



# **The Ohio Tobacco Quit Line's low-cost NRT program for the uninsured**

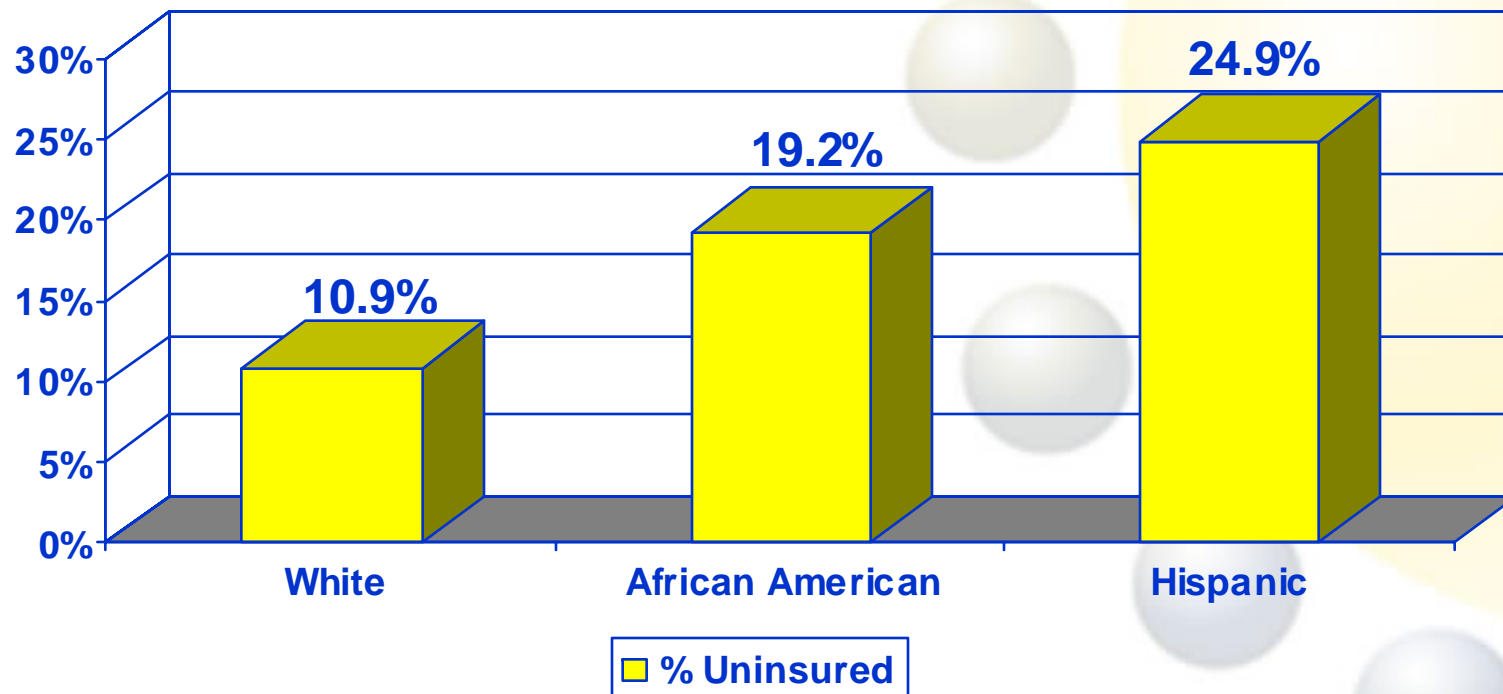
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# The Evolution of OTPF's Uninsured NRT Program

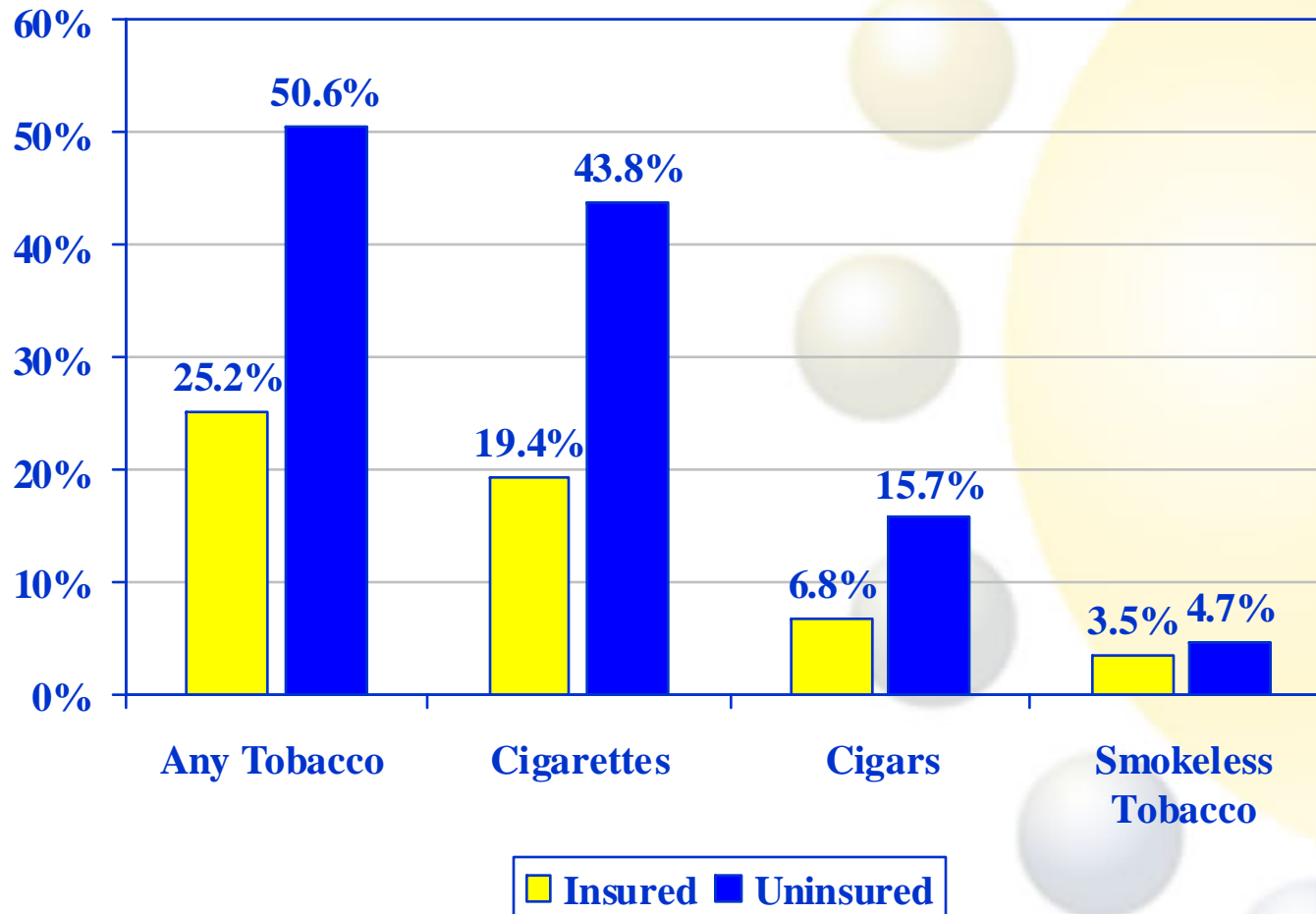
- Explore the effectiveness of a low-cost NRT program for the uninsured.
- Explore barriers uninsured tobacco users face regarding access to NRT.

# Uninsured in Ohio

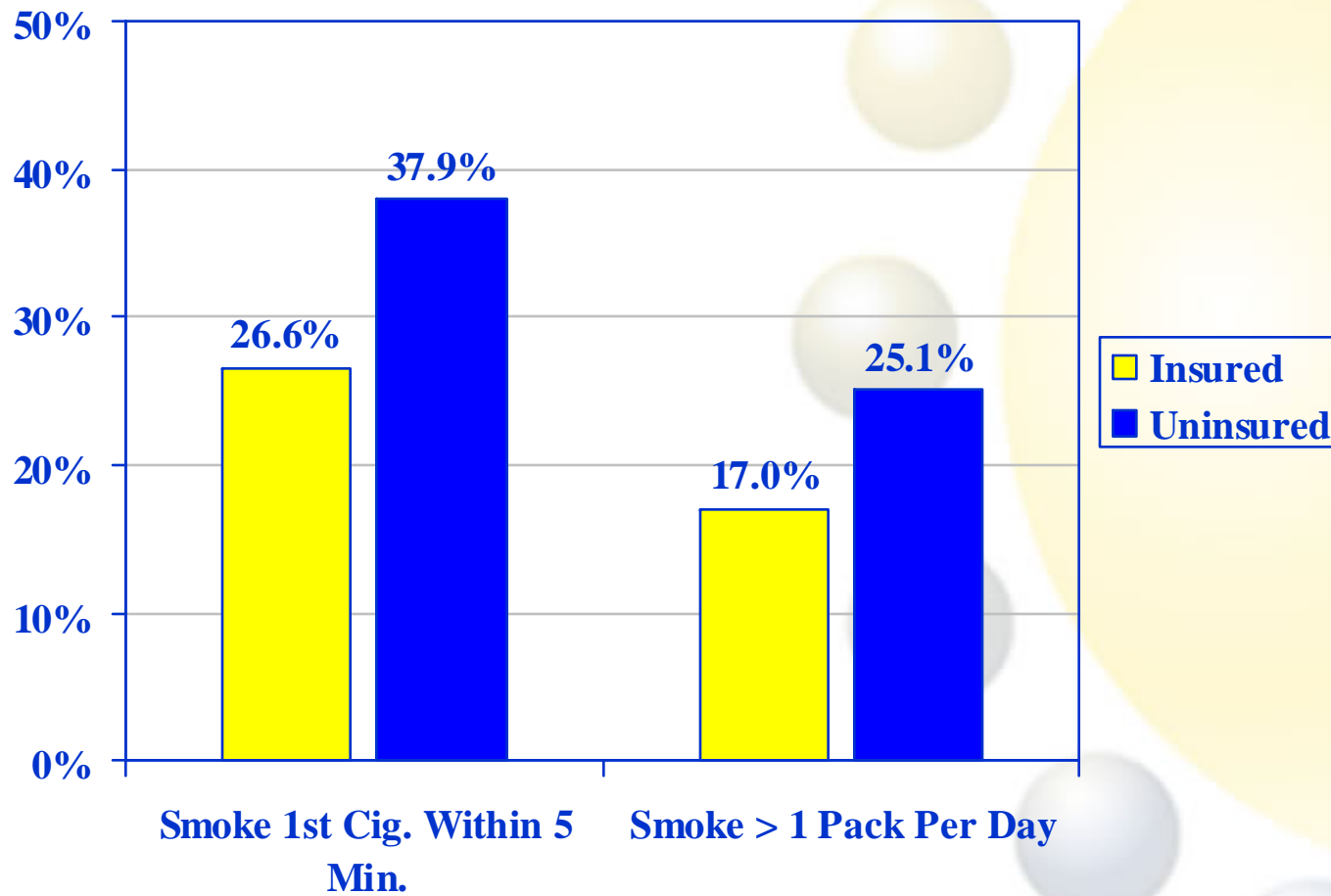
- 12% of adults, approximately 1 million Ohioans, do not have any kind of public or private health insurance.



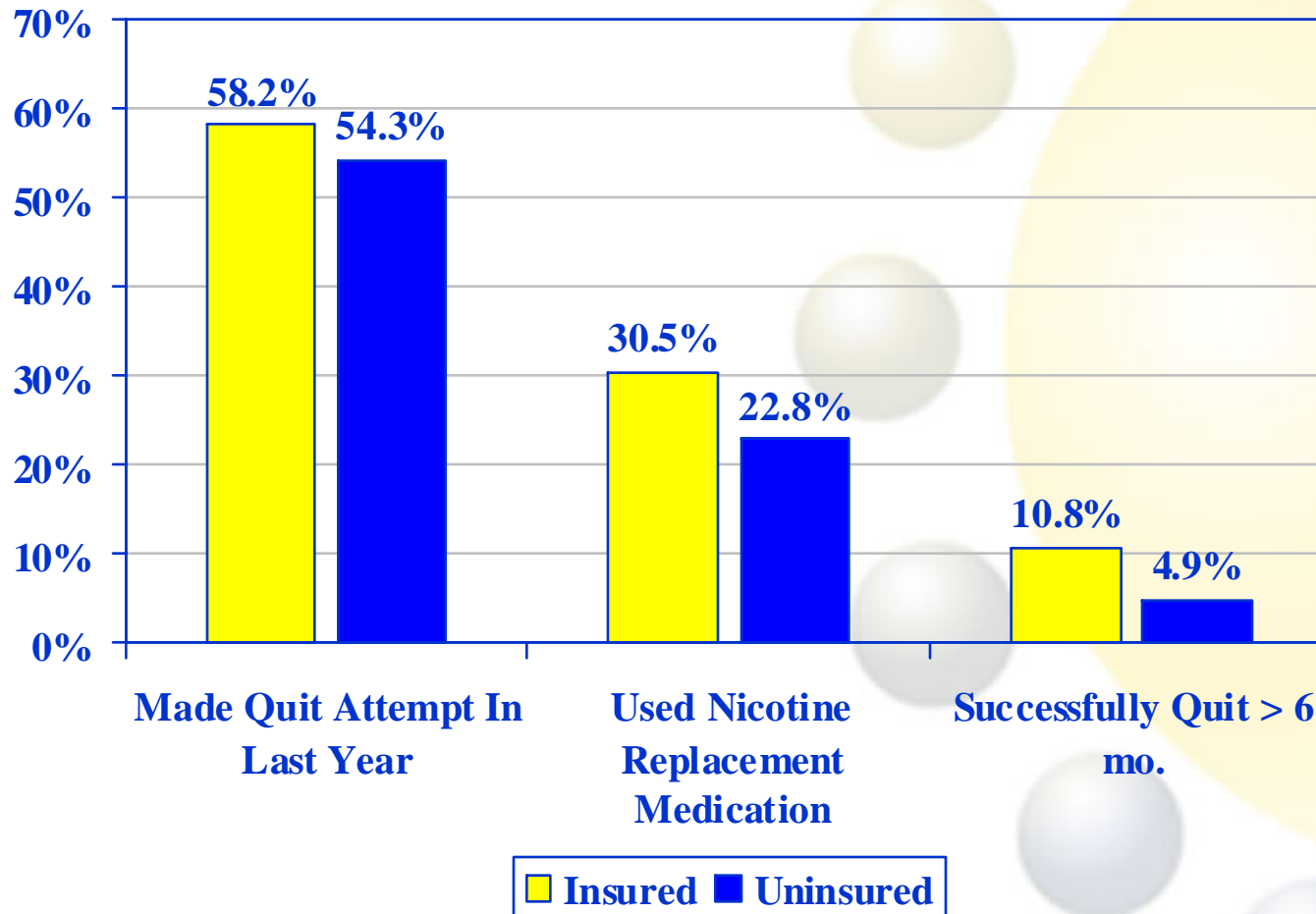
# Tobacco Use



# Nicotine Dependence



# Tobacco Cessation



# Ohio's NRT Partnership Program

- Health Plan and Employer partners split NRT patch cost for their members/employees.
- Free 4-week supply at enrollment. Additional free 4-week supply if remain in program.
- \$46 per participant / 4-week supply – cost split between OTPF and partners.
- 75 Employer Partners
- Employer partners must have 500 or more employees.
- 8 Health Plan Partners



# Uninsured NRT Program

- Uninsured individuals receive a coupon to receive for 4-weeks of NRT for \$25.
- Coupons eligible for redemption at 2 major pharmacy chains.
- Program launched in September, 2006.



# Uninsured NRT Program

- Evaluation concluded that the program was unsuccessful at serving the uninsured.
- 13 month period (Sept '06-Sept '07)
  - 4,692 coupons distributed.
  - Only 28% (1,313) of coupons redeemed.

# Program Barriers

- Semi-structured telephone interviews with participants who did not redeem coupons.
- Barriers
  - COST
  - INCONVENIENCE
  - Misunderstanding of benefit.

# Cleveland Clinic Initiative

## Smoke Free Greater Cleveland Campaign



- Free NRT patches provided to any resident of Cuyahoga County who called the Ohio Tobacco Quit Line.
- OTPF and Cleveland Clinic split NRT costs.
- December 22, 2006 through June 30, 2007.

# Cleveland Clinic Initiative

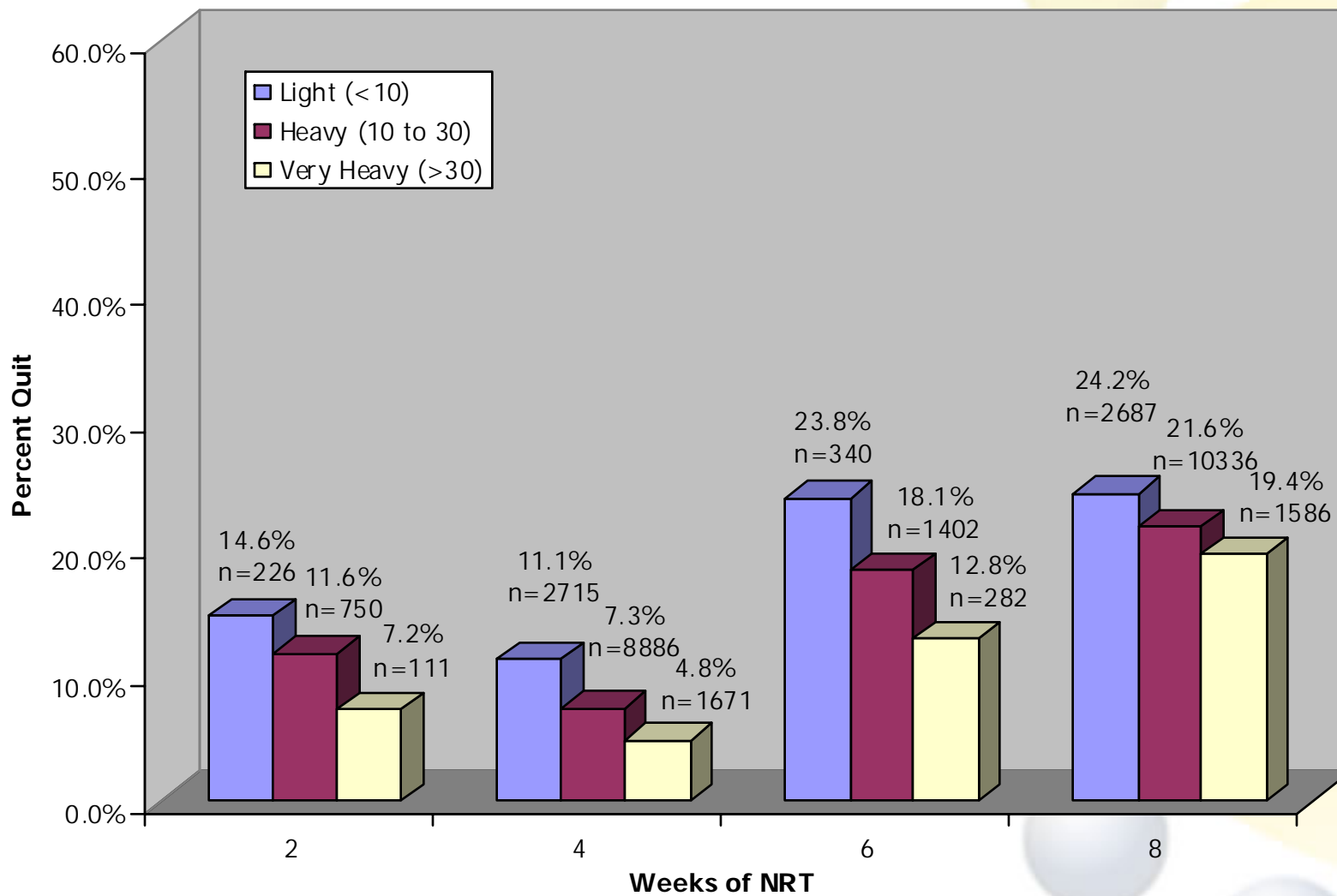
## Smoke Free Greater Cleveland Campaign

- Results
  - Demographic shift
    - Much greater participation of low-SES
  - Increased enrollment rate
    - Callers were more likely to enroll in counseling
    - NRT recipients were more likely to receive multiple coaching sessions.

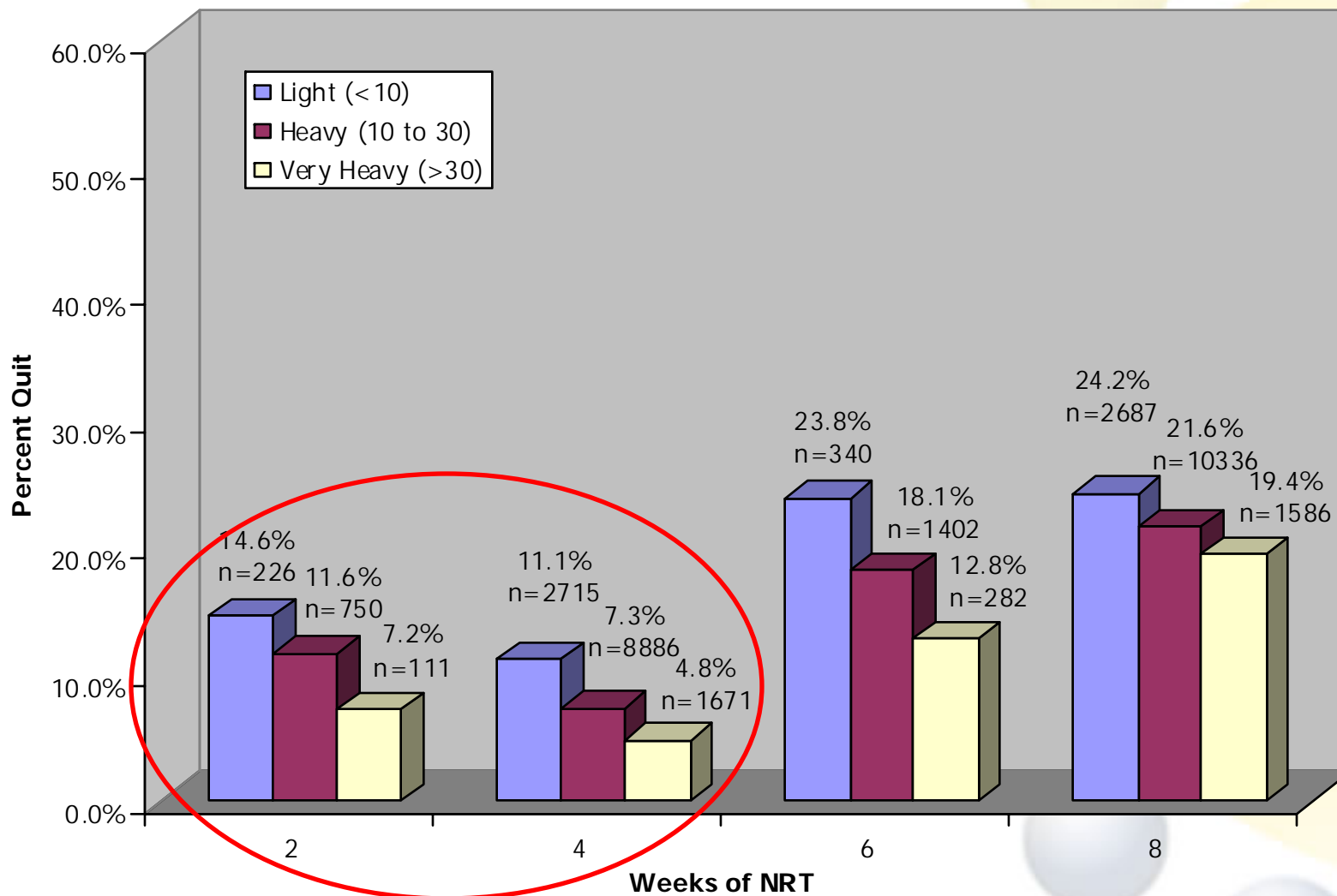
# NRT Program Revisions

- Free is better (duh!)
- Costs are perceived to be a major barrier to providing 4/8-weeks free to everyone.
- Motivating employers and health plans to cover costs had to remain a central feature.

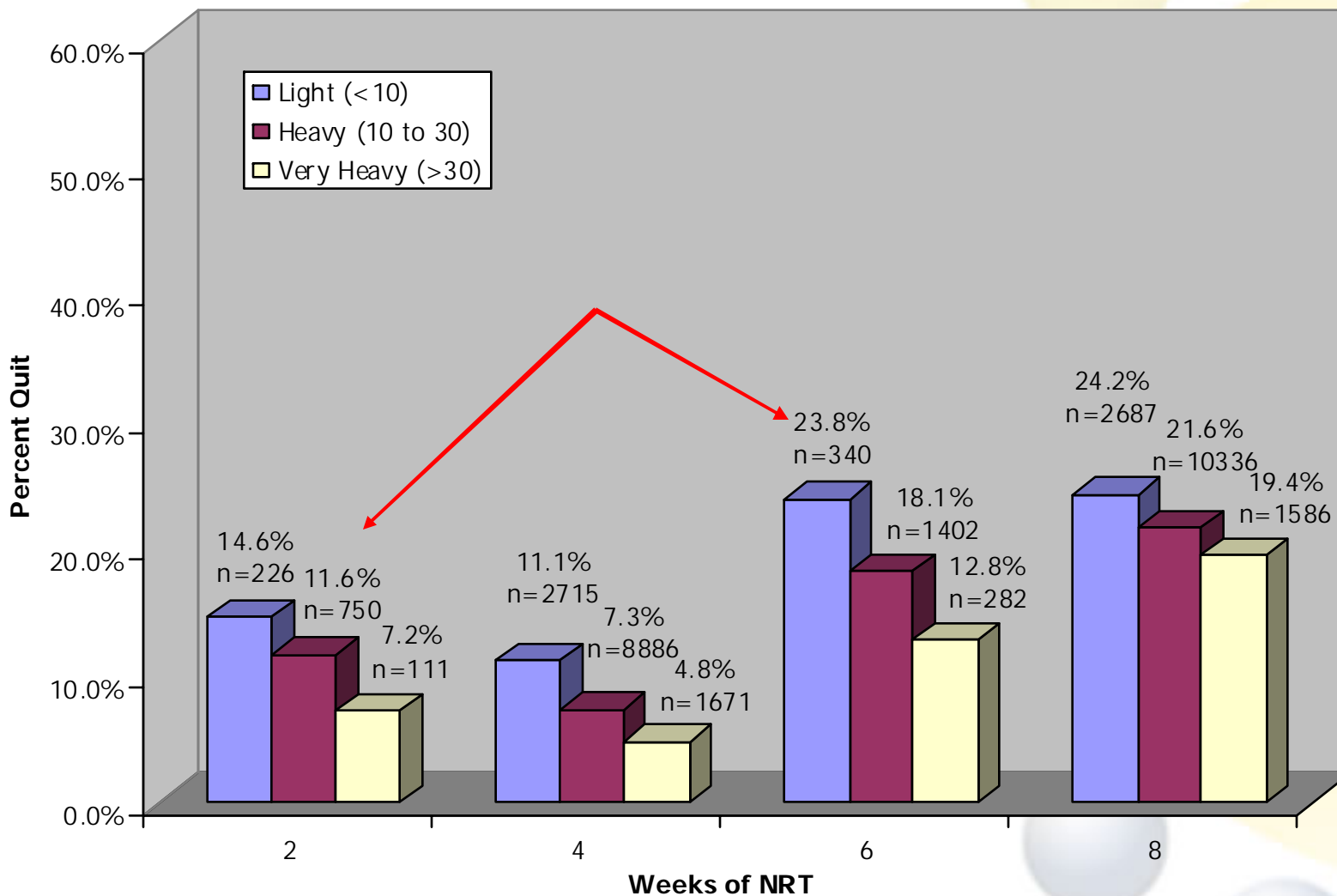
## Six-Month ITT Quit Rates By Type of Smoker and Weeks of NRT



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# Emerging NRT Program

- Every Quit Line participant to be mailed 2-weeks of free NRT.
- Uninsured individuals receive a coupon to redeem 4 additional weeks at participating pharmacies.
  - Costs yet determined, although likely to be less than \$25.
- Employer and Health Plan members receive additional free NRT via mail.
- For everyone else, Quit Line coaches will encourage others to purchase additional NRT.



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