Convenient live chat with an expert EX Coach



Dynamic text messages and emails that enhance the quitting process



Wisdom and support from the longest running active online community for quitting tobacco



Availability in Spanish

EX Program is the only quit-tobacco program that combines the power of Mayo Clinic's proven treatment model with scientific leadership in digital tobacco cessation solutions from Truth Initiative.



Visit [www.theexprogram.com](http://www.theexprogram.com) to learn more or to see a demo today.