

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



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Paula Celestino, MPH
Laurie Krupski, PhD

Paula Celestino, MPH
Director, Roswell Park Cessation Services
Elm and Carlton Streets, Buffalo NY 14263
(716) 845-8817
Paula.Celestino@Roswellpark.org

Laurie Krupski, PhD
Clinical Manager, Roswell Park Cessation Services
Elm and Carlton Streets, Buffalo NY 14263
(716) 845-1061
Laurie.Krupski@Roswellpark.org

Learning Objectives

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.

Historical Rationale

- 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



New York State Smokers' Quitline

1-866-NY-QUIT (1-866-697-8487) | nysmokefree.com
The NY State Department of Health Tobacco Control Program



Need help, have questions?
Call a Quit Coach at
1-866-NY-QUIT
(1-866-697-8487)

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?

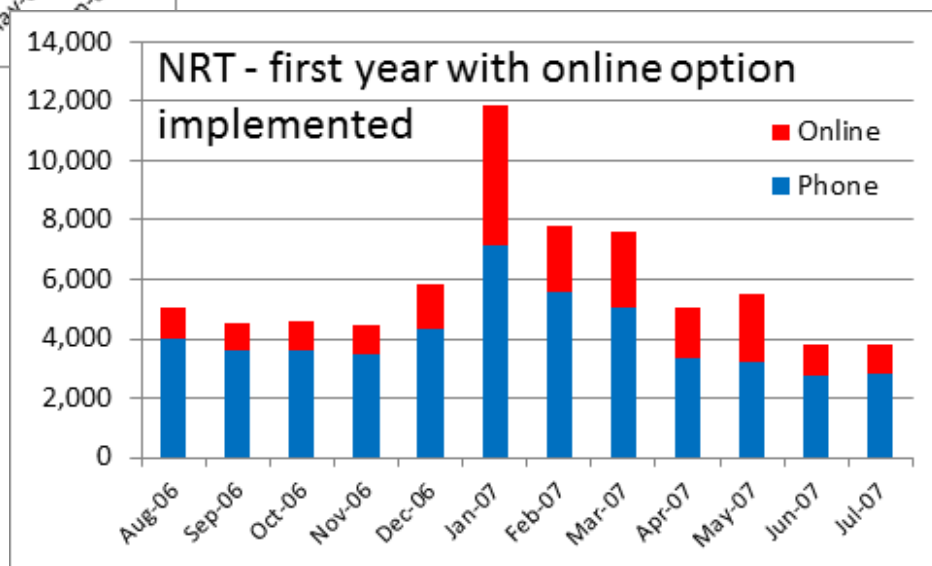
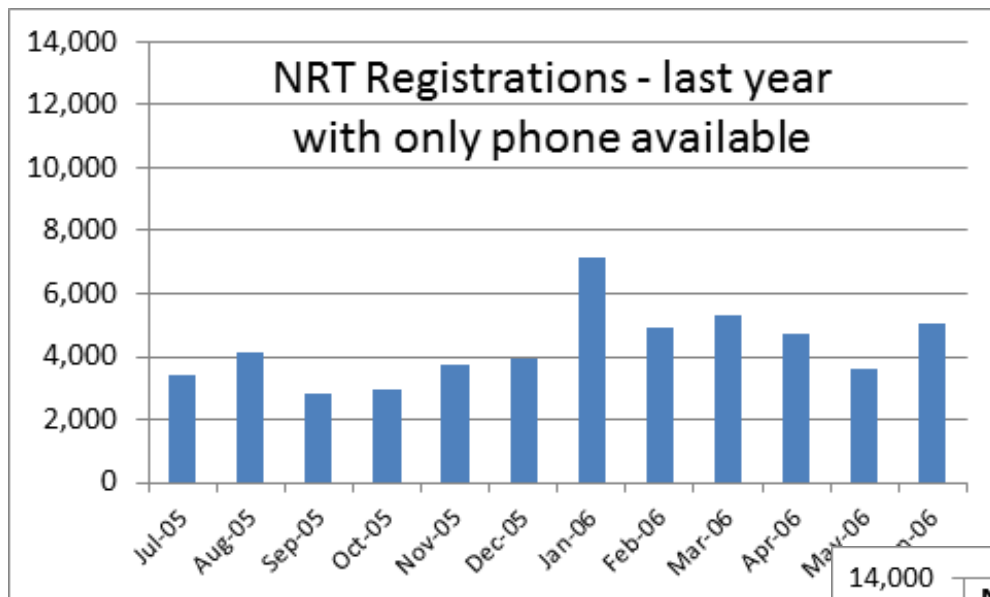
- Male
- Female

Continue

Were our Goals Accomplished?

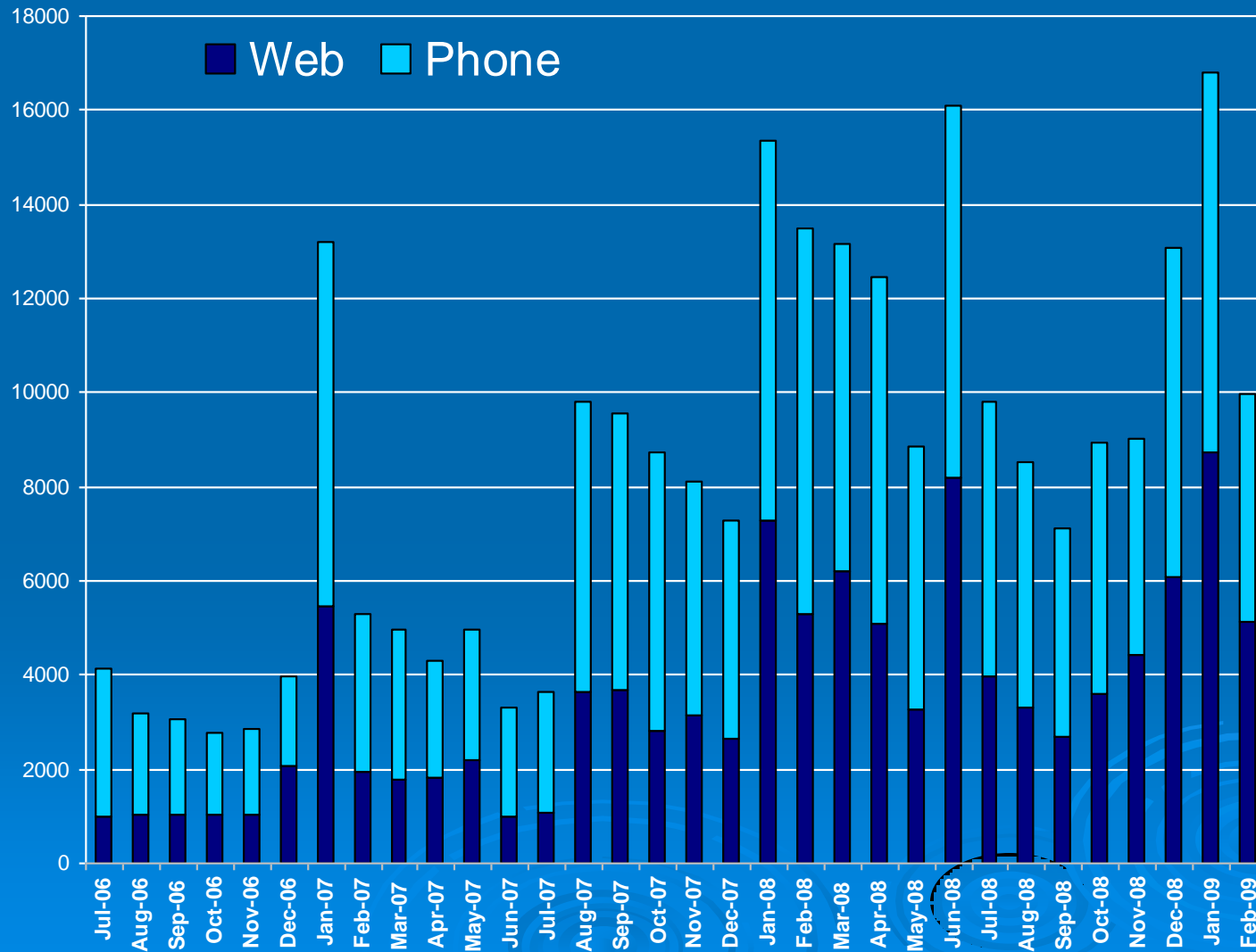
- Improve reach?
- Engage those who would not typically call?
- Motivate quit attempts and quit success?

Improve Reach



Improve Reach

Online NRT Since July 2006 -2009



Engaging those who would not normally call

Demographic Comparisons Phone - Online

Registrations from 11/1/2014 through 10/31/2015							
		Registration By -				Registration By -	
Insurance Status	Phone	Online	Cig/Day	Phone	Online		
	N-31,786	N-26,249		N-31,786	N-26,249		
Insured	24.88%	54.24%	1 to 9	8.24%	11.60%		
Uninsured	16.05%	6.68%	10 to 19	36.24%	40.17%		
Medicaid	47.85%	33.66%	20 to 29	37.87%	36.19%		
Medicare	11.22%	5.41%	30 to 39	9.33%	7.63%		
			40+	8.32%	4.41%		
Chronic Conditions							
Asthma	12.38%	12.72%	Heart Disease	3.63%	1.69%		
Cancer	3.69%	1.96%	Hypertension/High BP	19.47%	12.82%		
Diabetes	8.30%	4.08%	Kidney Disease	1.10%	0.56%		
Pre-Diabetes	2.17%	2.43%	Stroke	1.80%	0.63%		
Emphysema / COPD	11.42%	4.81%	Any	39.37%	31.43%		

Engaging those who would not normally call

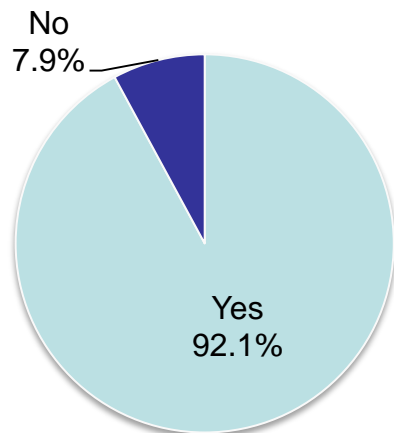
Online users applying between 2009 and 2014 compared to users of the phone service were:

- slightly younger
- more insured
- less racially diverse
- less likely to report having some chronic conditions
- used fewer cigarettes per day (less dependent)

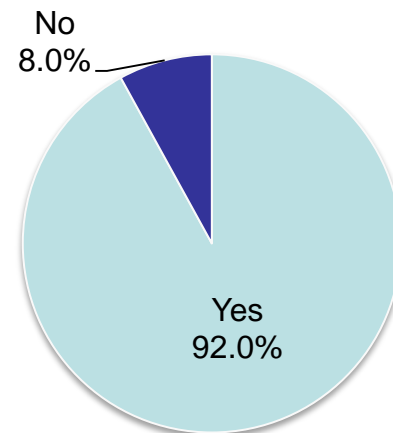
Quit Attempts 2010-2015

“... did you stop using tobacco for 24 hrs or longer because you were trying to quit?”

Phone:



Online:



Phone vs Online Quit Rates

2010-2015

Quit @ 7 months	Yes 7 days	Yes 30 days
Phone Only	31.6%	24.9%
Online Only	31.1%	25.3%

N= 7,844

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

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.

York State Smokers' Quitline

• QUIT5 (1-866-697-8487) | nysmokefree.com
• also Department of Health Tobacco Control Program

 **Need help, have quest**
Call a Quit Coach at
1-866-NY-QUIT!
(1-866-697-8487)

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.



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.

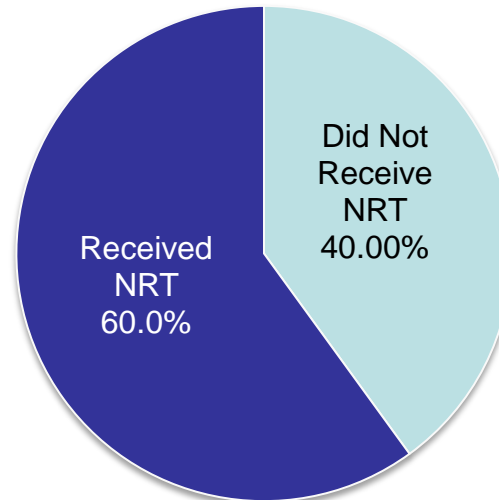
Cancel

What We Observed...

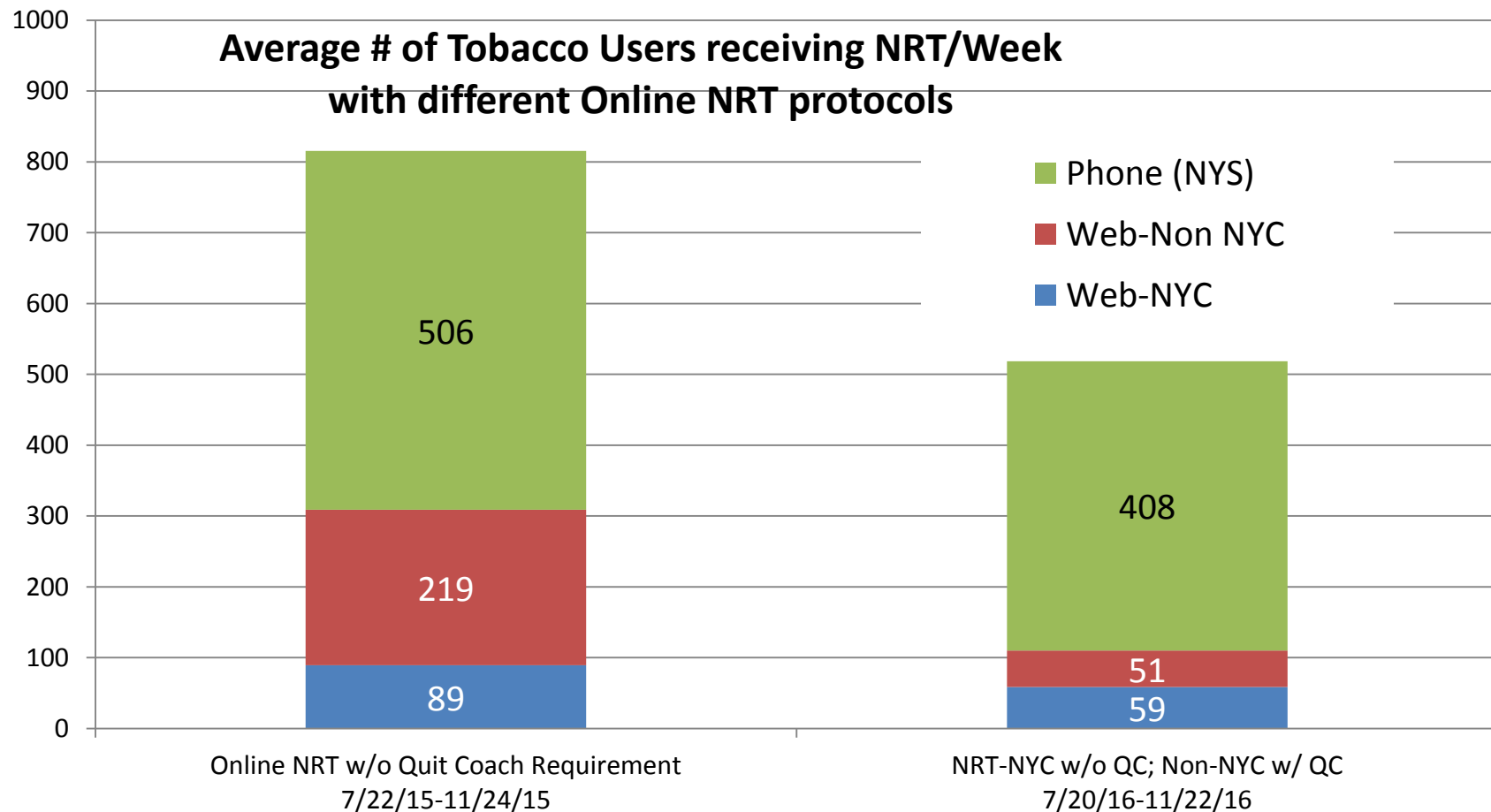
- Reach
- Email to non-responders
- Demographic characteristics comparisons
- Satisfaction with service comparisons

Reach after Coaching required

- We discovered we were reaching less people
- 40% of those applying did not get NRT

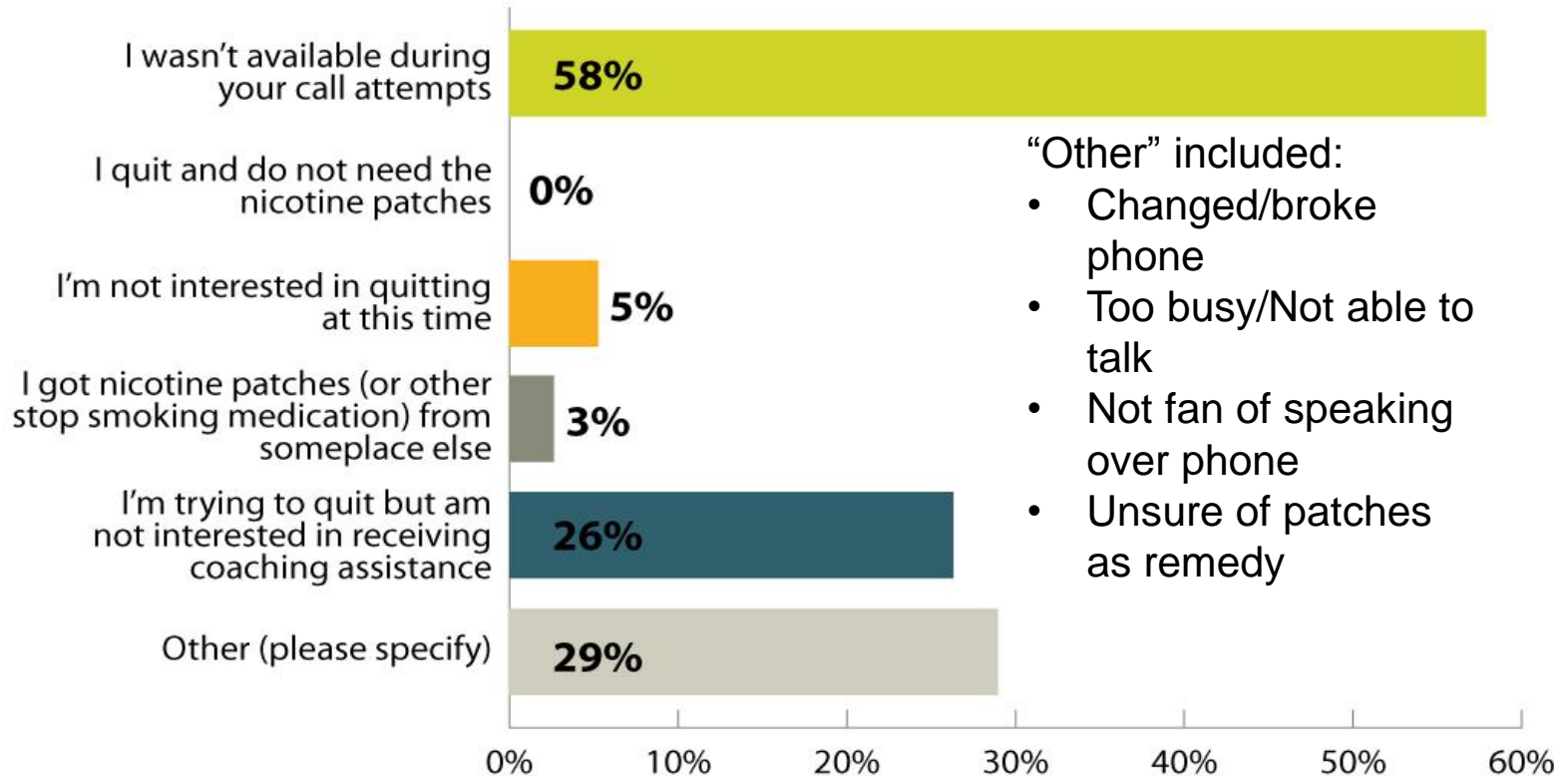


Prior Year Comparisons

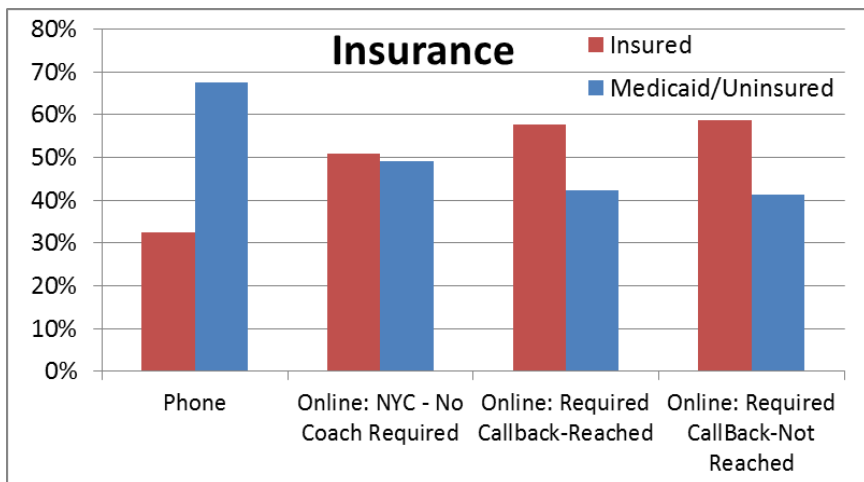
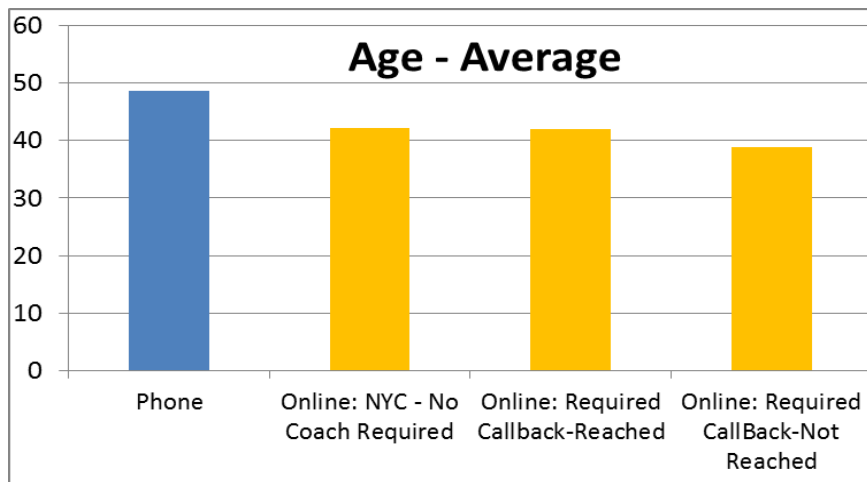
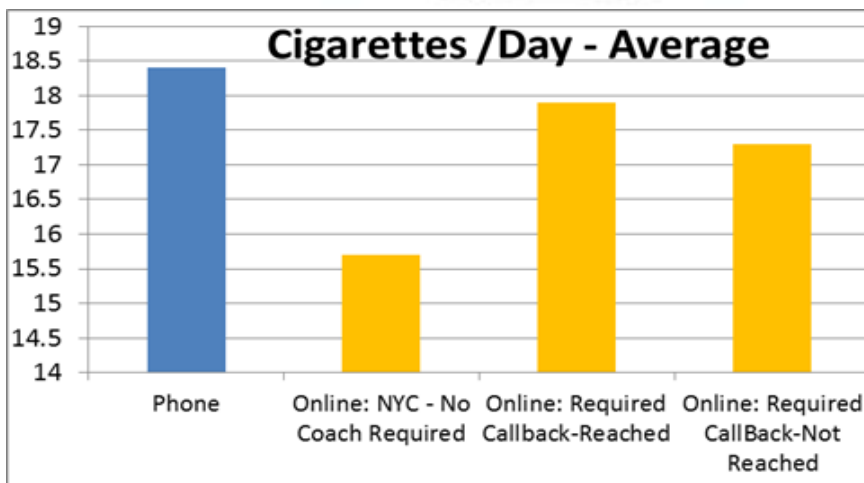
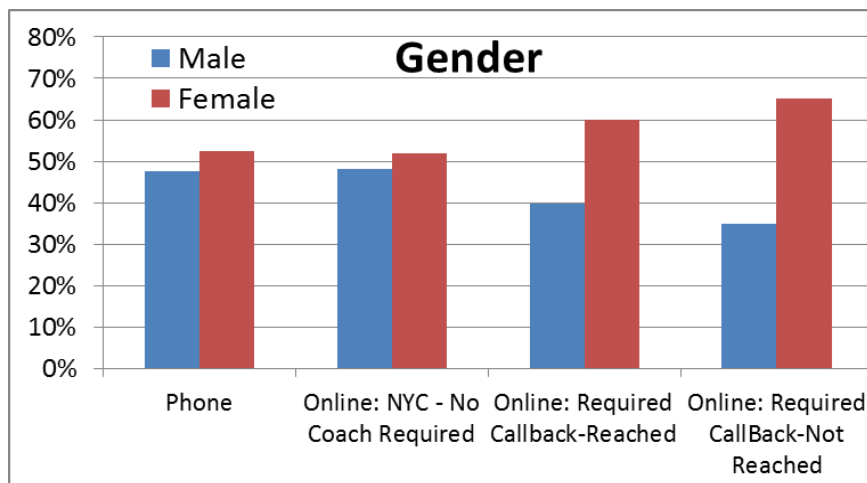


Email Survey of Online NRT Applicants NOT Reached

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)



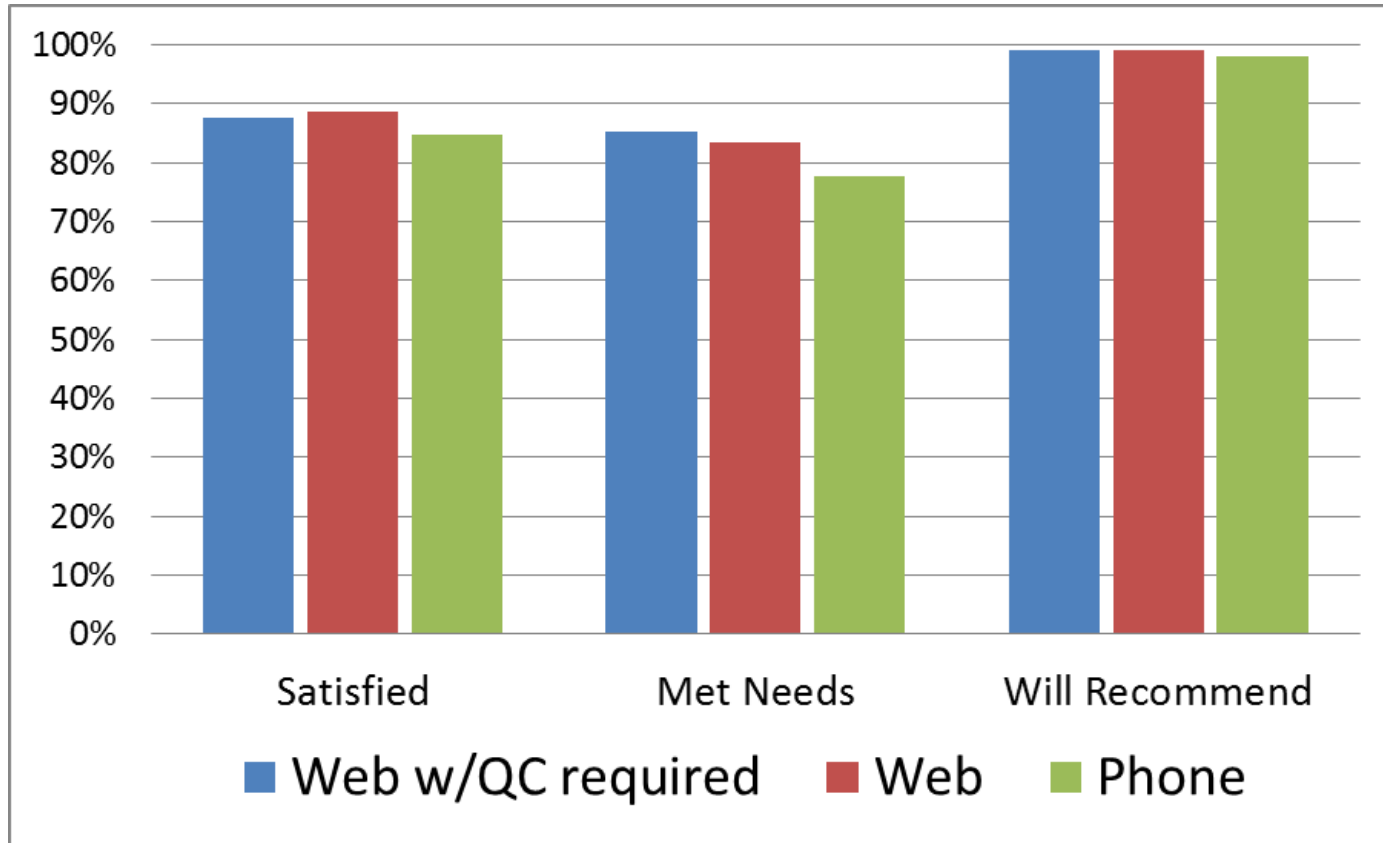
Who are we reaching? 1st 6 Months



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



- 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

- 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