



Tobacco QuitlineNC Return on Investment For State Health Plan for Teachers and State Employees

This document includes results from the recent analysis of the State Health Plan’s (SHP) initiative to provide QuitlineNC coaching and nicotine patches free to its members. SHP QuitlineNC participants were surveyed seven months after their initial call to the program to collect quit rates and satisfaction with the services. Fifty-two percent of participants responded to the survey.

Quit Rates, Satisfaction and Participation

- 98 percent of respondents reported that they were **satisfied** with QuitlineNC services with nearly two-thirds being **very satisfied**.
- 95.5 percent reported at least one **serious quit attempt** that lasted 24 hours or longer since enrolling in QuitlineNC.
- 68.7 percent had made **two or more quit attempts** since enrolling.
- From January 2010 to September 2012, **5,109** SHP tobacco users utilized services from QuitlineNC.
 - Cost per call: **\$211.58** (\$1080972/5109)
 - Cost per quit: **\$672.66** (\$1080972/1607)

Six Months Quit Rates and Number of Successful Quits (30 day point prevalence¹)

SHP Allocation	Intent-to-Treat Quit Rate ²	Respondent Quit Rate ³	Median Number of Quitters
\$1,080,972	21.1% (1078)	41.8% (2136)	1607

Cost Benefit Analysis

Annual per Capita Medical Costs of Tobacco Use	\$2,660 ⁴
Number of individuals presumed to quit due to Quitline NC	<u>x 1,607</u>
Estimated cost avoidance “benefit”	\$4,274,620

$$\begin{array}{rclclcl}
 \text{Benefit} & & \$4,274,620 & & \$3.95 & & \\
 \hline & = & \hline & = & \hline & = & \sim 4:1 \text{ ROI} \\
 \text{Cost} & & \$1,080,972 & & \$1.00 & &
 \end{array}$$

For every dollar SHP spent on QuitlineNC services, SHP saved \$3.95.

¹ Respondents being tobacco free for the last 30 days or more at the time of the 7-month survey.

² This measure regards non-respondents and those who responded “don’t know” or “refused” as continued tobacco users, and thus provides a more conservative quit rate.

³ This measure includes only those respondents reached reporting successful tobacco cessation and thus provides a higher quit rate

⁴ Excess medical costs provided by SHP