January 20, 2013

ASHLine Quarterly Report

Fiscal Year 2013, Quarter 2 (Ocotber - December, 2012)

Community Development

Lifestyle Coaching

Evaluation & Reporting

Highlights to this report include:

- Relationship between Number of Coaching Sessions and Setting Quit Date
- Referral Team Development
- Referral Call Team
- Referrals to ASHLine Services
- Intake Types
- Demographics

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ASHline

ASHLine Quarterly Report, FY 2013 Q2 (October – December 2012)

The Relationship between Number of Coaching Sessions and Setting a Quit Date

Clients receiving services from ASHLine may occupy various stages of readiness to quit. A client may be ready to set a quit date on his or her first coaching call or it may take several coaching calls before setting the first quit date. We have previously reported that clients who have set a quit date are more likely to be quit at 7-months post enrollment than those who do not set a quit date with their coach. Here, we examine the number of coaching sessions it takes for a client to set a quit date. We also ask if setting a quit date earlier during their program enrollment rather than later has an effect on quit rate.

On average, clients who set a quit date do so on their second coaching call or within 24 days of enrolling in services. Almost half (49%) of ASHLine clients set their quit date within 2 weeks of enrolling in services and 67% do so within receiving two coaching calls. Another 8% report their quit date as occurring prior to their first coaching call.

Figure 1. Number of days to set quit date

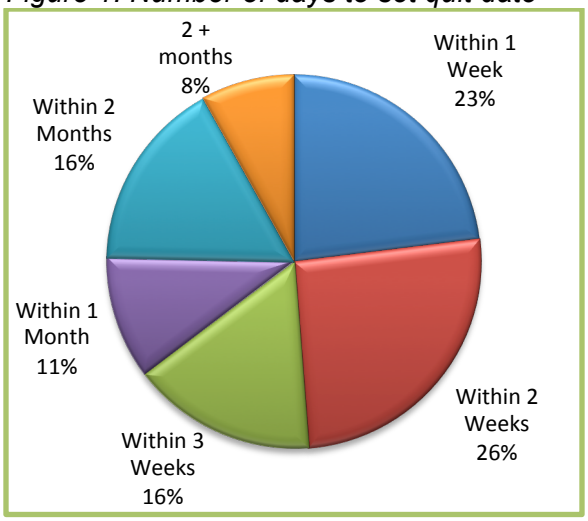
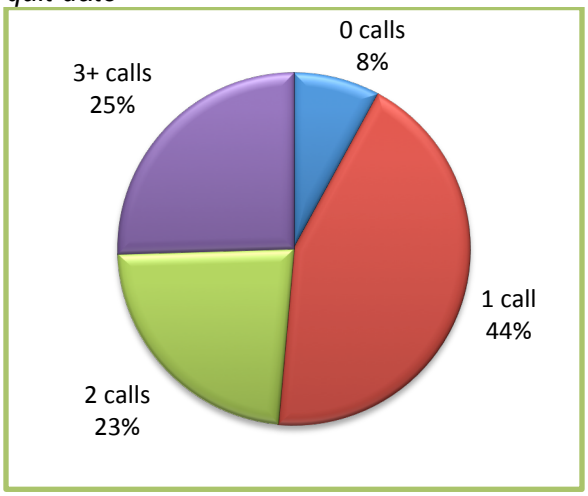


Figure 2. Number of coaching calls to set quit date



We also determined that there was no relationship between the number of coaching calls a client had before setting a quit date and if they were quit at 7-months post enrollment. Furthermore, no relationship was found between the number of days a client is in the program before setting a quit date and their quit status at 7-months post-enrollment. The one factor that is related to a client's quit is whether or not a quit date is set and not how long it takes to set the quit date or how many coaching sessions precede the quit date.

Almost half of clients leave services before setting their first quit date and are less successful in quitting than clients who set quit dates. Since setting a quit date is more important to a client's success than when in the course of services that quit date is set, ASHLine can focus efforts to better prepare clients to set quit dates. Recognizing that most clients set their quit dates within their first couple of coaching calls, strategies to help set the date should be focus of the early coaching sessions.

ASHLine Highlights

ASHLine Core Measures		
	Q1 2013	Q2 2013
Incoming Calls	5,438	4,078
# Referrals	2,853	2,815
# Enrolled	2,596	2,045
# Info Only	680	559
Quit Rate	31%	30%

During quarter 2 of fiscal year 2013, ASHLine saw a decrease in the number of incoming calls and proactive referrals from the previous quarter. The numbers, although lower than last quarter, remain strong, with more than 4,000 incoming calls and over 2,800 referrals made to ASHLine during quarter 2. Incoming calls and referrals lead to over 2,000 clients enrolling in coaching services and another 559 asking for information about quitting. The quit rate has lowered, yet remains impressive at 30%.

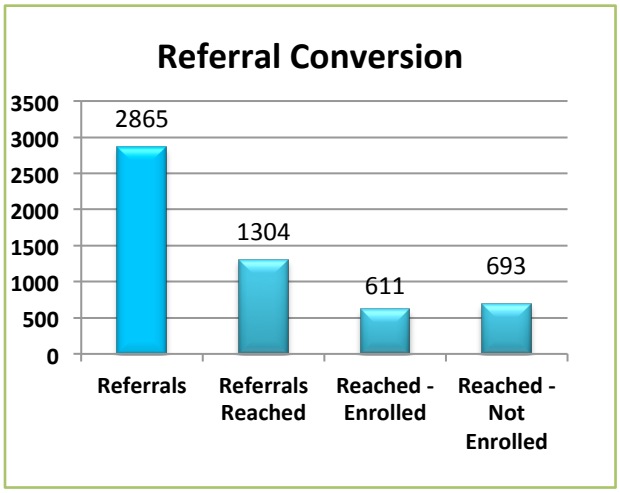
Referral Development Team

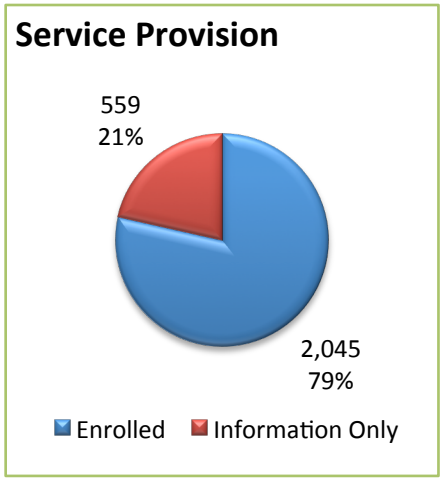
- Completed the bulk of the technical assistance to local county health departments.
- Developed a strategy with BTCD to address the engagement of providers through the EMPOWER Program.

Referral Development and Call Teams		
	Q1 2013	Q2 2013
# Referrals	2,853	2,815
% Reached	52%	49%
% Reached who Enrolled	54%	47%
# Unique Locations	411	414
# Unique Agents	600	542

Referral Call Team

The Referral Call Team focused on increasing attention to protocol as the second quarter of each year tends to have low response rates as the holidays approach. Engaging people on the first contact is the primary focus of the team. The team worked closely with the coaching team to test and practice the new split client information form (CIF) that will be used in a pilot during quarter 3.





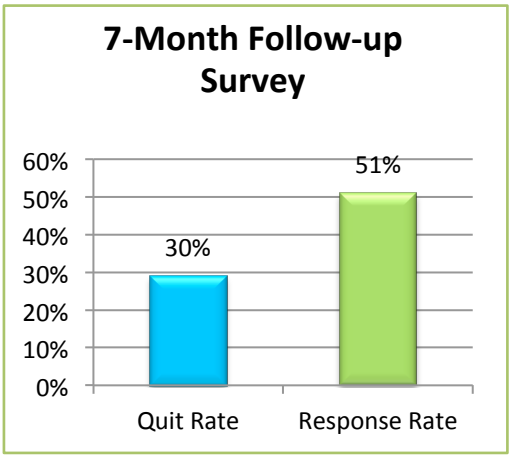
Coaching

- The new three-week coach training in Client-Directed-Outcome-Informed treatment model, which is designed to increase skills in tailoring coaching methods to clients and decrease client drop outs, was finalized and implemented.
- New procedures and protocols for answering calls during media campaigns were implemented. The new procedures and protocols are designed to increase the answer rate.

Coaching	Q1 2013	Q2 2013
New Episodes	2,595	2,072
% Receiving 1+ Coaching Calls	82%	83%
Avg # Coaching Sessions/Episode	5.8	6.2
% Using Meds	44%	43%
30-Days Quit	64%	67%

Callback Team

- Developed and implemented new processes to support client enrollment.
- Evaluated 13-month Callback list construction.



Evaluation

- Developed Split CIF evaluation protocols.
- Received Pfizer grant.
- Continued implementing updated Evaluation Plan.
- Revised Client Satisfaction Survey.
- New process developed for monitoring database and IT corrections.
- Continued data quality measures.
- Hired staff member to lead technology efforts and design/brand ASHLine materials.
- Began the Behavioral Dose Response prospective protocol evaluation.