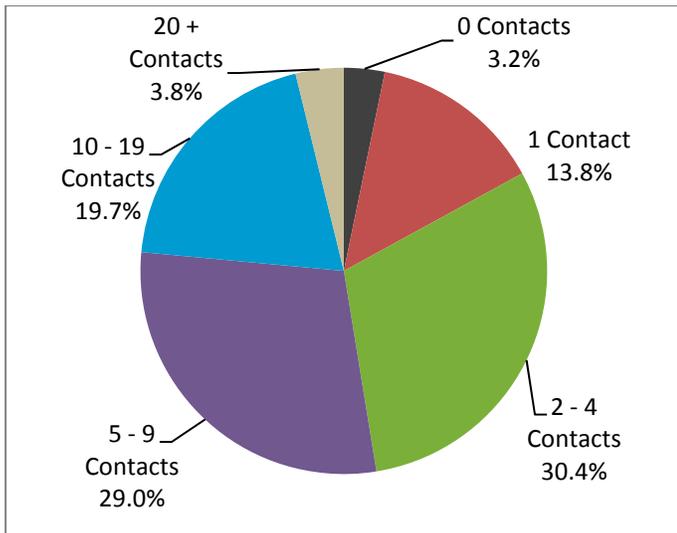


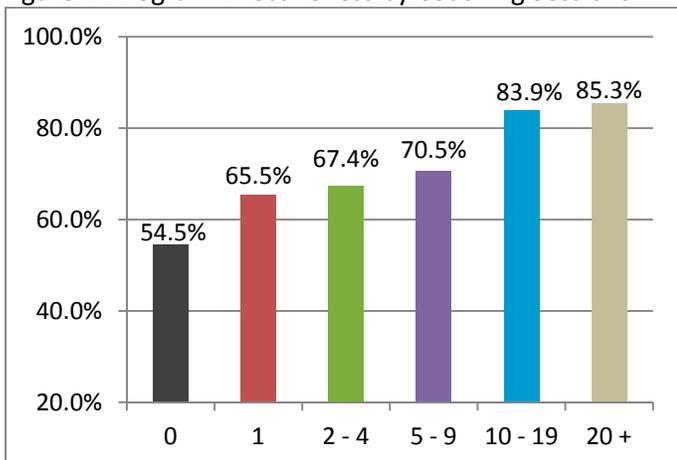
The relationship between the number of coaching sessions a client has had and his/her perception of ASHLine services is an area of profound importance. After exiting services, clients are asked to participate in a client satisfaction survey. Of the clients participating in the survey, almost a third (30%) of them had between 2 and 4 coaching sessions prior to exiting services. Another 29% had between 5 and 9 sessions, while 20% had between 10 and 19 sessions. See Figure 1 for details.

Figure 1. Percent of Clients by Number of Coaching Sessions



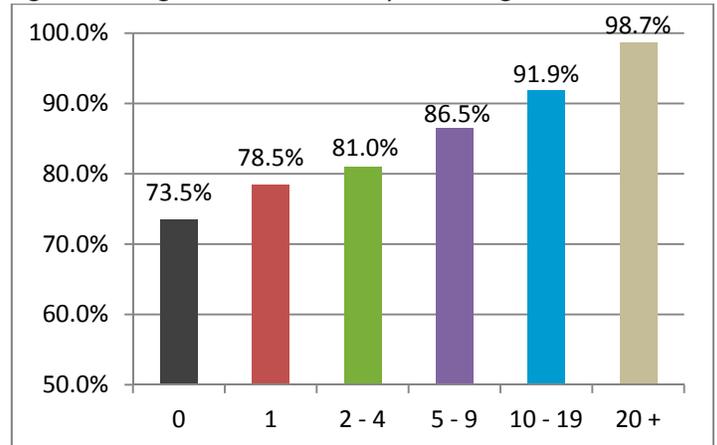
Clients are asked if they felt the ASHLine program was effective. There is a clear relationship between number of coaching sessions and agreeing that the program was effective. The greater the number of sessions, the more likely the client was to say the program was effective. See Figure 2.

Figure 2. Program Effectiveness by Coaching Sessions



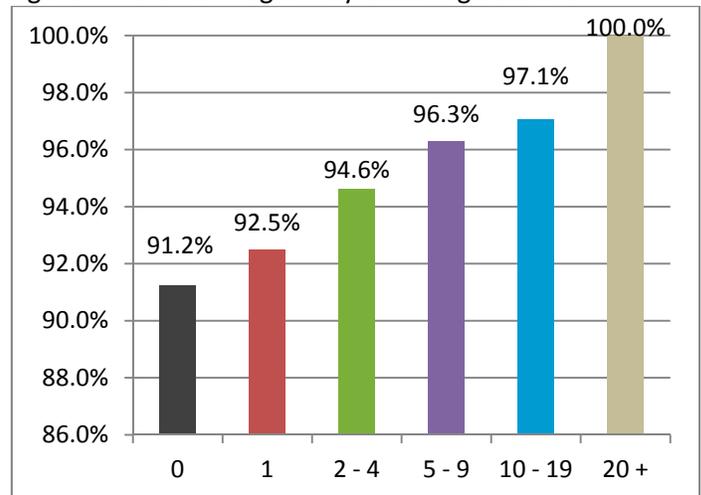
Overall program satisfaction is also related to number of coaching sessions. The more sessions a client had the more likely the client was to agree he or she was satisfied with the services received. Figure 3 offers details.

Figure 3. Program Satisfaction by Coaching Sessions



In general, clients are highly likely to refer others to ASHLine for quit tobacco services; however, the greater the number of sessions the client had the more likely the client is to refer others to services. See Figure 4.

Figure 4. Refer to Program by Coaching Sessions



Understanding the relationship between the number of coaching sessions and client satisfaction is important to overall program development. Unsurprisingly, the greater the number of coaching sessions a client receives, the more satisfied with the program the client is. Armed with this information, ASHLine might attempt to find ways to increase the number of sessions a client has between enrollment and the time they exit from services.