



VITALS



GRANT AMOUNT

\$250,000



HEALTH IMPACT

Reduce smoking-related illness and deaths.



ECONOMIC IMPACT

Reduce state expenditures for smoking-related treatments.

Two new jobs at 2Morrow and first angel investment in hand.

Leaving the Pack

Cold-turkey. Patch. Vape. Gum. Acupuncture. App?

You bet. Becoming tobacco-free via smartphone is at hand, thanks to husband-and-wife entrepreneurs Jo and Brandon Masterson, their company 2Morrow, and their new SmartQuit program.

Based on unique research done at Fred Hutch, SmartQuit users are two to three times more likely to kick their nicotine addiction than those who try to stop on their own, and 60% more successful than those using the "QuitGuide" app from smokefree.gov. With the SmartQuit program, users create a highly personalized quit plan and identify triggers that lead to lighting up. Through a series of interactive screens, users learn new ways to deal with those urges and ultimately have better success managing their cigarette cravings.

A Proof of Concept grant from LSDF is helping fund a second clinical trial as well as the infrastructure and interface improvements needed to continue to test the program under a real-world distribution model. "Without LSDF support, there is the very real possibility that this program never would have made it out of the lab," says Jo Masterson.

In Washington, smokers can get the SmartQuit program for free for a limited time from the Washington State Department of Health, and many government groups and employers are offering the program. Beyond Washington, it is publicly available on iTunes and Google Play for iPhone and Android devices, respectively.

Life Sciences

DISCOVERY FUND

www.lsdffa.org