

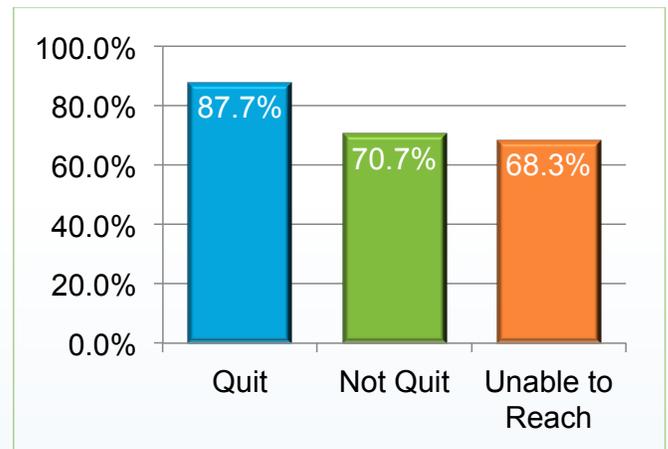
ASHLine Clients Feedback: The Client Satisfaction Survey

ASHLine clients are given the opportunity to provide feedback to ASHLine about the services they received. The Client Satisfaction Survey (CSS) is administered to each client three weeks after they have been exited from the program, regardless of their exit reason or quit status at the time of exit. On the CSS, clients are asked to indicate their level of agreement with a series of statements about the coaching services they received and their overall program satisfaction. ASHLine uses three basic designations for a client's quit status at the time of exit from services. Clients are "Quit," "Not Quit," or "Unable to Reach." Using CSS data, we began to explore the relationship between a client's perception of ASHLine services and their quit status at exit.

Two areas of interest on the CSS are the client's perception of how ASHLine coaches explain the use of medication and the client's perceptions of the effectiveness of using medication in combination with coaching. It is commonly accepted that clients who use both behavioral coaching and quit tobacco medication are more successful at quitting than clients who use either one separately. In addition to the effectiveness of the medication and coaching, we ask clients the degree to which the combination of medication and coaching has helped in their quit attempt.

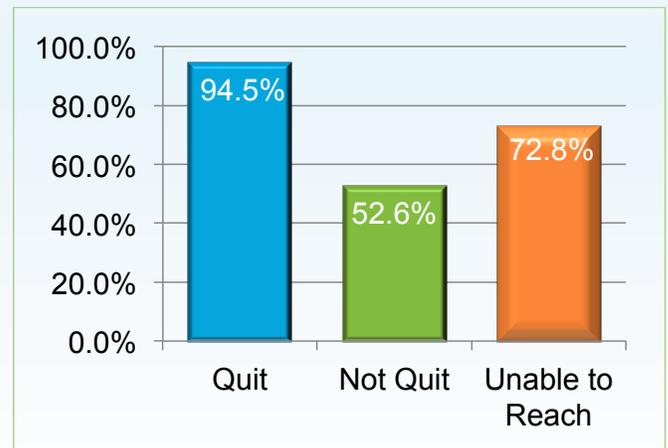
Coaches are responsible for delivering the majority of ASHLine services. One role a coach plays for the client is that of information resource with regard to all aspects of the quitting process. On the CSS, clients are asked if their coach adequately explained the use of medication in the quit process. Clients who were quit at exit were more likely to agree with that statement (87.7%) than clients who were not quit (70.7%) or were unable to be reached at exit (68.3%; Figure 1). This difference was statistically significant, $p < .0001$.

Figure 1. Exit Status by Agreement with "My coach adequately explained the use of medication in the quit process."



Clients who were quit at exit were more likely to agree that the combination of coaching and medication was effective than clients who were not quit or were unable to be reached at exit (Figure 2). This difference was statistically significant, $p < .0001$.

Figure 2. Exit Status by Agreement with "Overall, the combination of medication and coaching was effective."



It can be supposed that clients who are better informed about medication are more likely to use those medications correctly and, therefore, the medication will be more effective. Furthermore, coaches who excel at explaining medication use to their clients may also be more successful at selecting and communicating relevant tobacco cessation strategies that increase the likelihood of a client completing the program.

Appendix: October 2013 Statistics and Demographics

Table 1. Referrals, Enrollments, and Coaching Calls by County

County	Referrals		Enrollments		Total Coaching Calls		Avg # Coaching Calls for Exited Clients	
	Oct FY 2014	Year-to-Date	Oct FY 2014	Year-to-Date	Oct FY 2014	Year-to-Date	Oct FY 2014	Year-to-Date
Apache	4	14	7	21	27	75	2.50	5.25
Cochise	19	63	24	97	97	320	3.50	3.88
Coconino	54	182	20	102	81	248	5.06	3.76
Gila	2	16	4	31	31	128	3.67	4.35
Graham	5	34	8	32	26	84	5.25	4.41
Greenlee	2	4	3	12	4	17	4.00	2.50
La Paz	5	19	5	16	15	39	3.33	3.07
Maricopa	354	1322	523	2551	1704	6142	3.44	3.36
Mohave	30	140	39	214	142	577	3.94	3.82
Navajo	7	32	8	55	51	183	9.00	4.33
Pima	305	1175	229	930	633	2111	3.80	3.95
Pinal	12	38	41	204	147	512	3.29	3.46
Santa Cruz	10	66	11	55	52	122	3.78	3.95
Yavapai	38	172	50	217	133	520	3.19	3.48
Yuma	9	39	10	83	60	315	4.86	3.82
Unknown	5	12	19	28	9	31	1.80	2.70
Total	861	3,328	1,001	4,648	3,212	11,424	4.0	3.8

Table 2. Incoming Calls and Quit Rate

Summary Statistics	Oct. FY 2014	Year-to-Date
# Incoming Calls	1,488	5,955
7-Month Quit Rate	34%	36%

Table 3. Demographics and Intake Type

Gender	Enrolled (N=2,983)	Information Only (N=178)	Total (N=3,161)
Male	417	3	420
Female	559	0	559
Missing	13	12	25
Race			
White	728	3	731
Black or African Ame	82	0	82
Asian	6	0	6
Hawaiian	1	0	1
American Indian	21	0	21
Multiracial	25	0	25
Other Race	23	0	23
Unknown	103	12	115
Ethnicity			
Hispanic	167	1	168
Non-Hispanic	633	2	635
Unknown/Missing	189	12	201
Age			
Less than 18	0	0	0
18-24	55	0	55
25-34	130	0	130
35-44	158	0	158
45-54	285	1	286
55-64	243	2	245
65-79	100	0	100
80+	8	0	8
Unknown/Missing	10	12	22

Figure 3. Referrals by Location Type

