Evaluation of a Client Participation Renewal Program

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Background
Smoking treatment researchers and providers have increasingly recognized that smoking cessation is followed by a high rate of relapse, and that treating relapsed smokers is a key to reducing the overall rate of smoking. One way to do this is by reengaging previous quitterline users.

Objectives
- To assess the impact of four different forms of communication used to reengage smokers who used Quitline services 6 months earlier.
- To compare various protocols using single and multiple modes of transmission.
- To examine the cost effectiveness of the different protocols.

Methods
- Random Sample of 4,000 ex-Quitline clients - 6 months past initial contact - assigned to 10 arms + 2,000 ex-clients as a control group.
- Four modes of communication:
  - Letter
  - E-mail
  - Interactive Voice Response (IVR) calls
  - Live-person telephone calls
- Re-enrollment rates compared to Control arm using chi-square test.
- Cost analysis done per client and per 50,000 clients.

Results
Re-enrollment Rate By Study Arm

Per Client Costs

Costs Scaled to 50,000 Clients

Conclusions
- Re-enrollment rates can be significantly increased by efforts to contact previous quitterline users.
- E-mail blasts to previous clients are the most cost effective approach.
- Although more expensive, proactive calls have significantly higher re-enrollment rates than other forms of communication.
- IVR calls may be a cost effective alternative to proactive calls, but further study is needed to determine how they would best be used to boost re-enrollment.

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