



Implementation & evaluation of a campaign to increase utilization of the Quitline NC fax referral service

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Background

- All 50 states currently have telephone-based, tobacco cessation quitlines
- Quitline NC (1-800-QUIT-NOW) launched in November 2005
- Jointly funded:
 - NC Health & Wellness Trust Fund (HWTF)
 - NC Dept. of Health and Human Services
- Seattle-based vendor (Free & Clear)







Fax Referral Service

- Assists health care providers in connecting patients to Quitline NC
- Intended for patients ready to quit
- Provider faxes referral form to Quitline NC with patient's consent
- Quit Coach calls patient back
- Feedback sent to provider



Fax Referral Form

  Fax Number: 1-800-483-3114
Patient File Number: _____
 

Provider Information: Fax Sent Date: ____/____/____
Clinic Name: _____ Hospital Name: _____
(if applicable)
Health Care Provider: _____
Contact Name: _____

I am a HIPAA-Covered Entity (Please check one) Yes No I Don't Know
Fax: (____) ____ - ____ Phone (____) ____ - ____

Comments: _____

Patient Information: Gender: ____male / ____female Pregnant? ____Y ____N
Patient Name: _____ DOB: ____/____/____
Address: _____ City: _____ Zip: _____
Hm #: (____) ____ - ____ Wk #: (____) ____ - ____ Cell #: (____) ____ - ____

Language Preference (check one): English Spanish Other - ____
Tobacco Type (check primary use): Cigarettes Smokeless Tobacco Cigar Pipe

____ I am ready to quit tobacco and request the North Carolina Tobacco Use Quitline contact me to help (Initial) me with my quit plan.
____ I DO NOT give my permission to the North Carolina Tobacco Use Quitline to leave a message (Initial) when contacting me.

Patient Signature: _____ Date: ____/____/____

The North Carolina Tobacco Use Quitline will call you. Please check the BEST 3-hour time frame for them to reach you. NOTE: The Quitline is open 7 days a week; call attempts over a weekend may be made at times other than during this 3-hour time frame.

8am - 12am EST 12am - 3pm EST 6pm - 9pm EST 9pm - 12pm EST

Within this 3-hour time frame, please contact me at (check one): hm/wk/cell

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Confidentiality Notice: This facsimile contains confidential information. If you have received this facsimile in error, please notify the sender immediately by telephone and confidentially dispose of the material. Do not review, disclose, copy, or distribute.



Prior Research

- Fax referrals have potential to drive steady rate of callers to quitline (Perry, 2005; Bentz, 2006)
- Less expensive than paid media
- Little published research evaluating fax referral promotions to physicians



Promotional Campaign

- Funded by NC HWTF (approx \$70,000)
- Implemented in February 2006
- Direct mailing to 6,197 health care providers across NC
- Campaign included:
 - Letter sent to clinic/office managers
 - Information mailed directly to providers

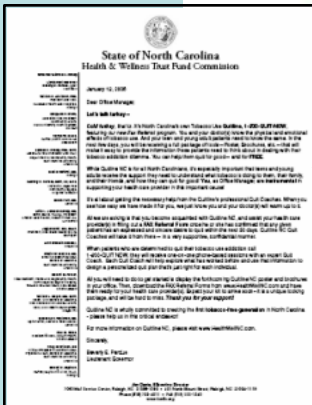


Tube Mailing




Inside the tube:

- Letter from NC Lieutenant Governor
- Informational handout
- Quitline NC poster
- Quitline NC pamphlet
- Sample fax referral form





Evaluation

- Conducted by UNC Tobacco Prevention & Evaluation Program
- Follow-up mail survey to 10% random sample of providers sent tube mailing
- Included 14 Likert-type scale questions including receipt of tube, fax referral familiarity, utilization, & intention to use



Results

- 271 surveys returned by providers (Response rate = 46%)
 - 145 Dentist/Orthodontists
 - 82 Family Physicians
 - 44 Pediatricians



Results

- 40% of respondents were familiar with the fax referral service
- 44% remembered receiving the tube
 - 88% read all or some of the materials
 - 76% said it helped increase their knowledge of the fax referral service



Results

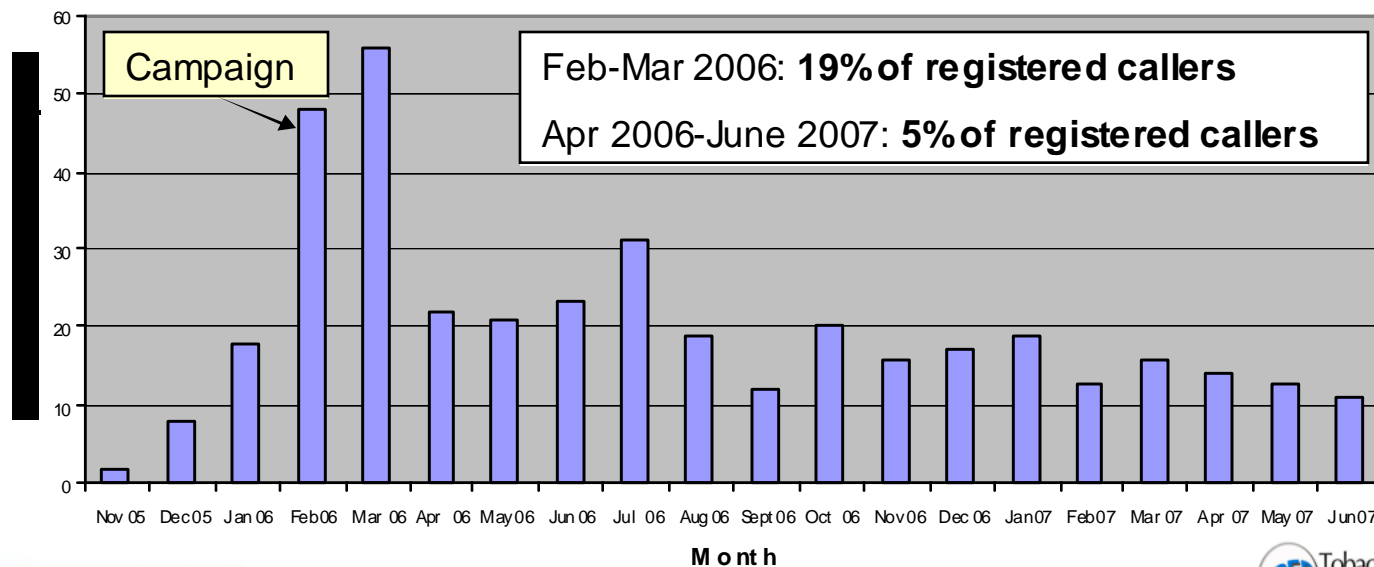
- 3.5% of respondents referred a patient by fax in past 6 months
 - Providers who used the service were satisfied and found it easy to use
- 29% of respondents intended to use the service in the next 6 months



Results

- Utilization of the service increased during the months of the campaign, but decreased to around baseline in following months

Number of fax referrals over time (n=399)
November 2005 - June 2007





Conclusions

- Promotional materials were received and read by almost half of providers
- Campaign temporarily increased utilization of fax referral service but did not sustain rates over time
- Use of fax referral service in NC has great potential
- Need for formative research prior to future campaigns



Conclusions

- Target certain providers
- Consider systems-based approach
- Potential study limitations:
 - Time lag between campaign and survey
 - Did not survey office managers
 - Only half providers responded to survey



Questions?

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**For more info about TPEP and this study:
www.fammed.unc.edu/TPEP**

**For more info about Quitline NC:
www.quitlinenc.com**