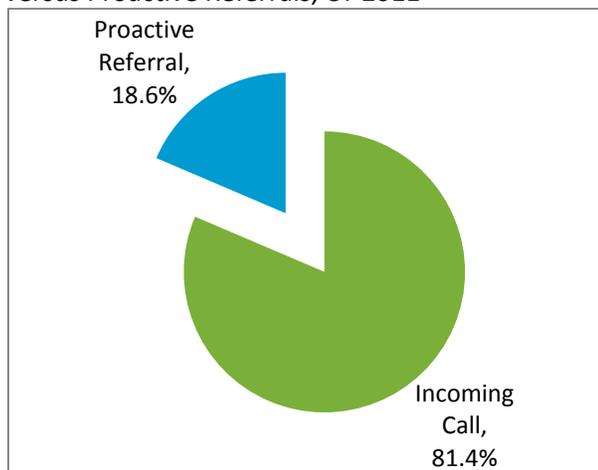


Does Mode of Entry Influence Medication Use?

Prepared by ASHLine Evaluation and Quality Improvement

The majority of clients enroll in ASHLine services by calling in themselves. However, a substantial proportion of clients (19% in calendar year 2011) are referred to ASHLine for quit tobacco services from many types of service providers (e.g., hospitals, community health centers, other medical practices, behavioral health providers, WIC sites, etc.). See chart 1.

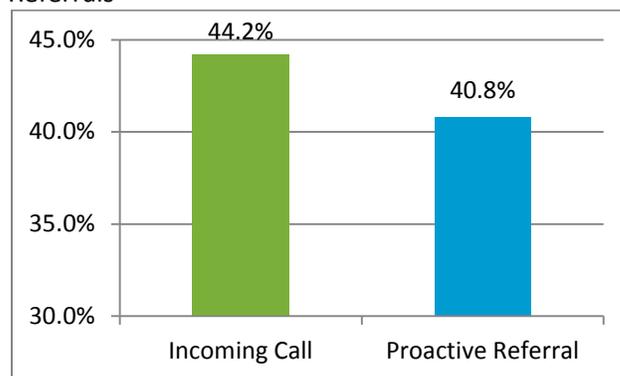
Chart 1. Proportion of Clients from Incoming Calls versus Proactive Referrals, CY 2011



We are interested in determining if client use of medication is influenced by mode of entry. Relevant questions that could be answered by such an inquiry include: Are clients who call from a TV ad promoting free medications more or less likely to use medications than clients referred from a medical provider? Does interaction with a provider increase the likelihood of using prescription medication as opposed to OTC medication?

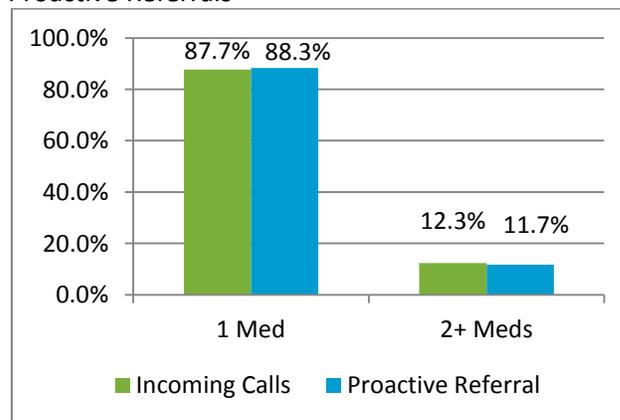
Clients who enrolled through incoming calls used quit tobacco medication at a higher rate (44.2%) than clients who enrolled from a proactive referral (40.8%, see chart 2).

Chart 2. Percentage of Clients Using Quit Tobacco Medication, Incoming Calls versus Proactive Referrals



Although clients from proactive referrals are less likely to use quit tobacco medications during their quit attempt, in terms of their behavior when using the medication, they are no different from clients from incoming calls. Both types of clients are most likely to use only one type of medication during their quit attempt instead of trying 2 or more medications. Approximately 88% of clients use only one type of medication while about 12% try more than 1. See chart 3.

Chart 3. Percentage of Clients by Number of Types of Quit Tobacco Medication, Incoming Calls versus Proactive Referrals



Appendix: January 2012 Statistics and Demographics

Summary Statistics	Value
# Incoming Calls	3,317
# Coaching Calls	3,529
Avg # Coaching Calls for Exited Clients	4.8
Quit Rate	33%
# Referrals	1,158

	Enrolled (N=1,233)	Information Only (N=515)	Total (N=1,748)
Gender			
Male	545	45	590
Female	682	72	754
Unknown/Missing	6	398	404
Race			
White	854	8	862
African American	74	0	74
Asian	4	0	4
Hawaiian	2	0	2
American Indian	19	1	20
Multiracial	26	0	26
Other Race	51	8	59
Unknown/Missing	203	498	701
Ethnicity			
Hispanic	248	11	259
Non-Hispanic	884	11	895
Unknown/Missing	101	493	594
Age			
Less than 18	3	0	3
18-24	64	14	78
25-34	164	34	198
35-44	260	42	302
45-54	380	74	454
55-64	235	55	290
65-79	118	23	141
80+	7	3	10
Unknown/Missing	2	270	272

THE ARIZONA SMOKERS' HELPLINE

