NRT Practices: Coach vs No Coach, Phone vs Online User Types, Reach & Quit Behavior

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1. Learn historical user characteristic trends among smokers accessing online NRT web services or NRT phone services.

2. Understand comparative quit rates and quit attempts among smokers accessing online NRT web services versus phone NRT services.

3. Distinguish user characteristics and call-back reach rates from a recent 2016 protocol change where a coaching call is required prior to receiving online NRT.
• In 2006, Roswell Park launched the NYS Quitline’s online Nicotine Replacement Therapy (NRT) application.

• Since unprecedented, we could not predict utilization or acceptability.

• Requiring a coaching session prior to receiving NRT was not an eligibility criteria; however, providing a valid phone number for a follow-up call was required.
The purpose of the online application was to increase quitline reach, engage those who would not typically call a quitline, and motivate quit attempts and successful quits.

Although it has been shown that combining telephone counseling with NRT increases quit success, NRT as a standalone intervention is also considered efficacious.

Guiding Principle:
Reach X Efficacy = Impact
Congratulations on your decision to stop smoking!

Español | English

Registration

Please tell us how you found the Quitline Registration Site?

- 311
- Clinic/Health Care Provider
- E-mail Message
- Family- Friend (QL Client)
- Family- Friend who heard about QL
- Internet/Website/Web Search
- Newspaper
- NYC Quits
- Radio
- TV
- Workplace / Office
- Other

What is your date of birth?

Enter a valid date in mm/dd/yyyy format.

What is your gender?

- Male
- Female

Continue
Were our Goals Accomplished?

- Improve reach?
- Engage those who would not typically call?
- Motivate quit attempts and quit success?
Improve Reach

NRT Registrations - last year with only phone available

NRT - first year with online option implemented
Improve Reach
Online NRT Since July 2006 - 2009

Web
Phone
## Demographic Comparisons
### Phone - Online

Registrations from 11/1/2014 through 10/31/2015

<table>
<thead>
<tr>
<th>Age</th>
<th>Registration By -</th>
<th>Registration By -</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Phone N-31,786</td>
<td>Online N-26,249</td>
</tr>
<tr>
<td>Under 18 years</td>
<td>0.08%</td>
<td>0.08%</td>
</tr>
<tr>
<td>18 to 24 years</td>
<td>5.46%</td>
<td>9.80%</td>
</tr>
<tr>
<td>25 to 34 years</td>
<td>15.93%</td>
<td>30.54%</td>
</tr>
<tr>
<td>35 to 44 years</td>
<td>16.82%</td>
<td>24.17%</td>
</tr>
<tr>
<td>45 to 54 years</td>
<td>27.50%</td>
<td>20.57%</td>
</tr>
<tr>
<td>55 to 64 years</td>
<td>23.18%</td>
<td>11.30%</td>
</tr>
<tr>
<td>65+ years</td>
<td>11.04%</td>
<td>3.55%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Gender</th>
<th>Registration By -</th>
<th>Registration By -</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Phone N-31,786</td>
<td>Online N-26,249</td>
</tr>
<tr>
<td>Female</td>
<td>51.86%</td>
<td>53.80%</td>
</tr>
<tr>
<td>Male</td>
<td>48.14%</td>
<td>46.20%</td>
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</table>

<table>
<thead>
<tr>
<th>Ethnicity</th>
<th>Registration By -</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Phone N-31,786</td>
</tr>
<tr>
<td>Hispanic or Latino</td>
<td>14.65%</td>
</tr>
<tr>
<td>Native American Indian</td>
<td>0.89%</td>
</tr>
<tr>
<td>Asian or Pacific Islander</td>
<td>2.61%</td>
</tr>
<tr>
<td>Other &amp; Multiracial</td>
<td>4.50%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Race</th>
<th>Registration By -</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Phone N-31,786</td>
</tr>
<tr>
<td>White</td>
<td>66.90%</td>
</tr>
<tr>
<td>Black or African American</td>
<td>25.10%</td>
</tr>
<tr>
<td>Native American Indian</td>
<td>0.89%</td>
</tr>
<tr>
<td>Asian or Pacific Islander</td>
<td>2.61%</td>
</tr>
<tr>
<td>Other &amp; Multiracial</td>
<td>4.50%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Language</th>
<th>Registration By -</th>
<th>Registration By -</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Phone N-31,786</td>
<td>Online N-26,249</td>
</tr>
<tr>
<td>English</td>
<td>97.04%</td>
<td>99.77%</td>
</tr>
<tr>
<td>Spanish</td>
<td>1.82%</td>
<td>0.18%</td>
</tr>
<tr>
<td>Other</td>
<td>1.14%</td>
<td>0.05%</td>
</tr>
</tbody>
</table>

Engaging those who would not normally call
## Demographic Comparisons
### Phone - Online

Registrations from 11/1/2014 through 10/31/2015

<table>
<thead>
<tr>
<th>Insurance Status</th>
<th>Phone N-31,786</th>
<th>Online N-26,249</th>
</tr>
</thead>
<tbody>
<tr>
<td>Insured</td>
<td>24.88%</td>
<td>54.24%</td>
</tr>
<tr>
<td>Uninsured</td>
<td>16.05%</td>
<td>6.68%</td>
</tr>
<tr>
<td>Medicaid</td>
<td>47.85%</td>
<td>33.66%</td>
</tr>
<tr>
<td>Medicare</td>
<td>11.22%</td>
<td>5.41%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Cig/Day</th>
<th>Phone N-31,786</th>
<th>Online N-26,249</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 to 9</td>
<td>8.24%</td>
<td>11.60%</td>
</tr>
<tr>
<td>10 to 19</td>
<td>36.24%</td>
<td>40.17%</td>
</tr>
<tr>
<td>20 to 29</td>
<td>37.87%</td>
<td>36.19%</td>
</tr>
<tr>
<td>30 to 39</td>
<td>9.33%</td>
<td>7.63%</td>
</tr>
<tr>
<td>40+</td>
<td>8.32%</td>
<td>4.41%</td>
</tr>
</tbody>
</table>

### Chronic Conditions

<table>
<thead>
<tr>
<th>Condition</th>
<th>Phone N-31,786</th>
<th>Online N-26,249</th>
</tr>
</thead>
<tbody>
<tr>
<td>Asthma</td>
<td>12.38%</td>
<td>12.72%</td>
</tr>
<tr>
<td>Cancer</td>
<td>3.69%</td>
<td>1.96%</td>
</tr>
<tr>
<td>Diabetes</td>
<td>8.30%</td>
<td>4.08%</td>
</tr>
<tr>
<td>Pre-Diabetes</td>
<td>2.17%</td>
<td>2.43%</td>
</tr>
<tr>
<td>Emphysema / COPD</td>
<td>11.42%</td>
<td>4.81%</td>
</tr>
<tr>
<td>Heart Disease</td>
<td>3.63%</td>
<td>1.69%</td>
</tr>
<tr>
<td>Hypertension/High BP</td>
<td>19.47%</td>
<td>12.82%</td>
</tr>
<tr>
<td>Kidney Disease</td>
<td>1.10%</td>
<td>0.56%</td>
</tr>
<tr>
<td>Stroke</td>
<td>1.80%</td>
<td>0.63%</td>
</tr>
<tr>
<td>Any</td>
<td>39.37%</td>
<td>31.43%</td>
</tr>
</tbody>
</table>
Engaging those who would not normally call

Online users applying between 2009 and 2014 compared to users of the phone service were:

• slightly younger
• more insured
• less racially diverse
• less likely to report having some chronic conditions
• used fewer cigarettes per day (less dependent)
“... did you stop using tobacco for 24 hrs or longer because you were trying to quit?”

Phone:

- Yes: 92.1%
- No: 7.9%

Online:

- Yes: 92.0%
- No: 8.0%
Regression analyses also supported results controlling for age, gender, insurance status, chronic conditions and cigarettes per day
[RR]= 1.11%; 95% CI: 0.98–1.26

<table>
<thead>
<tr>
<th>Quit @ 7 months</th>
<th>Yes 7 days</th>
<th>Yes 30 days</th>
</tr>
</thead>
<tbody>
<tr>
<td>Phone Only</td>
<td>31.6%</td>
<td>24.9%</td>
</tr>
<tr>
<td>Online Only</td>
<td>31.1%</td>
<td>25.3%</td>
</tr>
</tbody>
</table>

N= 7,844
NYSDOH Changed
Online NRT eligibility

• In 2015 NYSSQL online eligibility requirements * changed.

• Impetus for change included a statewide effort to push more people to access their health plan medication benefits and healthcare provider support.

• Some NRT back ordering needed to be addressed.

• NYSDOH wanted to combine coaching with NRT due to the strong evidence of success.

* This change took effect for NYS areas outside of the NYC metro area. NYC supplies their residents with NRT through the Quitline and it was agreed the online application criteria would not change for NYC residents.
Current Online NRT Application

York State Smokers’ Quitline
- QUITs (1-866-697-8487) | nysmokefree.com
also Department of Health Tobacco Control Program

Congratulations on your decision to stop smoking!

Did you know that combining stop smoking medications with support coaching can double your chances of quitting success? The NYS Smokers’ Quitline would like to help.

Quit Coach Support + Quit Smoking Medications = 2x the success in quitting!

If you qualify for a 2-week starter kit of nicotine patches, we will send them to you after one of our Quit Coaches has had an opportunity to talk with you and offer quit assistance.

Please select from the three options to apply for your starter kit of nicotine patches and speak to one of our Quit Coaches.

- Request a Call
  A Quit Coach will call you in 2 days or less.

- Click Here to Call
  You will be immediately connected to the Quitline.

- Start Your Application
  Answer a few questions now and a Quit Coach will call you in 2 days or less.

Cancel
What We Observed...

- Reach
- Email to non-responders
- Demographic characteristics comparisons
- Satisfaction with service comparisons
• We discovered we were reaching less people

• 40% of those applying did not get NRT
Prior Year Comparisons

Average # of Tobacco Users receiving NRT/Week with different Online NRT protocols

- **Phone (NYS)**: 506
- **Web-Non NYC**: 219
- **Web-NYC**: 89

Online NRT w/o Quit Coach Requirement
7/22/15-11/24/15

NRT-NYC w/o QC; Non-NYC w/ QC
7/20/16-11/22/16

- **Phone (NYS)**: 408
- **Web-Non NYC**: 51
- **Web-NYC**: 59
Email Survey of Online NRT Applicants NOT Reached

Please tell us why we were unable to reach you to provide coaching assistance, and to complete your nicotine patch application (check all that apply)

- I wasn't available during your call attempts: 58%
- I quit and do not need the nicotine patches: 0%
- I'm not interested in quitting at this time: 5%
- I got nicotine patches (or other stop smoking medication) from someplace else: 3%
- I'm trying to quit but am not interested in receiving coaching assistance: 26%
- Other (please specify): 29%

“Other” included:
- Changed/broke phone
- Too busy/Not able to talk
- Not fan of speaking over phone
- Unsure of patches as remedy
Who are we reaching?  
1st 6 Months

**Gender**
- Male
- Female

**Cigarettes /Day - Average**

**Age - Average**

**Insurance**
- Insured
- Medicaid/Uninsured
Satisfaction Measures

• How satisfied were you with the service you received from the Quitline?

• To what extent did the Quitline meet your needs?

• Based on your experience, would you recommend the Quitline to others like yourself?
Satisfaction Outcomes

- Satisfied
- Met Needs
- Will Recommend

- Web w/QC required
- Web
- Phone
Capacity

- Received significant increases in “requests for calls”
- Did not see increase in calls due to new requirement
- New NRT online eligibility requirements shifted utilization of staff time
  - staff assignments
  - fulfilment processing
- Did not significantly change cost resources needed for staff and infrastructure, but same resources are covering fewer enrollees
Summary

- Comparable quit attempts and abstinence rates between online and phone with minimal coaching interventions can be achieved.
- Providing online NRT does increase reach among audiences not typically reached through phone.
- Requiring a coaching call reduces reach and the diversity of those reached.
- Reported satisfaction remains the same.
- Comparable costs, however requiring coaching results in fewer enrollees.