



Free & Clear® Study Shows Proactive Communication Strategies Increase Tobacco Cessation Program Re-enrollment

SEATTLE, Wash., June 18, 2008 – Free & Clear, Inc., the national leader in evidence-based tobacco cessation programs delivered via the phone and internet, has announced the publication of their study of telephone-based tobacco cessation program re-enrollment in the July issue of the *American Journal of Preventive Medicine*. The study was sponsored by National Cancer Institute and is part of a multi-center grant awarded to University of California in San Diego (*). Telephone tobacco quitlines are highly effective tools for tobacco cessation, and allow tobacco users to seek support for multiple quit attempts.

Free & Clear's study is the first to evaluate how communication strategies affect quitline re-enrollment and how frequently tobacco users take advantage of quitline support opportunities.


"Most tobacco cessation treatments offer a one-shot approach for those looking to quit," said Dr. Beatriz H. Carlini, Free & Clear Research Scientist and lead author of the study. "Our research showed that with a chronic condition like tobacco dependence, proactive outreach and an ongoing opportunity to quit is the best method for engaging smokers."

A study of 2400 tobacco users who enrolled in Free & Clear's Quit For Life® Program, via the Oklahoma and New Mexico Helplines, during 2006 showed that the spontaneous program re-enrollment rate after a relapse was a scant 0.54 percent per 30 days. Recruitment using mailers did not significantly change this rate. However, the addition of telephone calls increased re-enrollment to 6.93 percent per 30 days.

The study also found that tobacco users from various ethnic and racial backgrounds responded positively to the telephone calls inviting them to re-enlist in cessation treatment, displaying virtually the same rates of re-enrollment across ethnic populations.

"For those individuals that have previously called quitlines for help quitting tobacco, proactive re-enrollment using both direct mail and telephone communications can be an effective way to initiate a new quit attempt," said Dr. Susan Zbikowski, Free & Clear's Vice President of Clinical and Behavioral Sciences and one of the authors of the study. "Our study has shown that it is feasible to re-enroll former quitline participants, meaning the tobacco quitline community can step up marketing efforts and result in more tobacco-free individuals."

Free & Clear's Quit For Life Program helps people overcome their addiction to tobacco using a combination of phone-based cognitive behavioral counseling, medication support and web-based learning and social support. The Quit For Life Program has helped more



than 200,000 Americans successfully quit smoking since 2004, translating to over two million years of life added and \$1 billion in cost savings. Free & Clear's Quit For Life Program is currently offered by over 200 employer, health plan and government clients.

About Free & Clear, Inc.

Free & Clear, Inc. is the nation's leading provider of tobacco treatment services for health plans, employers, and government organizations. Free & Clear helps its clients improve the health of their populations and control related costs by reducing the prevalence of tobacco use. More than 50 million people have access to the Free & Clear Quit For Life Program, which has had its proof of effectiveness published in multiple peer-reviewed, scientific journals over the course of over 20 years. Free & Clear is based in Seattle, Washington. More information about Free & Clear can be found at www.freeclear.com.

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For More Information:

Emily Killoren

Edelman

(206) 268-2267

Emily.Killoren@edelman.com

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