

Pivot

Digital Health Solution Delivers Scalable, Evidence-based Strategies for Smoking Cessation

Pivot is a digital health behavior change program that represents a modern approach to addressing one of the largest health and economic crises in the United States – smoking. Pivot integrates Bluetooth-enabled breath monitoring technology, an interactive self-directed app-based program and personalized coaching to guide smokers through a 6-phase journey. Powered by evidence-based behavior science, the 58-week Pivot journey is designed to **engage, prepare and support individuals** as they plan for and execute a successful quit.

An Enduring, Unresolved Health Crisis

- Though tobacco use has been a public health issue for decades, smoking remains the **leading cause of preventable illness and death in the U.S.**, ahead of other causes like high blood pressure and obesity.¹ Currently, more than 40 million Americans smoke cigarettes – that's 1 out of 6 adults in the United States.²
- The adverse effects from smoking cigarettes cause more than 480,000 deaths each year in the United States, including more than 41,000 deaths resulting from secondhand smoke exposure – outnumbering car crash fatalities in the U.S. each year.^{1,3}
- If current smoking rates continue, 5.6 million of today's Americans younger than 18 are expected to die prematurely from a smoking-related illness.¹
- **Nearly 7 in 10 current smokers report the desire to quit smoking;**¹ however the majority of quit attempts remain unassisted (e.g. without use of nicotine-replacement or coaching), resulting in a low success rate of about 2-5 percent.²
- Workplace-centered programs have not worked; while more than 75 percent of medium and large companies offer a smoking cessation program, less than seven percent of eligible smokers currently take part in a workplace program.⁴

Time to Pivot

- Pivot is different from existing smoking cessation programs because it begins with inspiration and interactive exploration of an individual's smoking behavior, and the personal impact of smoking on their lives. The six step Pivot Journey combines innovative mobile-sensor technology with evidence-based clinical strategies and coaching, and delivers them via a simple, accessible app.
 - Pivot utilizes an FDA cleared, OTC, mobile breath sensor, enabling participants to **measure the levels of carbon monoxide (CO) in their breath**, and see changes or trends over time.



¹ Centers for Disease Control and Prevention. "Smoking and Tobacco Use: Fast Facts." 2017. Available from:

https://www.cdc.gov/tobacco/data_statistics/fact_sheets/fast_facts/index.htm. Last accessed September 28, 2017.

² Prochaska JJ, Benowitz NL. "The Past, Present, and Future of Nicotine Addiction Therapy." *Annu. Rev. Med.* 2016. 67:467–86.

³ Centers for Disease Control and Prevention. "Motor Vehicle Crash Deaths." Available from: <https://www.cdc.gov/vitalsigns/motor-vehicle-safety/index.html>. Last accessed September 28, 2017.

⁴ Rand Corporation. "Rand Workplace Wellness Programs Study." Available from: <https://www.rand.org/pubs/periodicals/health-quarterly/issues/v3/n2/07.html>. Last accessed September 28, 2017.

- As users log cigarettes, the **Pivot app** displays metrics to raise awareness of behaviors and track changes in real-time (right).
- Simultaneously, users receive personalized, in-app, **year-long support and feedback from health coaches trained in smoking cessation**, to help them find motivation, confidence and skills they'll need for lasting change.
- Further, Pivot is informed by many user trials which assess participant interaction and behavior change, tracking user response and allowing developers to refine programming to best fit the needs of participants as they travel through their own smoking cessation journey.



The Pivot Journey



- **Explore (nine days)** - During their first week, participants take samples with the Pivot Breath Sensor, log cigarettes, get to know their coach and complete daily activities to understand their smoking patterns and explore how smoking affects their lives. This stage is designed for anyone who smokes, to raise awareness and interest in moving forward.
- **Build (one day – 28 days)** - This stage is tailored to the user and is variable in length, depending on the user's readiness to quit. For those interested in quitting, Build helps develop skills and a quit plan to improve their chance of success. For those who are not ready, Build provides up to four weeks of coaching, motivation, confidence, and skill-building activities to raise interest in quitting.
- **Mobilize (one week)** - Mobilize helps participants who have decided to quit complete preparations. Here, they work with their health coach to finalize each item on their quit plan (such as acquiring medications, arranging support or preparing a craving kit).
- **Quit (one week)** - Here, participants make their quit attempt and endeavor to stay quit during the full week. For support, participants follow the strategies they laid out on their quit plan, with support and encouragement from the Pivot app and their personal coach.
- **Secure (11 weeks)** - With continued coaching support, lessons, and practice, Pivot's newly smoke-free users learn to cope with the challenges that come in the first few months after quitting. Slips and relapses are managed by the participant and coach with a supportive voice, knowing that quitting is a journey over time, not a specific event.
- **Sustain (40 weeks)** - Focus shifts to maintenance. Up until a year after their quit date, users continue to build skills and confidence and receive personal coaching designed to prevent relapse, so they can remain smoke-free.

For additional information, visit www.carrot.co or follow on Twitter at [@PivotJourney](https://twitter.com/PivotJourney).