

Quit Genius

Facts on COVID-19 and Smoking

According to the World Health Organization, smokers are more susceptible to being infected by novel coronavirus and if infected, are at much higher risk of a severe case of COVID-19 infection than those who don't smoke.

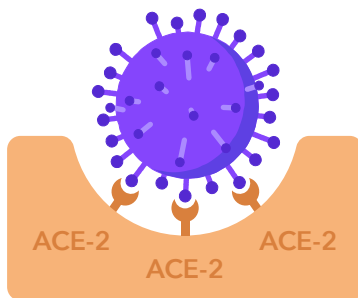
1.4 x

more likely to have severe symptoms of COVID-19.

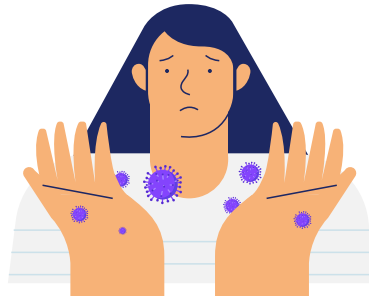
2.4 x

more likely to be admitted to ICU, need ventilation or die.

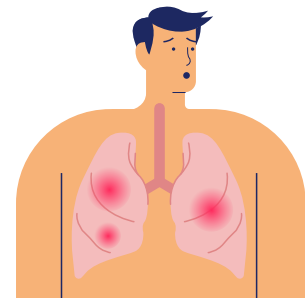
3 ways smoking puts you at risk



Smoking increases a receptor called ACE-2 which SARS-CoV-2 (novel coronavirus) uses to enter the cells in your lungs.



Repetitive hand-to-face movements provide a direct route of entry of the virus into your body via your lips and mouth.



Smoking suppresses the natural lung immune response by causing airway inflammation and reducing your ability to clear mucus.

Quit Genius

Quit Genius is the most effective tobacco cessation program designed to help your employees quit for good.



On-demand digital behavioral health coaching

(psychological support)



12 weeks of nicotine gum and patches

(physical support)



CO breath sensor to track your progress

(verification)

We guarantee a **25% verified** quit rate across all enrolled users.



The only digital tobacco cessation validated in a clinical trial

700k

Quit Genius participants enrolled

52%

CO-verified quit rate (achieved in RCT)

\$1,871

medical cost-saving per enrolled participant