

Empower Your Employees to Live Vape-Free

Pivot Breathe helps employees quit vaping, making for healthier and more productive workplaces

PIVOT
breathe

Don't Leave Employees Who Vape Out Of Your Wellness Program

More than **10.9 million U.S. adults**¹ currently use vape products, and **58% of respondents** from "Pivot's Attitudes Toward Tobacco Use in the Workplace Study" noted that employees regularly consume vape. Yet this type of nicotine addiction is a silent problem within organizations.

Did you know that vaping can cause financial and mental health constraints, which can negatively impact brand image, workplace productivity, and employee satisfaction?



FINANCIAL WELLNESS

Employees who vape may spend up to **\$200,000** in their lifetime on vaping products, making it more difficult to make ends meet, resulting in greater workplace burnout and stress levels.



BRAND IMAGE

Employees who vape can have a direct impact on organization brand image. **57.5% of (non-using) employees have seen coworkers vaping near workspace or while conducting business.**²

Client success with Pivot Breathe



500%

increase in enrollments vs. other quit-programs



Easy implementation

within 60 days



Long-Term Quit Success

the only cessation program with three-year quit data



PRODUCTIVITY

52.1% of people say vaping decreases workplace productivity.



MENTAL HEALTH

Vape users have **double the odds** of being diagnosed with depression compared to those who have never vaped.³ Vaping has also been shown to increase anxiety in users.⁴

Learn more about Pivot Breathe!

www.pivot.co | info@pivot.co | 650.249.3959

¹2019, CDC

²2021, Journal of Occupational and Environmental Medicine

³2019, JAMA

⁴2019, NIH

Learning, reducing, and quitting is enjoyable with Pivot Breathe

The Pivot Breathe experience starts with our mobile app, built with vape users in mind along with clinically-proven cognitive behavioral therapies. Pivot Breathe provides multiple points for engagement based on user needs, including a certified, dedicated human coach, supportive peer-to-peer community, and a portfolio of engaging, self-led learnings, games, goal setting, and challenges. Pairing such top-notch features with the celebration that comes from each step in the right direction, Pivot Breathe helps people make **manageable, progressive changes**.

CLIENT SUCCESS: A dedicated client success representative is assigned to keep your tobacco cessation program running smoothly.

ENROLLMENT MARKETING TEAM: Tap into a team of specialists to engage vape users and gain access to seasonal campaigns that are consistently optimized to drive action.

REPORTING: Gain detailed program performance insight, providing savvy, data-driven measures of success like NPS, enrollment, engagement, quit rate metrics, and more.

BUDGET FLEXIBILITY: Optimize your medical budgets with the option to bill through claims, or simply pass through your wellness account.



MOBILE APP

Access personalized content anywhere, anytime that grows with users throughout their entire quit journey.



DEDICATED HUMAN COACHING

No robots here. Members can engage with their assigned coach at their own directive within the app.



COMMUNITY

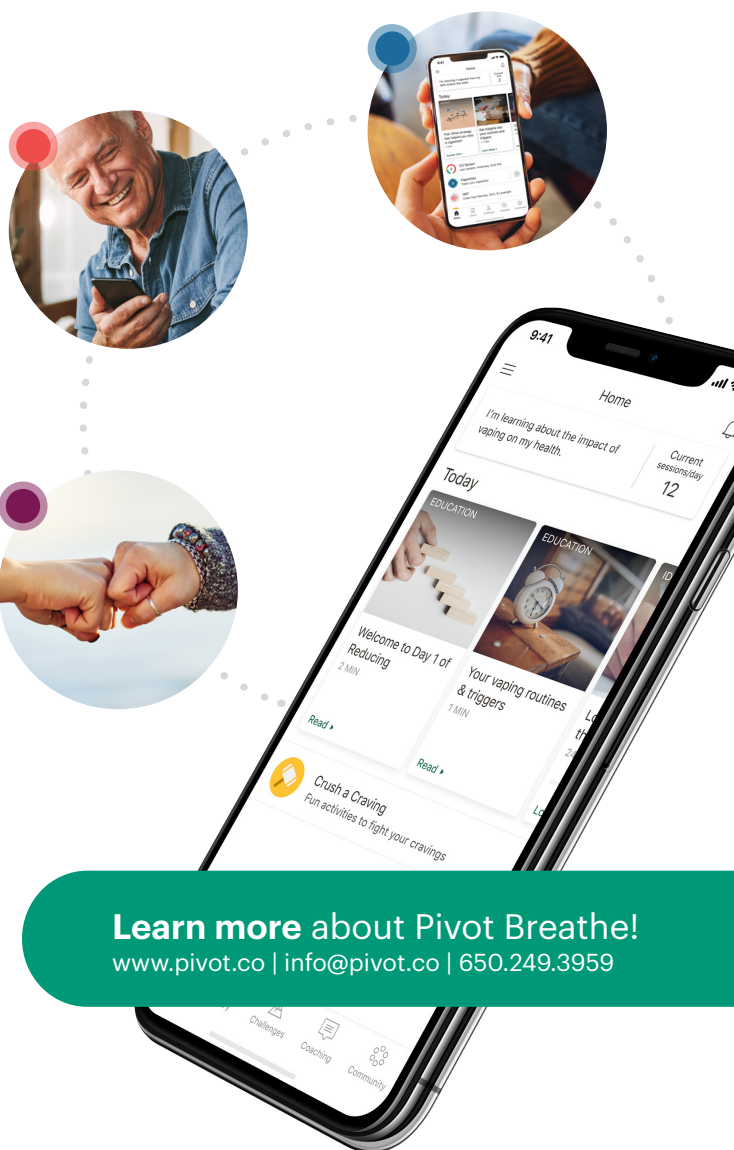
There's power in numbers, with peer-to-peer support that provides motivation and encouragement.

Pivot Breathe is Optimized for Dual-Users

56% of vape users also smoke cigarettes

Designed with diverse workforces in mind, Pivot Breathe is our flagship solution for those who smoke cigarettes.

Alongside the powerful mobile app, those who smoke cigarettes receive nicotine replacement therapy (NRT) delivered directly to their doorstep and the FDA-cleared Breath Sensor — a discrete handheld device clinically-proven to increase motivation by 75%⁵ that tracks carbon monoxide levels in the breath.



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⁵ <https://www.jmir.org/2020/10/e22811>