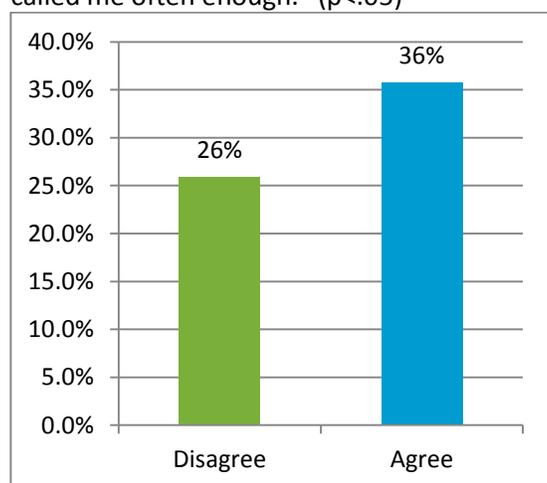


ASHLine clients are given the opportunity to provide feedback to ASHLine about the services they received. The Client Satisfaction Survey (CSS) is administered to each client three weeks after they have been exited from the program, regardless of their exit reason or quit status at the time of exit. Of the many factors that affect a person’s quit attempt one area that has been left unexplored thus far is the client’s perception of their services. Using data from the CSS we began to consider what, if any, is the relationship between a client’s service experience and their quit rate. For clients who have taken both the CSS and for whom we have 7-month follow-up data, the quit rate is 34.6%.

On the CSS, clients are asked to indicate their level of agreement with a series of statements about the coaching services they received. One such statement addresses whether clients thought their coach called them often enough. Clients who agreed with the statement had a quit rate of 35.8% at seven months. Clients who disagreed with the statement had a quit rate of 25.9% (Figure 1). This difference is statistically significant, $p < .05$.

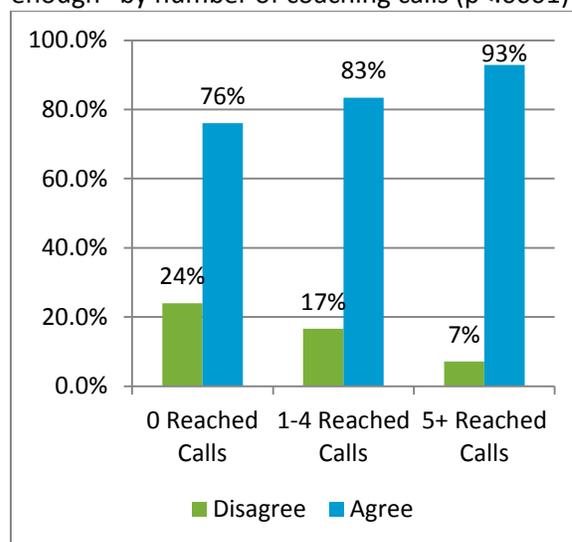
Figure 1. Quit Rate by Agreement with “My coach called me often enough.” ($p < .05$)



The number of coaching calls a client received is positively related to whether they think their coach called them often enough, with clients who received more calls being more likely to agree with the

statement than clients who received fewer calls, $p < .0001$. There were, however, a small number of clients who were never reached by their coaches; however, they still perceived they were called often enough. Several call attempts would have been made, perhaps leading clients to perceive that the coach called often enough.

Figure 2. Agreement with “My coach called me often enough” by number of coaching calls ($p < .0001$)



By examining how clients perceive the services they receive, we begin to explore the relationship between client and coach. We know that the support and coping techniques provided during coaching sessions are important to the treatment clients receive; however, there may be other measureable program evaluation components that are meaningful when estimating the effect of coaching. In other words, the benefits of coaching may come from receiving specific treatment strategies, as well as simply having someone to talk to on a regular basis. In this case, the actual number of calls a client receives relates to whether clients feel they were called often enough which is then related to their quit rate. What we see here is that the perception of number of calls is important. This could be a proxy measure for the strength of the relationship between client and coach.