

Referral Methods and Success for PA Free Quitline Callers with Chronic Disease

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pennsylvania
DEPARTMENT OF HEALTH



**PUBLIC
HEALTH**
management
corporation



National Jewish Health[®]

Presentation Overview

- Background
- Utilization of the PA Free Quitline by tobacco users with chronic diseases
 - Statewide Tobacco Surveillance Data
 - PA Free Quitline Callers' Demographic Characteristics
 - Intake
 - Service Use
 - Outcomes
- Initiatives
- Discussion

Background – PA Quitline

- The Pennsylvania Department of Health partners with National Jewish Health to provide tobacco cessation services
 - Quitline is a phone and web-based program available 24 hours a day/ 7 days a week
 - Questions regarding chronic disease were added to intake in November 2011
 - Specialized materials are provided for persons with chronic health conditions including asthma, COPD, diabetes, seizures, heart disease, recent heart attack, stroke, hypertension, and cancer

Chronic Disease Collaborations

- Collaborations developed and implemented with the following chronic disease programs
 - Asthma/COPD – multiple years
 - Initiatives for prevention and tobacco cessation
 - Diabetes – multiple years
 - Initiatives for prevention and tobacco cessation
 - Cancer – FY2014
 - Initial partnership was to assist Cancer Program in implementation of 5 year strategic plan
 - Target population moving forward has been women at risk or diagnosed with lung cancer

E-Referral/Fax Referral Services

- Following receipt of a referral, Quitline makes three attempts to reach the patient and enroll them in Quitline Services.
- A patient is enrolled after completing an intake and a coaching call (within 48 hours, Nicotine Replacement Therapy (NRT) is shipped to patient).
- Five fax back reports are extended to HIPAA providers that refer patients to the Quitline:
 - Referral has been received and client will be contacted
 - Tobacco user has chosen to enroll
 - Tobacco user has declined to participate
 - Tobacco user has successfully completed the coaching services
 - Quitline is unable to reach client and client has been disenrolled

Data-driven Management

- PA Free Quitline Intake
 - Collects demographic and tobacco use characteristics from tobacco users interested in receiving Quitline services
- PA Free Quitline Service Use
 - Tracks the amount of counseling calls and NRT provided by the Quitline
- PA Free Quitline Follow-up
 - Conducted at 3, 6, and 12 months with Quitline callers who completed intake regardless of enrollment status

PA Free Quitline Chronic Disease Rates

- Of the more than 14,000 callers completing intake with the PA Free Quitline in FY 2014:

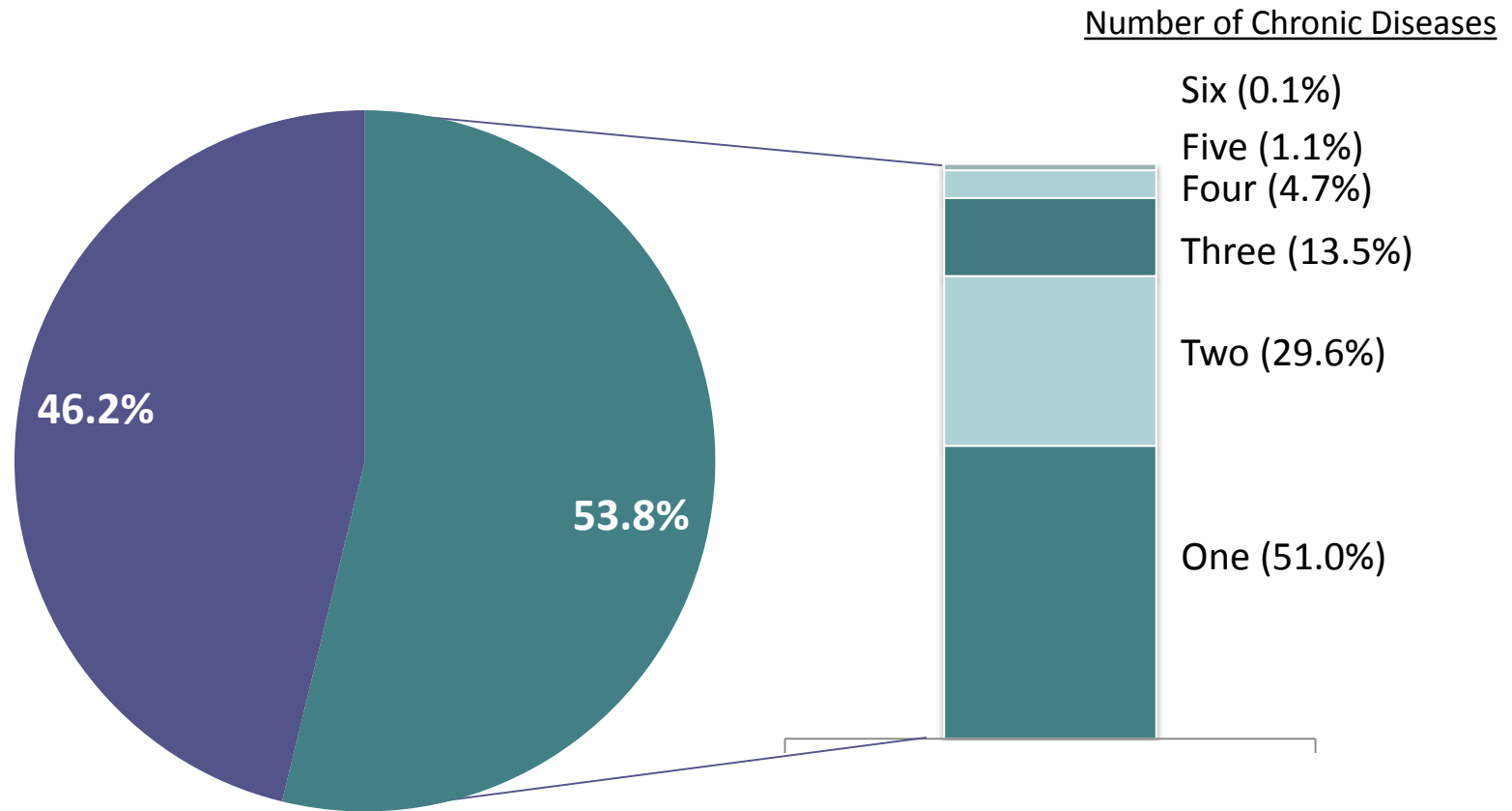
	Number	Percent of Quitline Callers
Asthma	2,674	18.8%
Cancer	867	5.9%
COPD	3,062	20.8%
Diabetes	1,891	12.9%
Heart Disease	1,111	7.6%
High Blood Pressure	4,261	29.0%

FY 2014 Quitline by the Numbers

July 1, 2013-June 30, 2014:

- **14,688** tobacco users completed intakes
 - **7,895** (53.8%) of those completing intake had at least one chronic disease
 - **3,868** (26.4% of all callers) had two or more chronic diseases
- **13,684** tobacco users completed at least one counseling call (*93.2% of intakes*)
 - **7,369** (93.3%) of callers with chronic disease completed at least one counseling call
- **9,642** tobacco users received NRT (*70.5% of enrollees*)
 - **4,698** (63.8%) of enrollees with chronic disease received NRT

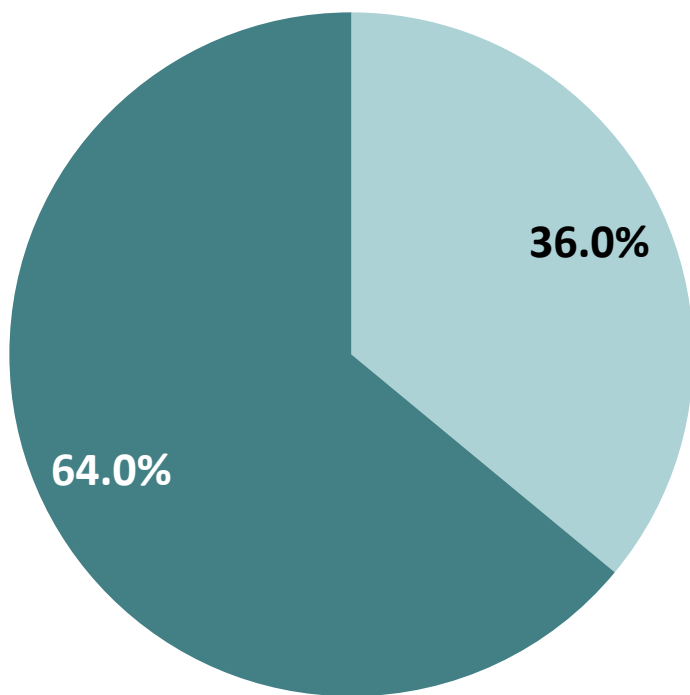
Chronic Diseases – Quitline Callers



■ Chronic Disease ■ No Chronic Disease

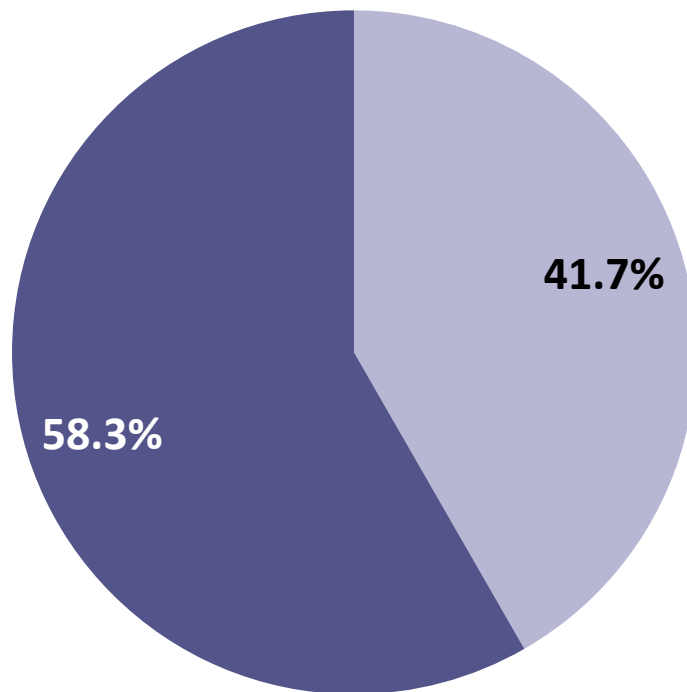
Gender of PA Free Quitline Callers

Callers with Chronic Disease



■ Male ■ Female

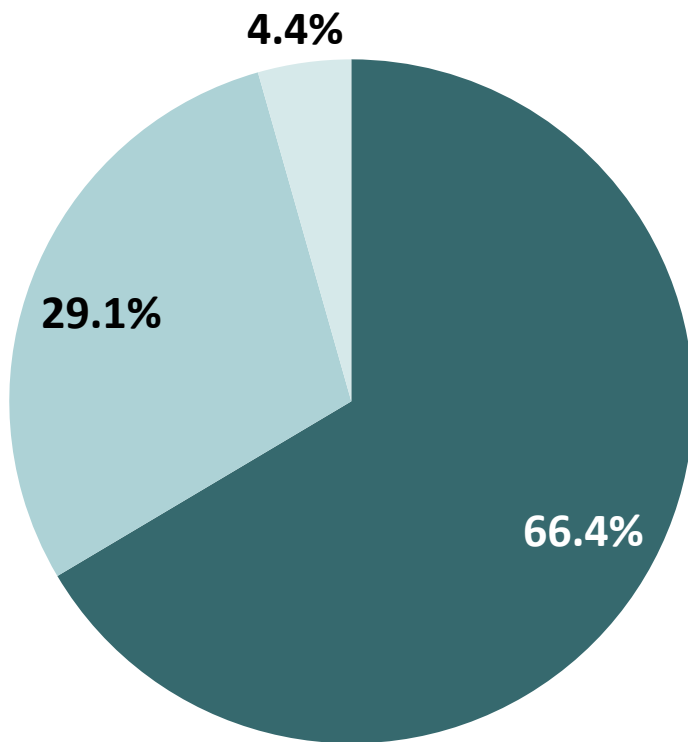
Callers without Chronic Disease



■ Male ■ Female

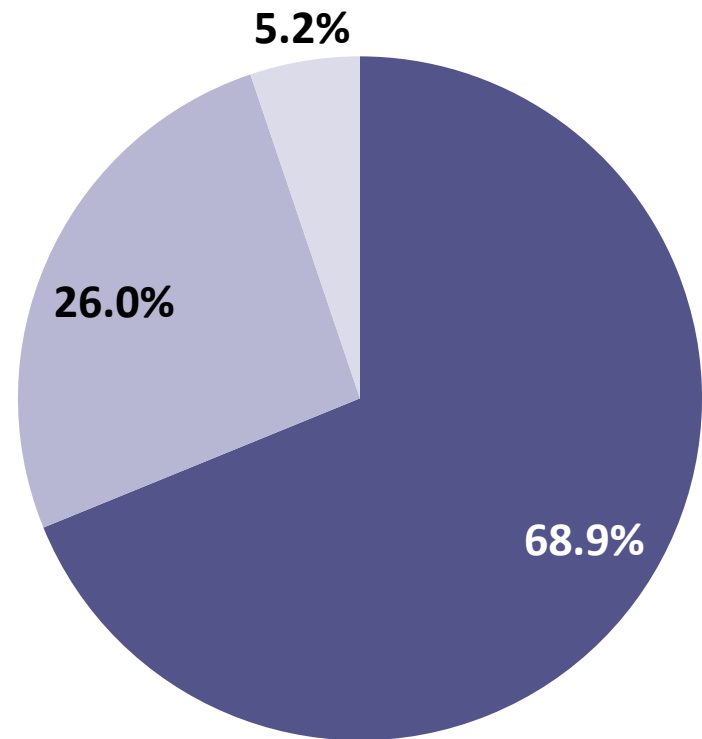
Race of PA Free Quitline Callers

Callers with Chronic Disease



White Black Other

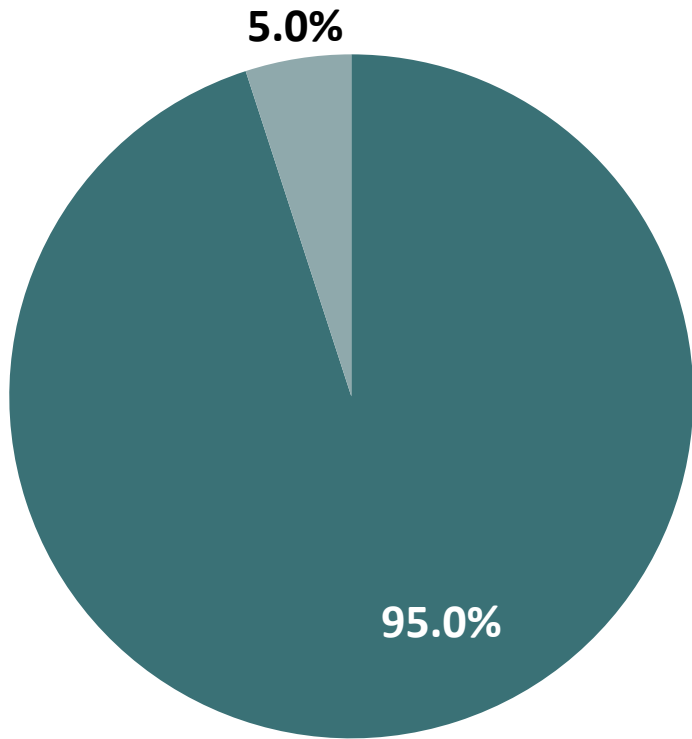
Callers without Chronic Disease



White Black Other

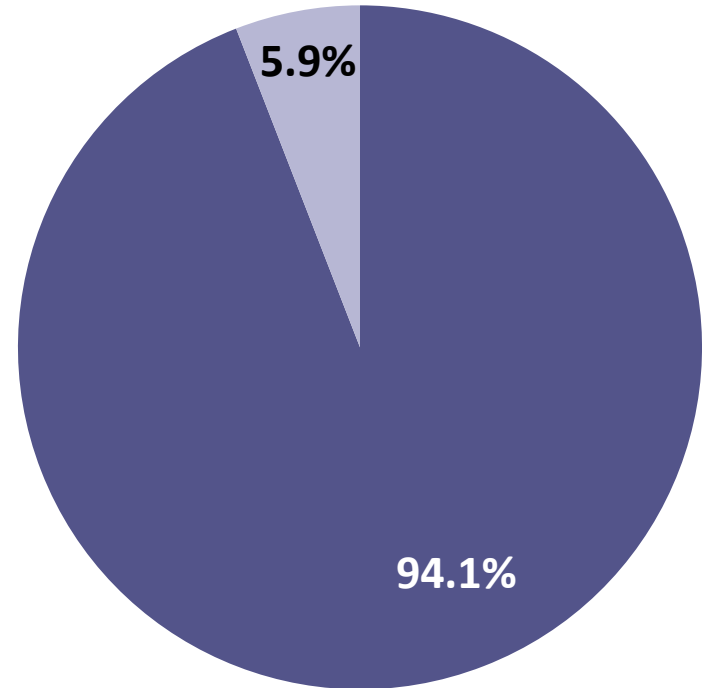
Hispanic Ethnicity of PA Free Quitline Callers

Callers with Chronic Disease



■ Not Hispanic ■ Hispanic/Latino

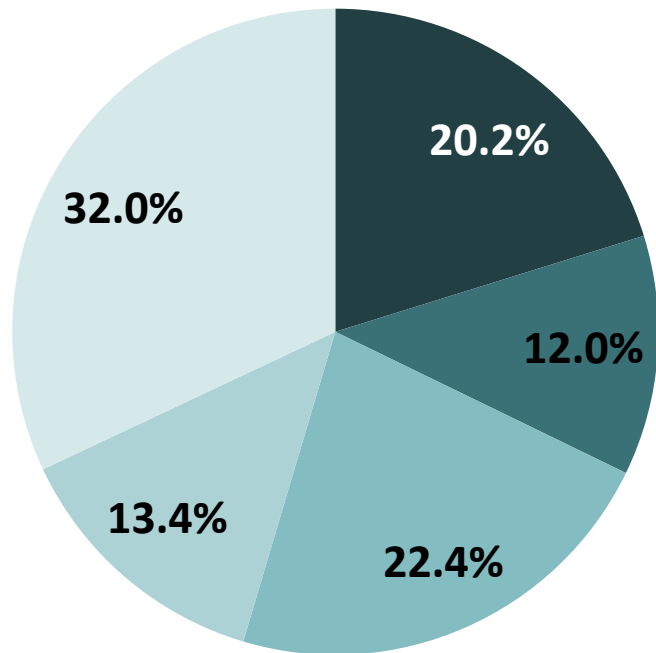
Callers without Chronic Disease



■ Not Hispanic ■ Hispanic

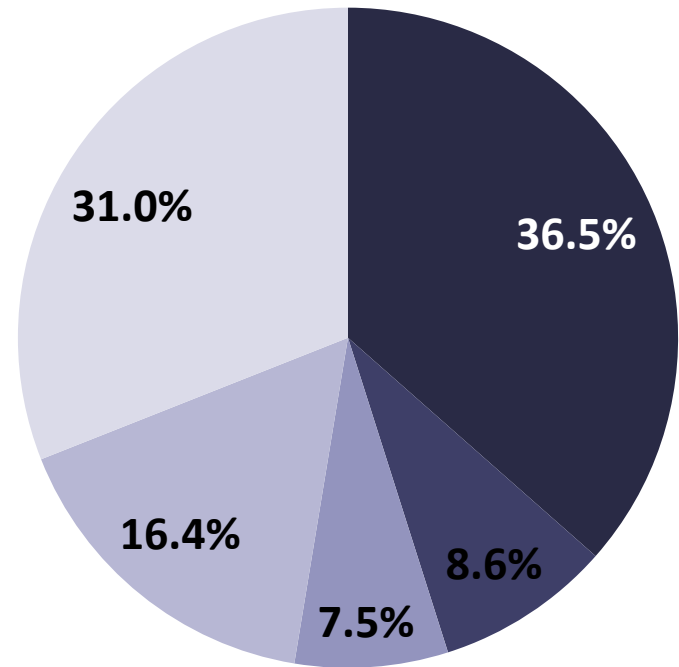
Insurance Status of PA Free Quitline Callers

Callers with Chronic Disease



■ Uninsured ■ Medicaid ■ Medicare
■ Private ■ Other

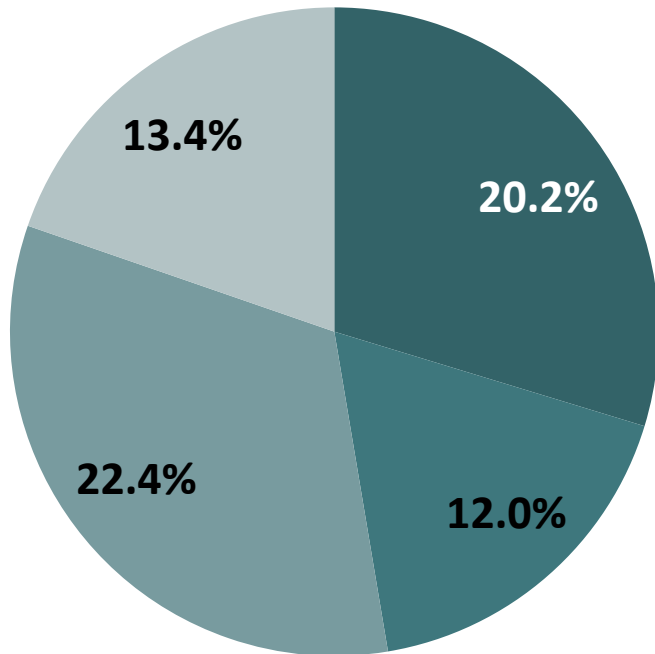
Callers without Chronic Disease



■ Uninsured ■ Medicaid ■ Medicare
■ Private ■ Other

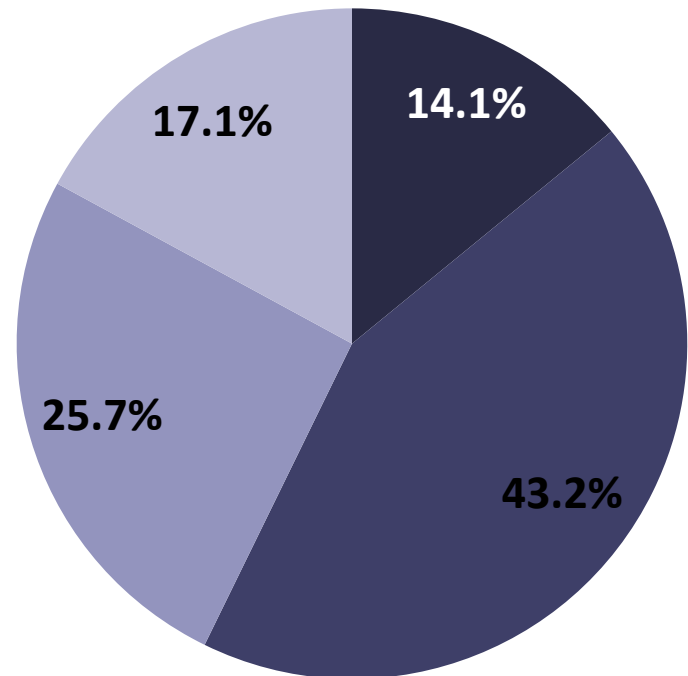
Education Level of PA Free Quitline Callers

Callers with Chronic Disease



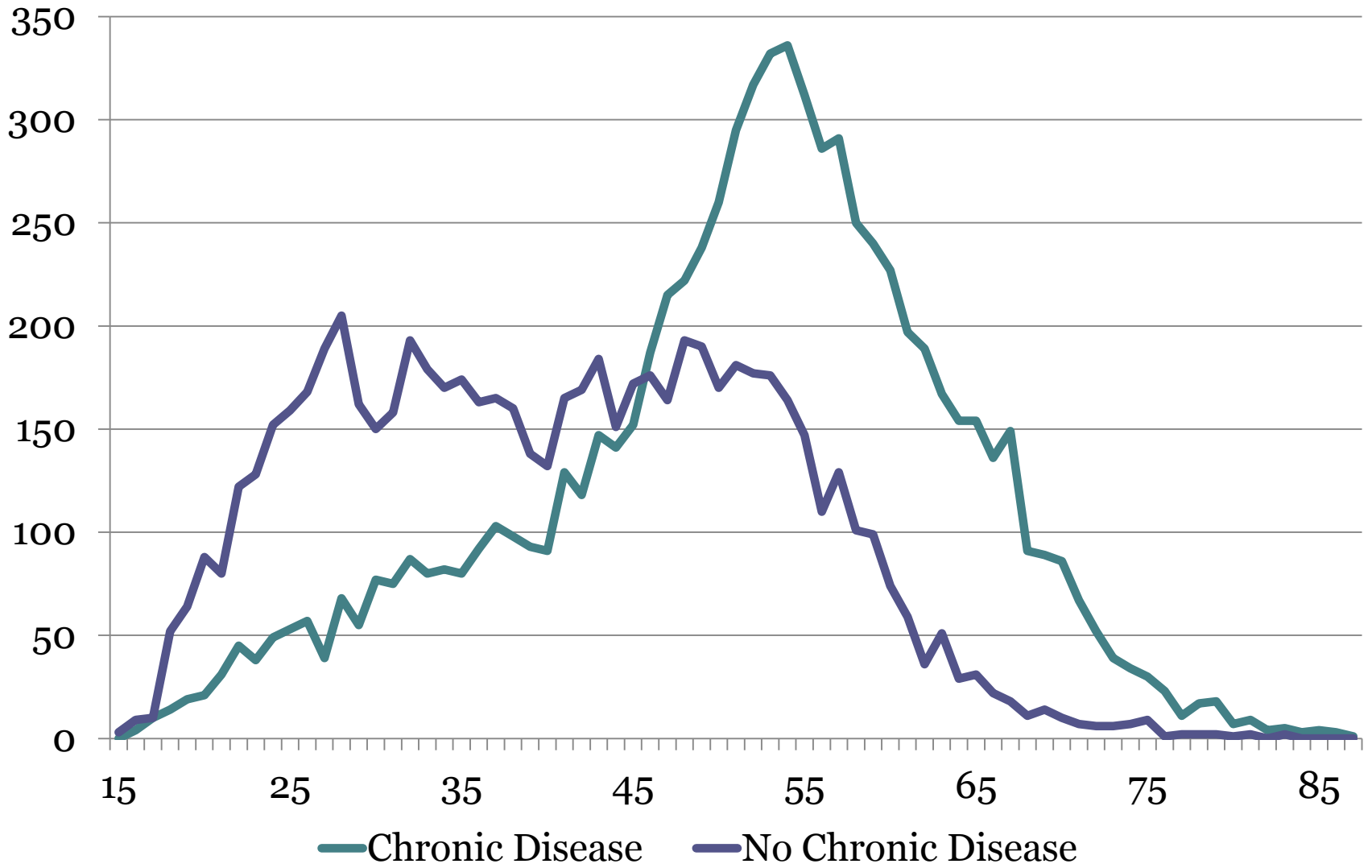
■ Less than HS ■ High School/GED
■ Tech Sch/Some college ■ College or more

Callers without Chronic Disease



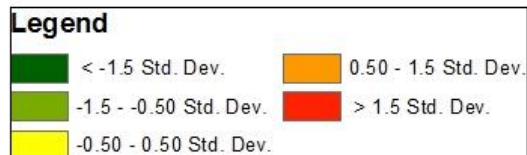
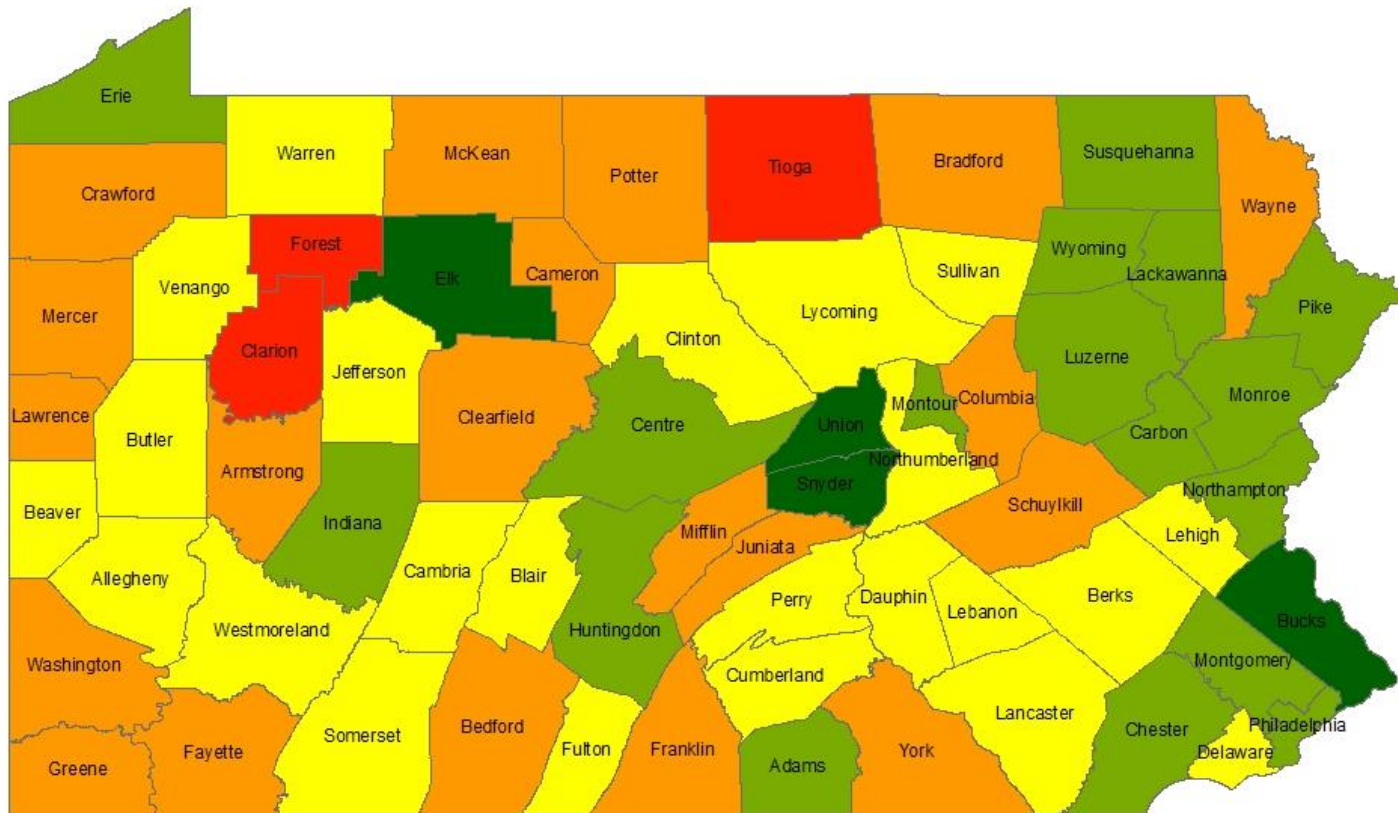
■ Less than HS ■ High School/GED
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▶ Age of PA Free Quitline Callers

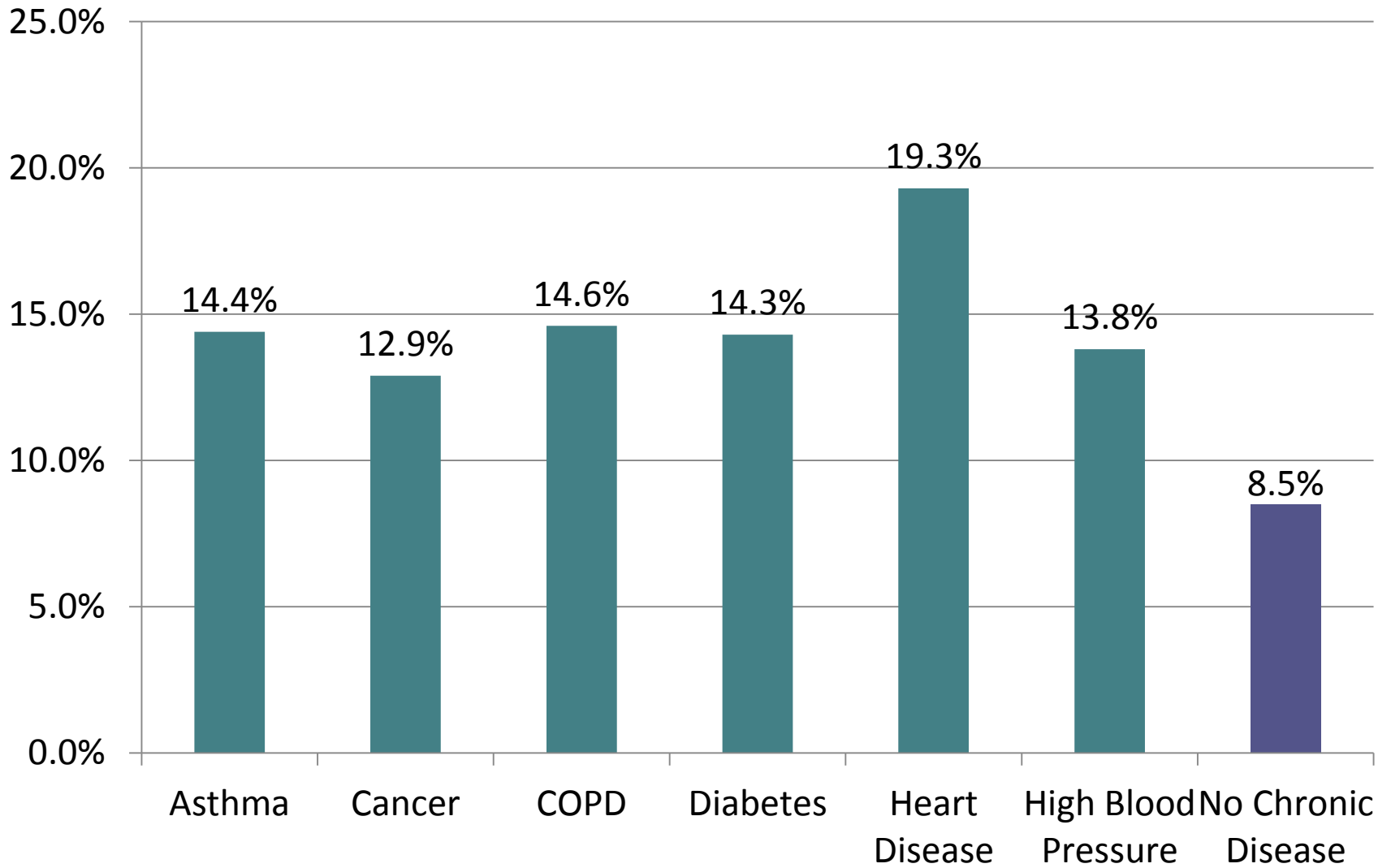


Geographic Distribution of Callers with CD

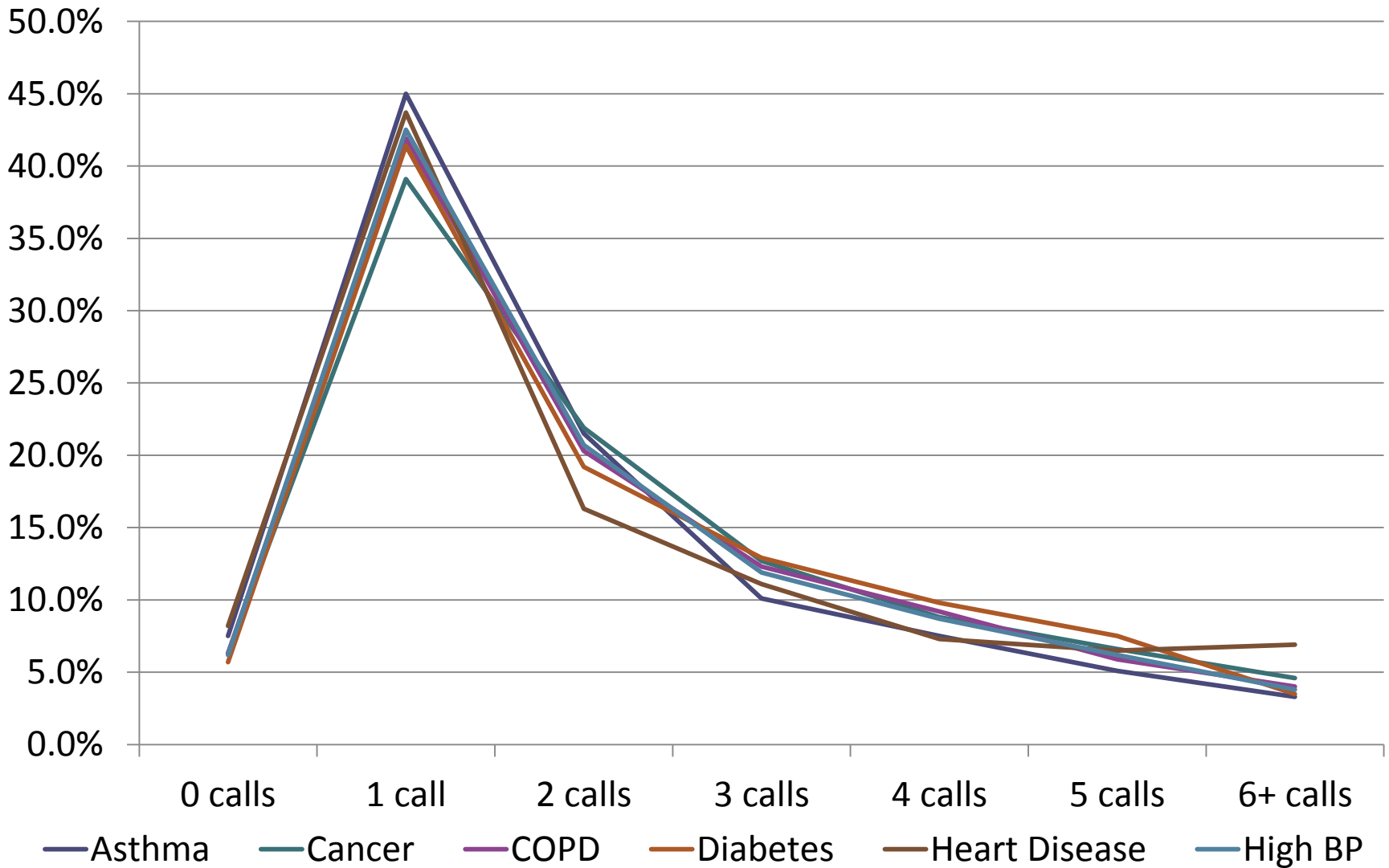
Number of Chronic Diseases per Caller by County, July 2013-June 2014



Fax/E-Referral of Callers with Chronic Disease

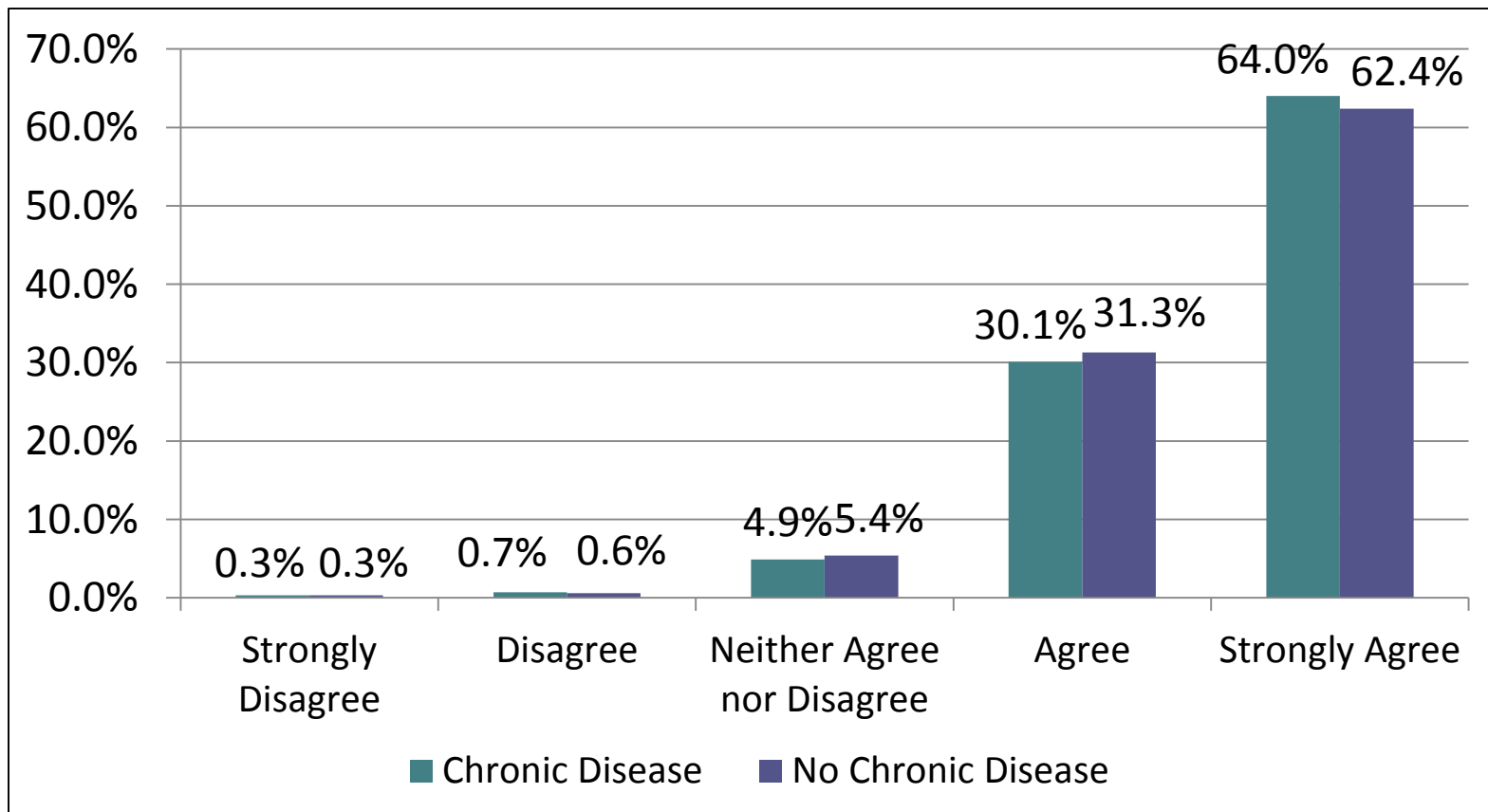


Service Use by Chronic Disease



Chronic Disease Caller Quit Attempts

- At intake, the majority of callers with chronic disease strongly agree that this quit attempt will be their last



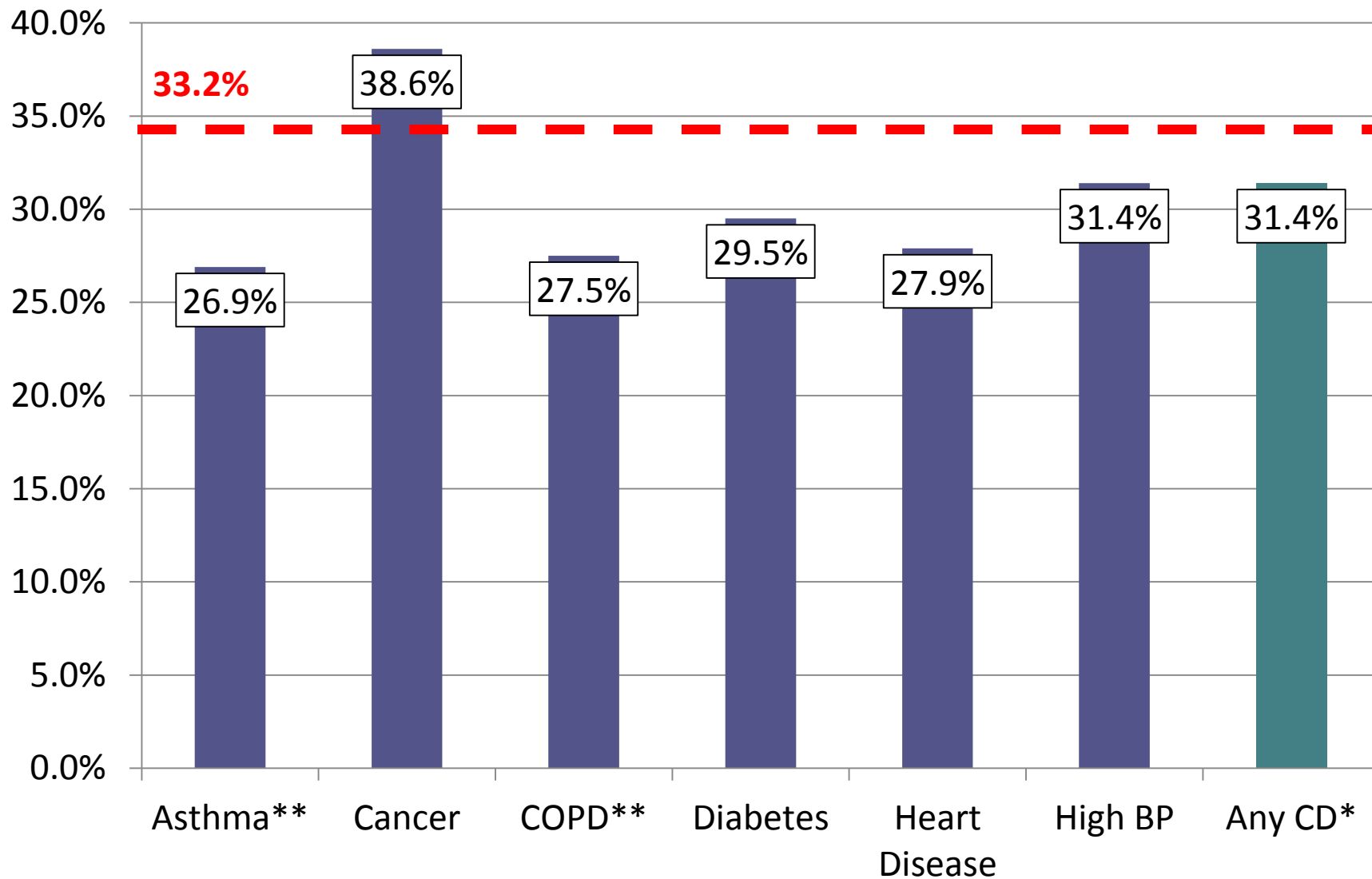
Chronic Disease Client Quit Rates

	3 Months	6 Months	12 Months
Chronic Disease Response Rate	51.8% (N=1,005)	47.3% (N=964)	52.1% (N=1,255)
Chronic Disease RR Quit Rate	33.0%*** (n=332)	31.4%* (n=303)	28.5%* (n=358)
Non-CD RR Quit Rate	44.2% (n=302)	37.0% (n=226)	32.9% (n=262)
Overall RR Quit Rate	36.9% (n=1,000)	33.2% (n=572)	30.2% (n=621)

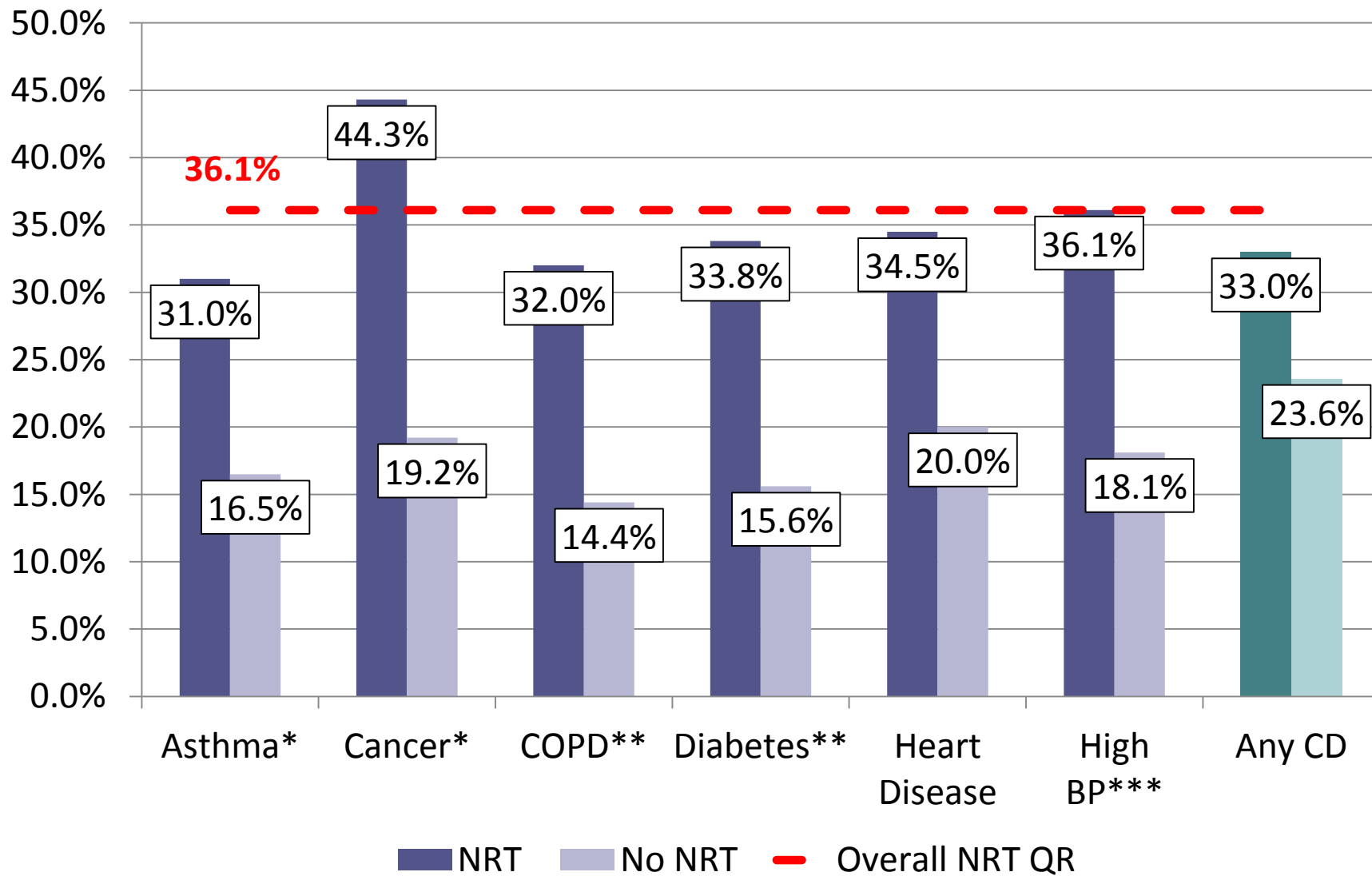
Notes: Response includes completed interviews, early terminations, refusals (permanent and at this time). Responder Rate (RR) Quit Rate is number quit/number of follow-up survey respondents.

Statistical significance: * p<.05; ** p<.01; *** p<.001

Quit Rates by Chronic Disease

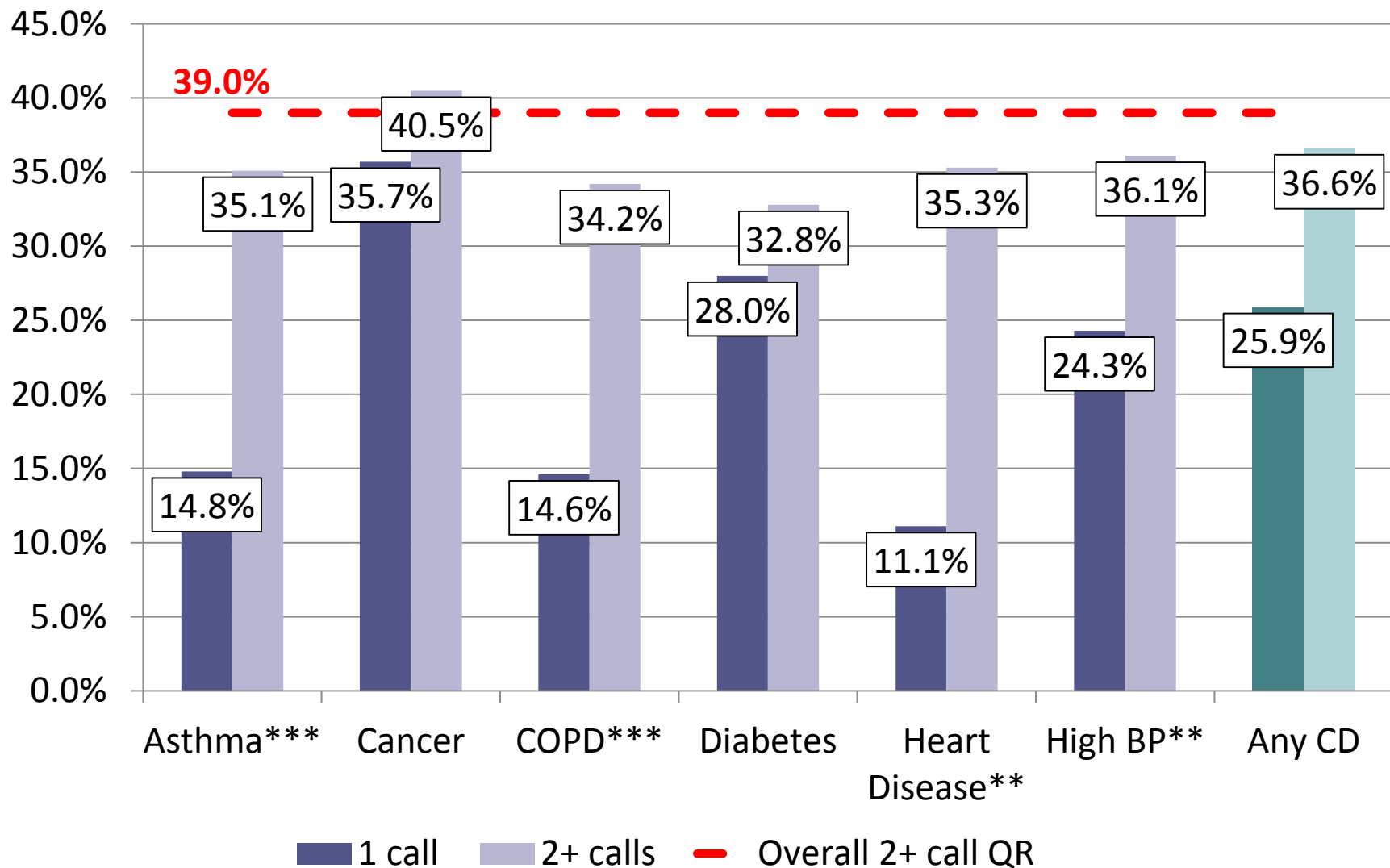


Quit Rates by NRT Use



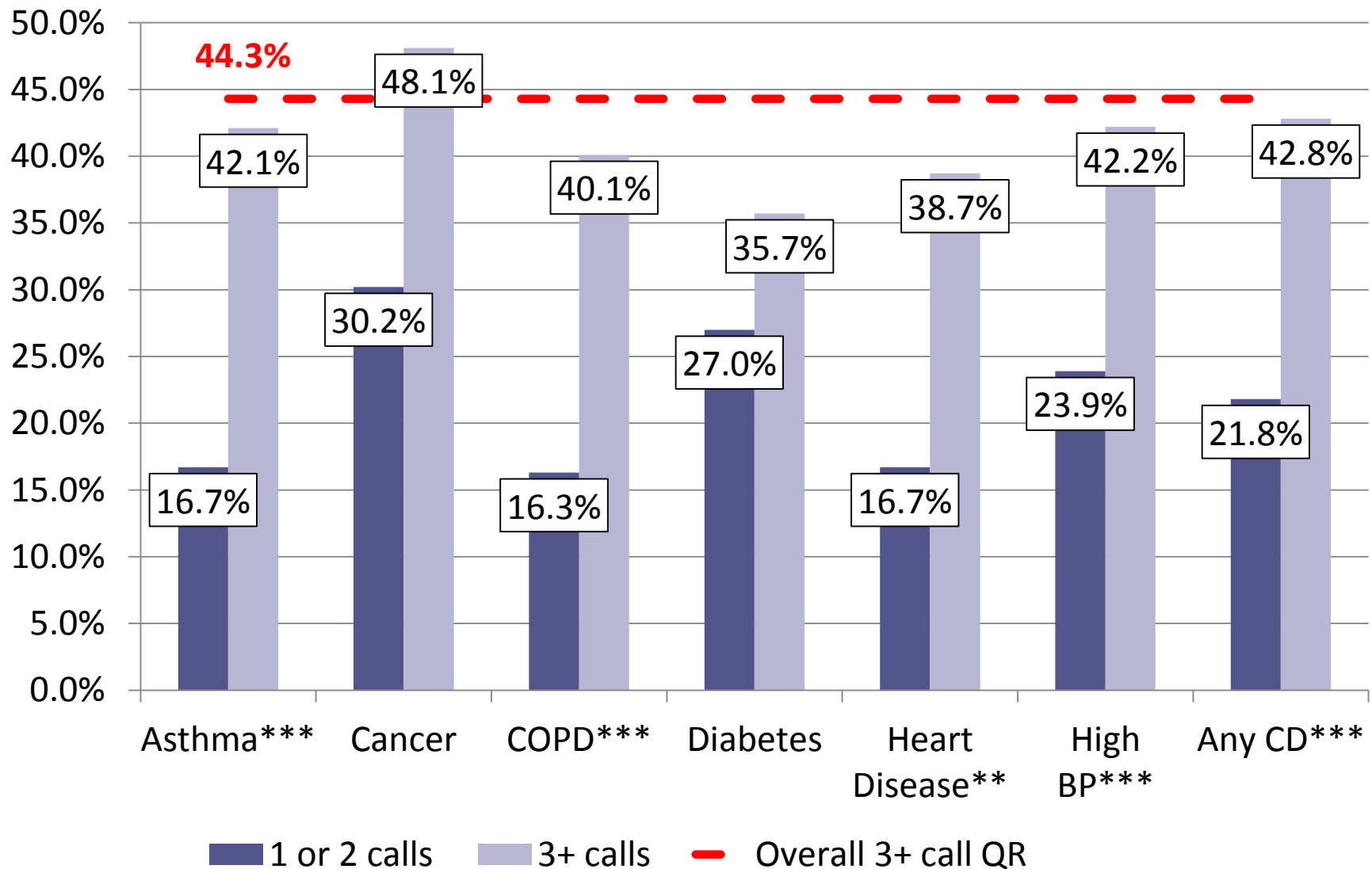
* $p < .05$, ** $p < .01$, *** $p < .001$

Quit Rates by Counseling Calls (1 vs. 2+)



* $p < .05$, ** $p < .01$, *** $p < .001$

Quit Rates by Counseling Calls (1 or 2 vs. 3+)



* $p < .05$, ** $p < .01$, *** $p < .001$

▶ From a Client with Cancer:

“...I built myself up with their counseling and then I had so much stress I reached for the thing that hurts you the most. ***Something in my mind tells me the cigarette will take the stress away but it hurts you in other ways.*** I know in my mind that it’s awful to my health and mentally it calms me down...Today was my last chemo day and maybe I can start again. You did the best you could for me and I wish I was stronger. I am being truthful. It was good for 11 months. I would not wish cancer on anybody. I do want to quit; I am just too weak right now. Hopefully they will tell me I am cancer free.”

Lessons Learned

- More than half of PA Free Quitline callers in FY 2014 reported having at least one chronic disease.
 - More than one-quarter had multiple chronic diseases.
- Providers are referring clients with chronic disease to the PA Free Quitline through fax and e-referral.
- Callers with chronic disease are using services (i.e., counseling calls and NRT) in a similar capacity to those without chronic diseases.
- Yet quit success at 6 month follow-up is still significantly lower for those with chronic diseases.
 - The chances of quit success are negatively impacted by the number of chronic diseases a caller has.

Next Steps in PA

- Continue to identify barriers to clients' quit success
 - Collect qualitative information from callers with chronic diseases
- Explore initiatives already being conducted by national/federal, state, and quitline vendors to identify emerging best practices for treatment of individuals with chronic disease
- Today's discussion

Any Questions?

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Discussion

- Are these intake and quit trends similar to what you have seen in your own state?
- How do you work to integrate the quitline with chronic disease programs and providers in your state?
- What strategies do you use to reach tobacco users with chronic diseases?
- Does your quitline use specific protocols or materials for callers with chronic disease to provide additional support?