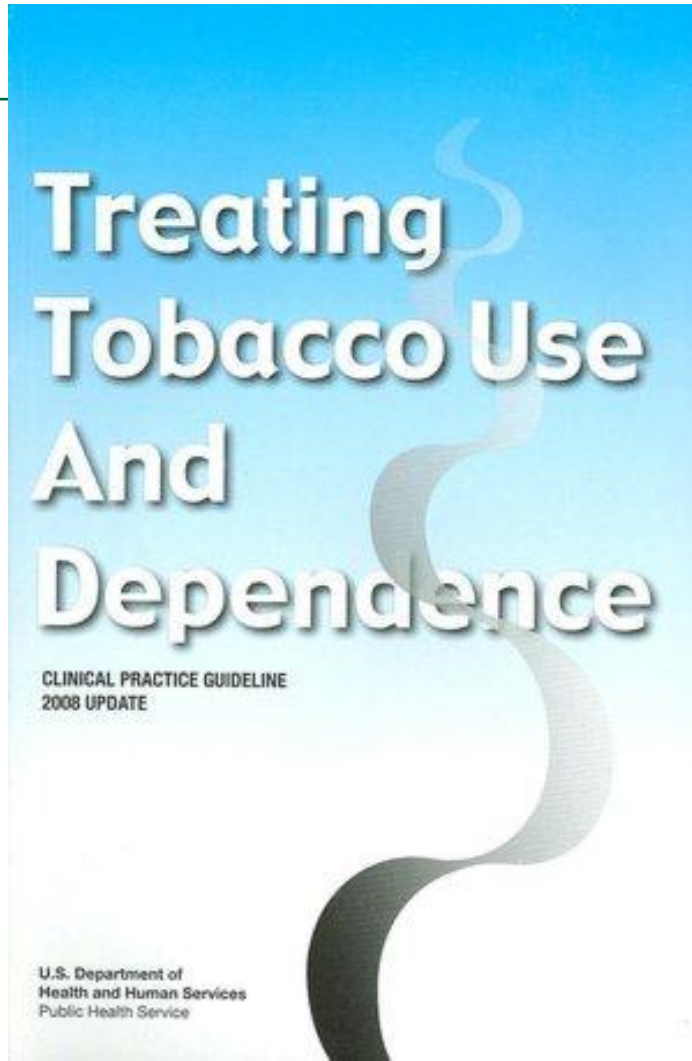




Never Quit Trying: Reengaging Tobacco Users in Statewide Cessation Services

North American Quitline Consortium Annual Conference,
March 2017



“Tobacco dependence is a chronic disease that often requires repeated intervention and multiple attempts to quit.”

Reengagement (or treatment recycling)

- Tobacco users who don't successfully quit are interested in trying again and using treatment...BUT
- They aren't necessarily re-enrolling
 - Carlini – 1.9% - 3.3% of tobacco users spontaneously re-enrolled in quitline services

**MISSED
OPPORTUNITY**

Today's Presentation

- Describe a reengagement strategy tested within QUITPLAN[®] Services
- Discuss the reengagement protocol added to our services
- Share data on our experience since implementation

Reengagement Study

QUITPLAN[®] SERVICES

Quit your own way

QUITPLAN[®] Services offers a wide array of tools to help you quit your own way, because everyone is different. Choose the individual services that work best for you, or sign up for the QUITPLAN Helpline for the complete program.

Individual QUITPLAN[®] Services



[Text Messaging](#)

Tips, games and reminders texted right to your phone. Available to Minnesota adults (18 or older).



[Starter Kit Patches, Gum or Lozenges](#)

Two weeks of free of patches, gum or lozenges to get you started. Available to Minnesota adults (18 or older).



[Email Program](#)

A series of emails full of tips, advice and encouragement.



[Quit Guide](#)

A resourceful guide to help you quit.

[Sign up](#)

QUITPLAN[®] Helpline



You will receive one-on-one phone coaching sessions with trained tobacco counselors, plus additional integrated tools. Minnesota adults may also receive free patches, gum or lozenges.

[Sign up](#)

Study Overview

- **Objective:** Examine the effectiveness of using multiple outreach methods to reengage tobacco users at varying time points after their initial quit attempt
- **Design:** 3,020 participants were randomized to receive outreach or not receive reengagement outreach
 - Divided into three subgroups based on the date of their initial engagement
 - Outreach via phone, email, and/or text

Who were the Participants?

- Enrolled from January 14 – April 13, 2015
- Two-week NRT starter kit (accompanied by a follow-up call) or Helpline and completed zero or one out of five coaching calls

Outreach Methods & Timing



Outreach Themes

1. Inform of eligibility, service options and encourage trying something different
2. Normalize struggles and address self-efficacy
3. Remind that “we are here for you” and services are free
4. Encourage immediate action/reengagement

What is Reengagement?

- Defined as selecting any additional QUITPLAN Service, or enrolling in a multiple call program through an employer or health plan administered by Optum within 90 days after the scheduled start of outreach

Participants

- Characteristics:
 - 99.9% had enrolled in NRT starter kit
 - 42 yrs old on average, 89% non-Hispanic White, 52% female, 35% first tobacco use within 5 min
- Outreach Methods Used:
 - All but 6 received phone calls
 - 44% received emails
 - 17% received texts

Reengagement Rates

- Participants in the intervention group had a 4.9 greater odds of reengaging in services:
 - Intervention Group: **14.7%** (221/1508)
 - 87% reengaged in an Individual QUITPLAN Service
 - 9% in Helpline multiple call program
 - 4% enrolled in an employer or health plan sponsored multiple call program
 - Control Group: **3.4%** (51/151)

Other Findings

- Follow-up time period: No differences in reengagement rates
- Consent for various outreach methods: impact on reengagement rates
 - Phone, Email and Text (12% reengaged)
 - Phone and Email (10%)
 - Phone only (7.8%)
 - Phone and Text (7.6%)

Cost Analysis

- Cost per reengagement (development and outreach costs): \$545.72
- If implemented for larger populations, the costs per reengagement would decrease:

Population Size	Cost per Reengagement
2,000	\$415.69
5,000	\$179.62
10,000	\$100.93

Implementing a
Reengagement Protocol
for QUITPLAN Services

From Study to Real World

- Reviewed study results
- Considered eligibility rules and operational realities
- Collaboratively developed an implementation protocol
- Conducted a process evaluation and reviewed results
- Continued to refine protocol

Reengagement Process

Who do we reengage?

- All adult participants

How do we contact them?

- Series of alternating emails and texts (4 each) followed by phone outreach
- Same messages as in study
- Two outreach attempts
 - 1st = 90 days after last service / contact
 - 2nd = 180 days after last service / contact (if not already reengaged)

What Happened?

Participants

Adult participants who enrolled between 4/1/2016 and 6/30/2016 and were contacted for reengagement between 7/1/2016 and 9/30/2016 (first 3 months)

Points of interest

- Reengaged within 90 days of first reengagement contact
- Service selections at reengagement
- Demographics

Results

- 2,242 people were contacted for reengagement
- **10.4%** (n=242) reengaged in one or more QUITPLAN Service(s)
- Reminder: 14.6% reengaged in the study

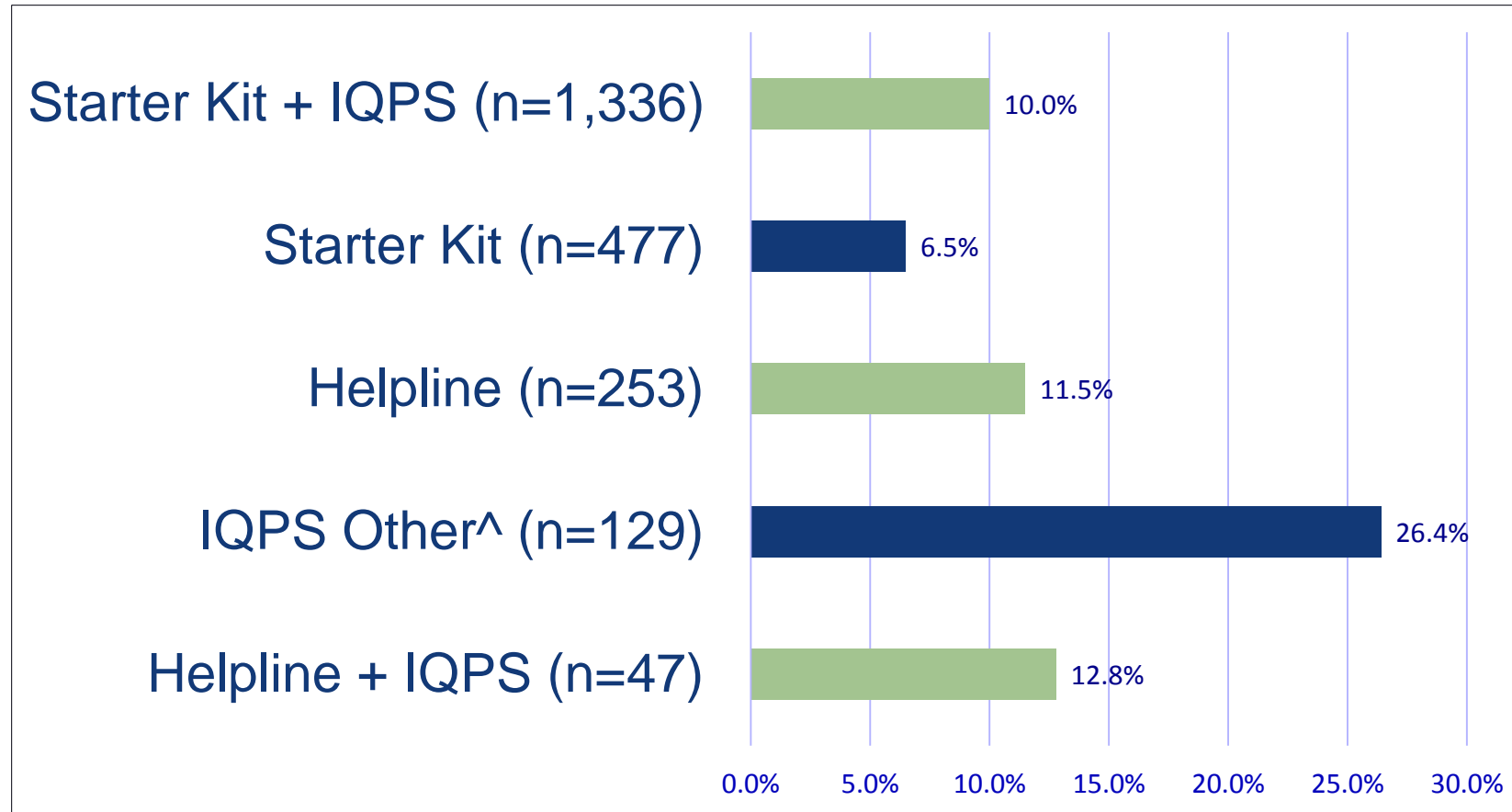
Most Popular Services at Reengagement

Reengaged Service	# of people selecting	Percent selecting
Helpline	35	14.9%
NRT Starter Kit	181	77.4%
Email program*	36	15.4%
Text program*	3	1.2%
Quit Guide*	5	2.1%

*Only one enrollment allowed per 12-month period for these services

Totals more than 100% due to people selecting more than one service

Percent Reengaged by Initial Service(s) Selected



^IQPS Other = Text program, email program and/or Quit Guide (no Helpline or NRT)

Services Selected at Reengagement*

<u>Initial Service Selection</u>	Helpline		Starter Kit		Other IQPS	
	<u>n</u>	<u>%</u>	<u>n</u>	<u>%</u>	<u>n</u>	<u>%</u>
Starter Kit + IQPS (N = 134)	16	11.9%	121	90.3%	10	7.5%
Starter Kit (N = 31)	0	0%	31	100%	5	16.1%
Helpline (N=29)	13	44.8%	15	51.7%	16	55.2%
IQPS Other** (N = 34)	4	11.8%	10	29.4%	22	64.7%
Helpline + IQPS (N = 6)	2	33.3%	4	66.7%	0	0%

*Multiple service selections were allowed

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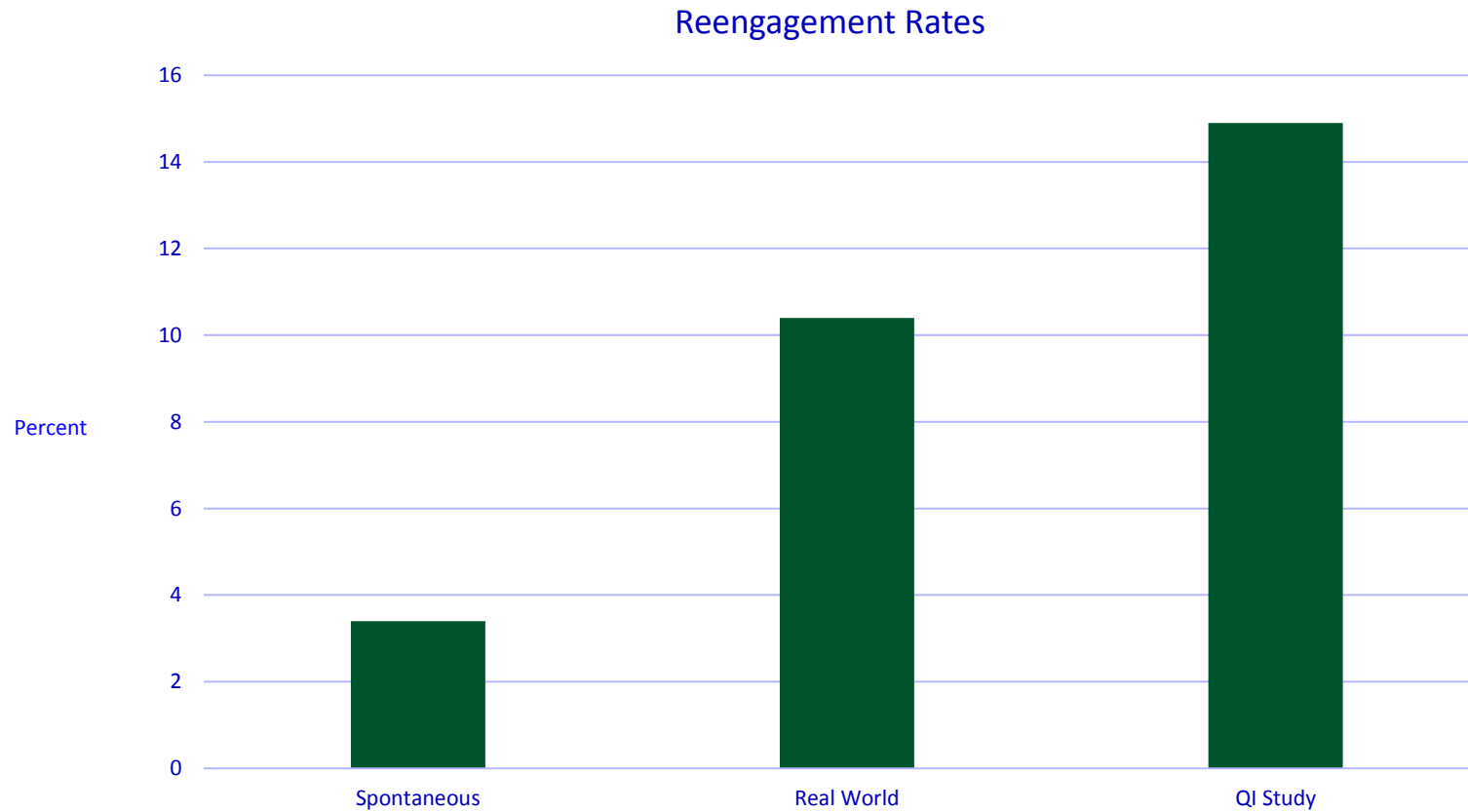
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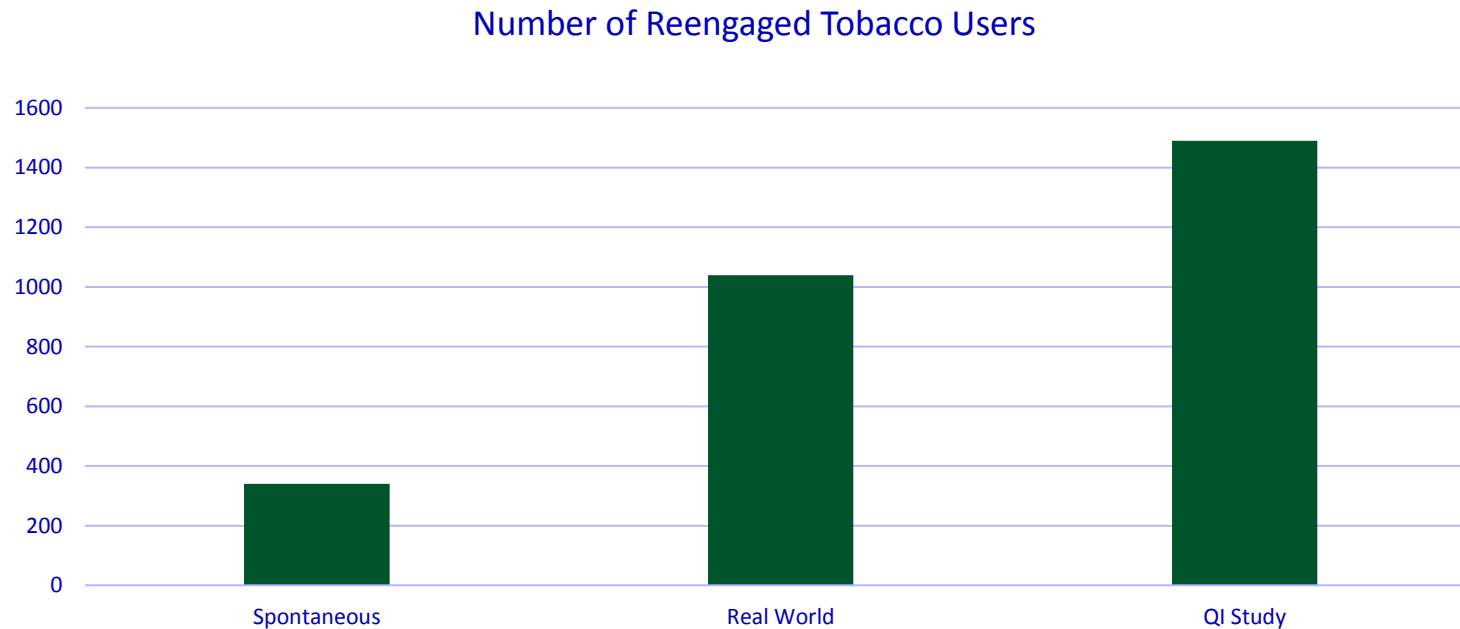
Conclusions

Reengagement is Effective



Population Health Impact

- If your quitline serves 10,000 tobacco users in a year, how many may reengage?



Patterns of Reengagement

- Participants reengaged regardless of initial service selection
- Starter Kits remained popular
- Some “upgraded” to Helpline

Thinking about Reengagement?

- What are your program's eligibility criteria?
- Who is your program most interested in re-engaging?
- What types of reengagement processes does your service provider already use?

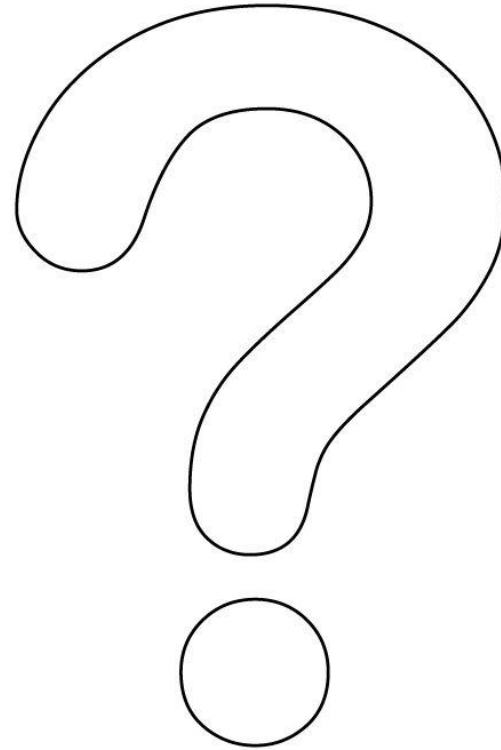
Some Remaining Questions

- Who is more likely to reengage?
- What messages are most effective?
- How can we best use technology?



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Questions



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