









# Quit Genius

## Quit Genius vs Quit for Life

If you are looking to replace your current smoking cessation program with something more effective and evidence-based, we can help you compare how Quit Genius stacks up against well-known programs

Quit Genius

  
Quit For Life<sup>®</sup> Program

Content journey personalized to each participant's smoking triggers	 via mobile app	Generic information only
Unlimited one-on-one coaching with the same Quit Coach		Telephonic coaching only with a different coach each time
On-demand craving support		
Carbon monoxide breath sensor		
Full year of coaching support		
Peer support community		
Integrated nicotine replacement therapy		
50% fees at risk (min 25% CO verified quit rate guarantee)		
Transparent reports (inc number of signups, engagement, CO verified quits, changes in attitudes)		

# Quit Genius

Quit Genius has enrolled hundreds of thousands of participants and published more peer-reviewed research than any other digital smoking cessation intervention



**60,000**

Total number of successful quitters



**54%**

CO-verified quit rate  
(achieved in RCT)

(Lin Y et al. JMIR mHealth 2018;6(6):e10024)