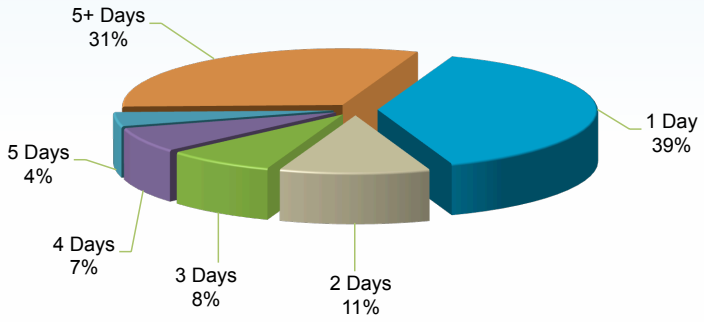
ASHLine Monthly Report January 2013

Timing of first coaching call and quit rate

When a client enrolls in coaching services, he or she is informed that their quit coach will be in touch with them in a few days in order to begin the coaching process. Coaching protocols dictate that coaches make their first attempt to reach their clients within 24 hours of the client being assigned to the coach. About 40% of the time, the client is reached within the first 24 hours after being assigned a coach. However, in many cases, multiple attempts must be made before a coach successfully contacts the client. This report explores the relationship between when the first successful call occurs with a client and their quit rate.

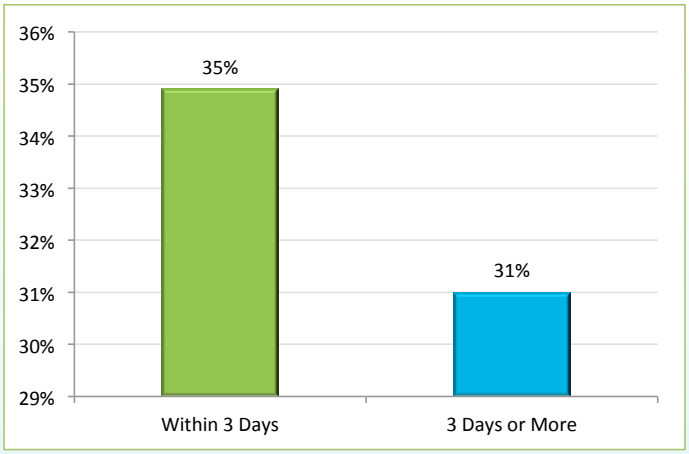
Figure 1 displays the proportion of first call reached by number of days since the client was assigned a coach. Approximately 40% are reached within the 1st day, 11% are reached within 2 days, and another 8% are reached within 3 days. For almost a third of clients, it takes greater than 5 days to reach them for their first coaching call.

Figure 1. Percent of clients by number of days from coaching assignment to first reached coaching call



For clients who were reached for their first coaching call within 3 days of being assigned a coach, the quit rate at 7-months post enrollment was 35%. For clients who were first reached after 3 days, the quit rate was 31%. The difference is significant, $p < .01$ (Figure 2).

Figure 2. Quit Rate by first coaching call



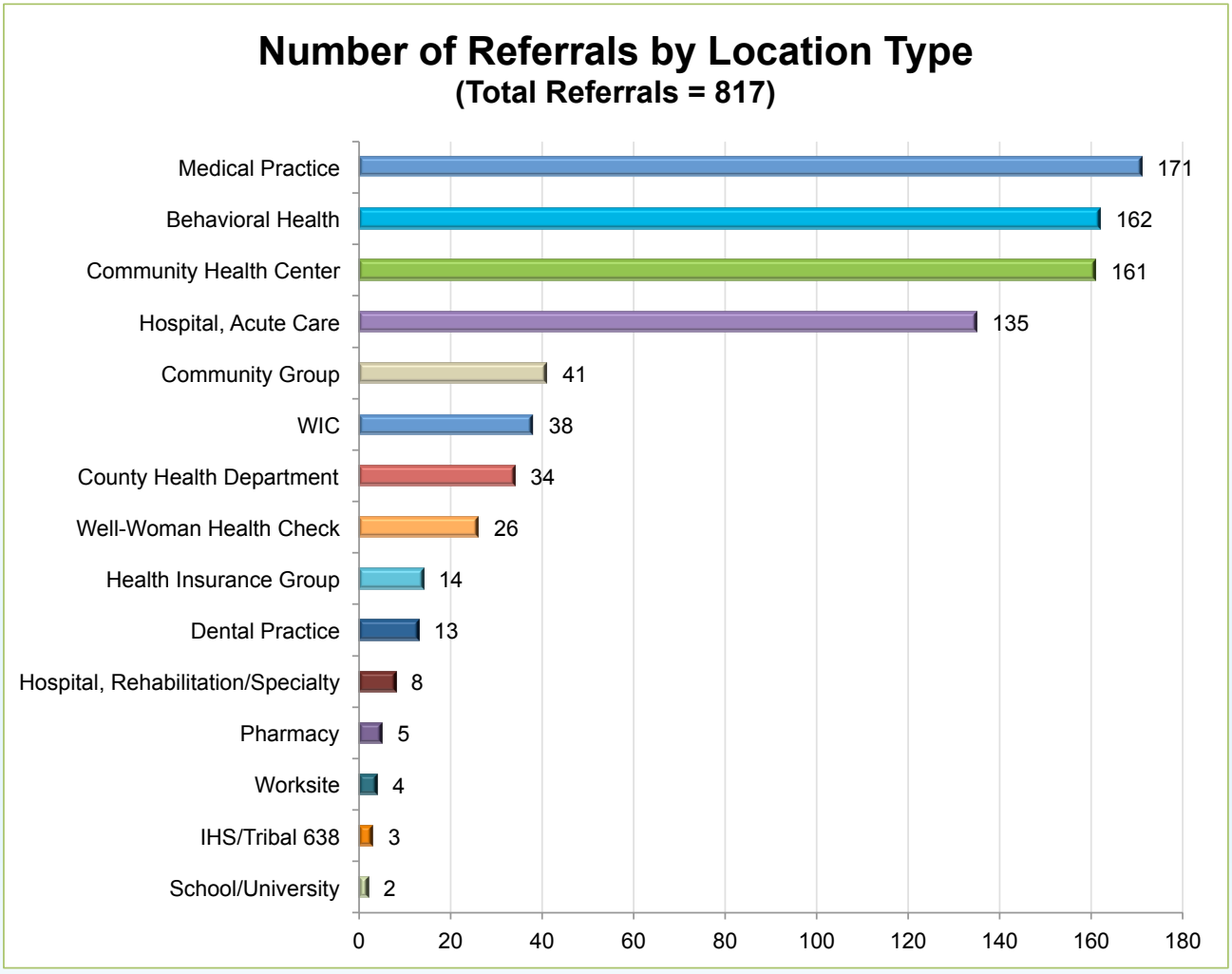
Clients who connect with their quit coach earlier have a higher quit rate than those clients who are reached by their coach later. Several factors may affect when a client takes their first coaching call. Many clients are reached within 24 hours of being assigned a coach, which can be translated as they take the first call attempt by their coach. For others whose first reached call is 4 or more days after assignment, their coach has made multiple attempts to reach the client. Perhaps clients who wait to take their first coaching call are less committed to the quit process than those who take the coach's call on the first or second attempt. Studying other systematic differences between clients who take calls early versus late could lead to a better understanding of getting clients to commit to coaching.

Appendix: January 2013 Statistics and Demographics

	Referrals		Enrollments		Total Coaching Calls		Avg # Coaching Calls for Exited Clients	
County	**January 2013**	**YTD**	**January 2013**	**YTD**	**January 2013**	**YTD**	**January 2013**	**YTD**
Apache	6	70	4	35	39	218	6.8	6.4
Cochise	20	224	14	129	60	571	4.1	5.9
Coconino	27	203	25	117	75	420	4.0	4.4
Gila	9	83	20	65	60	264	4.0	5.0
Graham	9	40	7	21	17	56	5.0	4.9
Greenlee	1	16	5	10	11	27	1.0	6.1
La Paz	8	42	6	21	11	82	3.5	5.5
Maricopa	353	2,849	870	3,588	2,269	11,786	4.8	4.4
Mohave	23	224	68	306	159	926	5.5	4.5
Navajo	5	54	10	60	46	230	4.9	3.9
Pima	244	1,635	172	970	570	3,628	6.1	4.6
Pinal	15	156	73	255	178	881	4.4	4.3
Santa Cruz	11	63	7	35	14	107	2.7	4.1
Yavapai	41	304	73	283	181	1,001	4.2	4.5
Yuma	8	94	22	116	55	342	3.3	4.3
Unknown	37	302	4	10	4	36	N/A	6.4
Total	**817**	**6,359**	**1,380**	**6,021**	**3,749**	**20,575**	**5.2**	**4.5**

Summary Statistics	January 2013	Year-to-Date
# Incoming Calls	2,418	11,934
Quit Rate	29%	29%

Gender	Enrolled (N=1380)	Information Only (N=386)	Total (N=1,766)
Male	576	22	598
Female	789	30	819
Unknown/Missing	15	334	349
Race			
White	993	10	1003
African American	98	2	100
Asian	4	0	4
Hawaiian	1	0	1
American Indian	25	0	25
Multiracial	33	1	34
Other Race	41	1	42
Unknown/Missing	185	372	557
Ethnicity			
Hispanic	220	2	222
Non-Hispanic	966	15	981
Unknown/Missing	194	369	563
Age			
Less than 18	3	4	7
18-24	80	3	83
25-34	172	14	186
35-44	251	4	255
45-54	394	18	412
55-64	306	8	314
65-79	156	11	167
80+	9	2	11
Unknown/Missing	9	322	331


Number of Referrals by Location Type
(Total Referrals = 817)
Medical Practice 171
Behavioral Health 162
Community Health Center 161
Hospital, Acute Care 135
Community Group 41
WIC 38
County Health Department 34
Well-Woman Health Check 26
Health Insurance Group 14
Dental Practice 13
Hospital, Rehabilitation/Specialty 8
Pharmacy 5
Worksite 4
IHS/Tribal 638 3
School/University 2
0 20 40 60 80 100 120 140 160 180