

**Public Employees' Benefit Board  
PEBB Tobacco Cessation Program Update  
August 21, 2007**

**Summary**

While we continue to see PEBB members take advantage of the Free & Clear® Quit For Life™ Program benefit, there appears to be a trend of declining enrollment that may indicate the need for enhanced program promotion by PEBB and its health plans. Quit rates continue to be steady and above the Free & Clear expected quit rate range. Satisfaction rates also remain steady and reflect high rates of satisfaction from enrollees.

PEBB has identified some areas where the plans' benefits differ. In order to ensure seamless, barrier-free access to the Free & Clear® Quit For Life™ Program, PEBB staff will facilitate discussions with the plans to work toward 100% benefit alignment. On August 9, 2007, PEBB hosted a teleconference with Free & Clear and its health plans to discuss strategies for implementing program improvements. PEBB will be working individually with each plan to discuss specific benefit variations.

In spring 2008, DHS will be implementing a Tobacco Free Campus Policy. PEBB anticipates an increase in utilization of the Quit for Life Program with the roll out of the new policy. PEBB is partnering with the DHS Tobacco Free Campus Policy team, Free & Clear and the Cascade Employee Assistance Program on the resources subcommittee and has participated in discussions about how to best provide support to DHS employees trying to quit as a result of the new policy implementation. Benefit alignment will be very important as PEBB works with DHS on reaching out to and helping members understand their benefits through Free & Clear.

**Tobacco Cessation Program Overview**

In 2005, PEBB added to its wellness programs a barrier-free tobacco cessation service for employees and dependents through Free & Clear, the company that administers the Oregon Quit Line. The Quit For Life Program is a recognized leader in the field of tobacco cessation with more than 20 years experience developing and delivering evidence-based, tested and proven programs/services. In 2006, due to the elimination of direct funding to PEBB for wellness programs, PEBB asked its health plans to contract directly with Free & Clear to provide the tobacco cessation program to employees and dependents. Currently, each of PEBB's health plans contract with Free & Clear to offer a comparable benefit package to the package offered when PEBB contracted directly with Free & Clear. However, the benefits vary somewhat by plan. In terms of program promotion, PEBB features the Quit For Life Program in nearly all of its monthly newsletters and on the PEBB website. PEBB also works with agency wellness coordinators to raise awareness about the program.

## Free & Clear® Quit for Life™ Program Components

- Motivational interviewing and cognitive-behavioral therapy techniques
- Multiple, proactive, one-one telephone-based counseling sessions
- Tailored Quit Plan
- Unlimited toll free access when additional support is needed
- Decision support for medications including nicotine replacement products, Bupropion and Chantix
- Direct Mail Order of patch and gum (Regence) or patch (Providence) to participant's home
- Printed Quit Kit of materials (including letters) to all participants
- WebCoach – an online cessation support tool (Regence)

## Quarterly Free & Clear Program Enrollment

Year – Contract	Q1	Q2	Q3	Q4	Total
2005 – PEBB	110	272	104	280	766
2006 – All Plans	187	144	104	124	559
2007 – All Plans	166	102	N/A	N/A	N/A

*Totals in each quarter generally represent unique enrollees. Free & Clear cites less than 5% re-enrollment rates.*

- Enrollment in Free & Clear through Q2 2007 is 268, down from the same point in 2005 (N=382) and 2006 (N=331).
- Overall, there appears to be a trend of declining enrollment.

## Satisfaction and Quit Rates

Historically, Free & Clear measured outcomes and program satisfaction at 12 months post enrollment. However beginning in 2006, Free & Clear began measuring outcomes and satisfaction at 6 months post enrollment. The data below reflects 12-month follow up for 2005 enrollees and 6-month follow up for 2006 and 2007 to date enrollees.

### *Enrollments through Q4 2005 - 12-Month Follow-up Surveys through Q4 2006*

- Of the 718 members that were eligible for their 12-month follow up survey during 2006, 423 responded to the survey (59%). Of those responding, 139 members indicated that they had not used any tobacco in the last 30 days, which equates to a 33% quit rate.\* Members were also asked to rate their satisfaction with the program. Of those that responded to this section of the survey (N=422), 91% responded that they were very or somewhat satisfied while 9% responded that they were somewhat or very dissatisfied.

***2006 Q1 and Q2 Enrollments - 6-Month Follow-up Surveys through Q4 2006***

- Of the 310 members that were eligible for their 6-month follow up survey during 2006, 171 have responded to the survey (55%). Of those responding, 80 members indicated that they had not used any tobacco in the last 30 days, which equates to a 41% quit rate.\* Members were also asked to rate their satisfaction with the program. Of those that responded to this section of the survey (N=166), 94.5% responded that they were very or somewhat satisfied while 5.5% responded that they were somewhat or very dissatisfied.

***Q3 2006 Enrollments - 6-Month Follow-up Surveys through Q1 2007***

- Of the 76 members that were eligible for their 6-month follow up survey during Q1 of 2007, 48 have responded to the survey (63%). Of those responding, 16 members indicated that they had not used any tobacco in the last 30 days, which equates to a 34.5% quit rate.\* Members were also asked to rate their satisfaction with the program. Of those that responded to this section of the survey (N=45), 99% responded that they were very or somewhat satisfied while 1% responded that they were somewhat or very dissatisfied.

*\*Free & Clear cites the expected quit rate for their program as 25% – 34%.*

**Areas for Program Improvement**

- More collaboration with the plans around communicating with members about the Free & Clear® Quit For Life™ Program (Increase outreach out to dependents).
- Increase online enrollment - work with plans to add online enrollment link to Free & Clear from the PEBB program page hosted by each plan.
- Continue to partner with DHS and the plans in preparation for the DHS Tobacco Free Campus Policy roll out in 2008.
- Discuss benefit variations with plans and identify specific benefit changes for the plans to consider (i.e. adding WebCoach component for all plans, eliminating co-pays for NRT for Kaiser and Samaritan, establishing direct mail of NRT for Kaiser and Samaritan, eliminating reimbursement cap on tobacco Rx for Providence, etc.)