

2021 NYS Healthcare Professional Communication Preferences Survey: Findings and Implications



***Tuesday, April 26, 2022
11:00 AM***

Moderator

- ***Patricia Bax, RN, MS, NCTTP***
Marketing & Outreach Coordinator



Housekeeping

- This presentation is being recorded.
- All participants are muted.
- Please direct your questions to the moderator (Patricia Bax) in the chat box.
- *Have a separate web browser or your smartphone handy for two poll questions during the webinar!*
- The webinar recording and slides will be posted to our Online News Room: <https://nysmokefree.com/newsroom>



Objectives

Upon completion of this webinar, attendees will learn the following key 2021 survey results:

- Top preferences for modes of communication
- Tobacco cessation related topics of greatest interest
- Perceptions of how COVID-19 affected tobacco-using patients and effectiveness of tobacco dependence treatments
- Willingness to make direct and indirect referrals to the Quitline

Presenter

- ***Tony Astran, MPA, APR, TTS***
Public Information Specialist



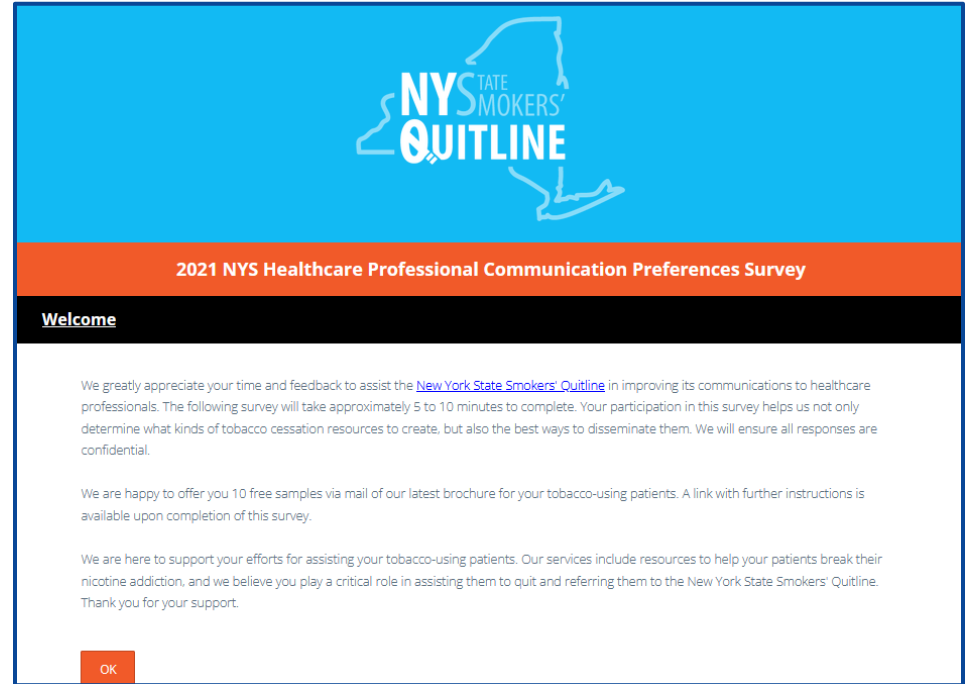
History of the Survey / Rationale

- Marketing Deliverable to New York State's Bureau of Tobacco Control
- Guide the Quitline's Marketing & Outreach Strategies and Tactics
- Uncover and Monitor Trends
- Build Connections and Generate Awareness



Survey Administration

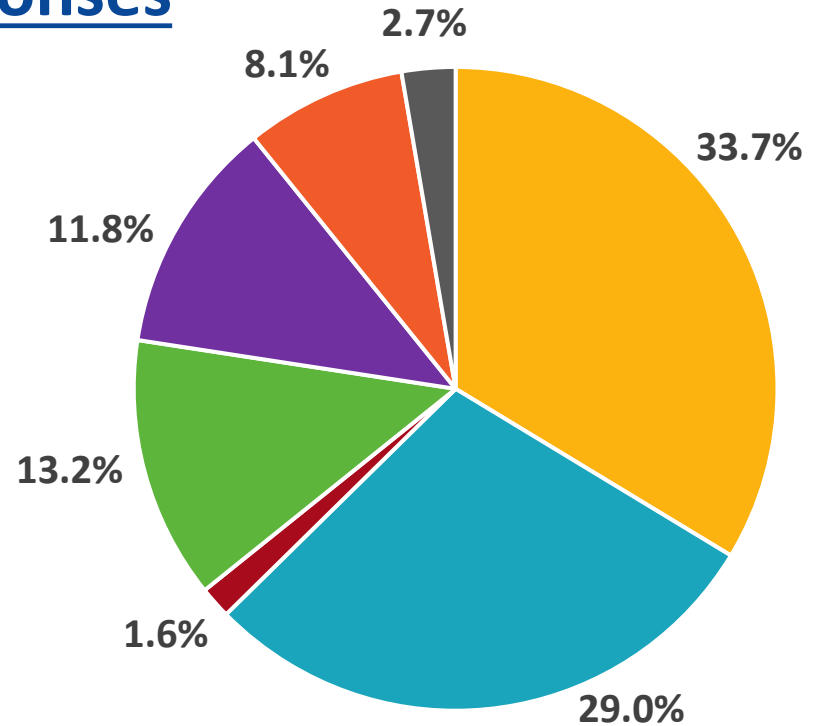
- Emails of licensed HCPs on file with NYSED; request for one-time use (*cannot share lists*)
- 8/2/21 – 9/24/21
- Rolling distribution with reminders via SurveyMonkey



Seven Overall Professional Fields

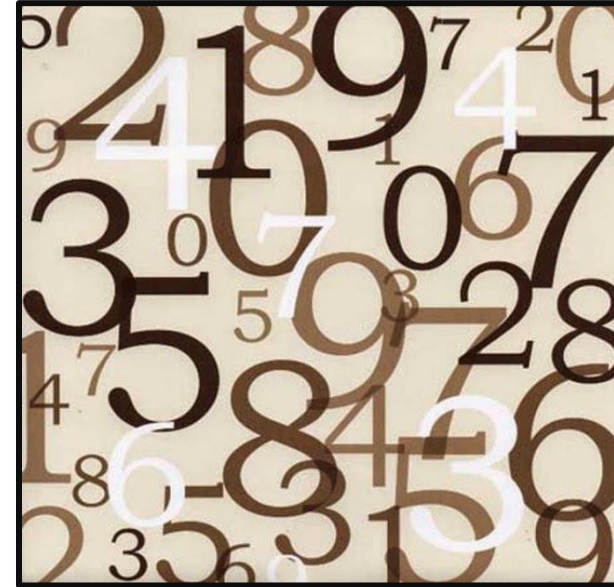
Completed Responses

- Physician/Medicine
- Nursing
- Respiratory Therapy
- Social Work
- Dentistry
- Mental Health
- Pharmacy (NEW for 2021)



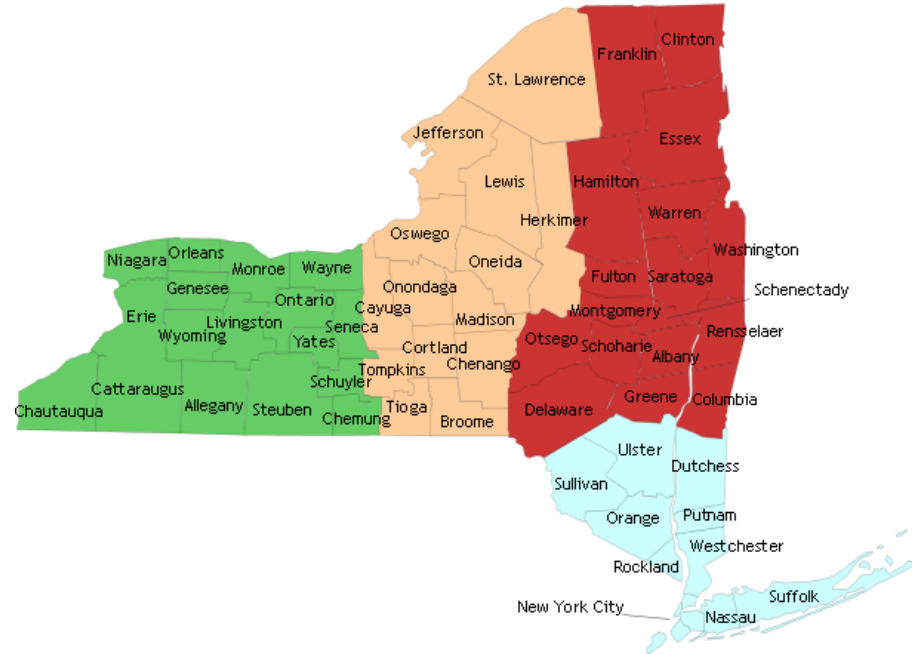
Background Numbers

- Approximately 108,000 e-mails
- 1.71% completion rate (1,844)
- 3.31% total response rate (3,580)
- Highest/lowest completion rates:
 - *Mental Health (3.12%), Dentistry (2.56%)*
 - *Nursing (1.24%), Medicine/Physician (1.66%)*
- 302 requests for brochures
- 211 additions to news database



Demographic Questions

- Practice in NYS? (Yes/No)
- Specialty/Discipline
 - *(7 fields; 21 overall sub-choices)*
- Type of Organization
 - *(16 choices, including “other”)*
- Number of Employees
 - *(5 choices: <10 through >1,000)*
- Enter Zip Code



Communication Methods

Of the following options, what are your preferred methods for receiving tobacco cessation—related news and information?
(Check all that apply.)

Electronic
newsletter

30.69 %

Email

64.64 %

Intranet
(internal) site

8.1 %

Letter or flyer
(direct mail)

20.44 %

Podcast

5.75 %

Smartphone
app

7.86 %

Social media

9 %

Text message

9.49 %

Webinars

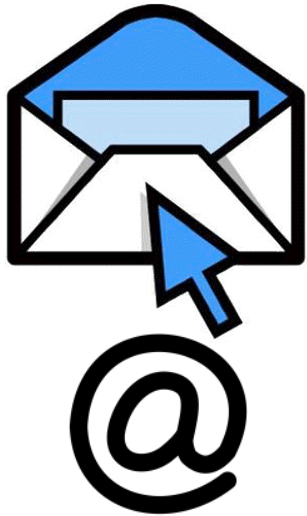
19.14 %

Other

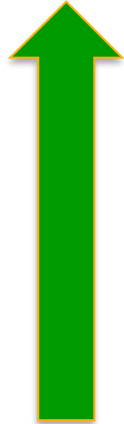
4.66 %

Communication Methods: 2019 to 2021

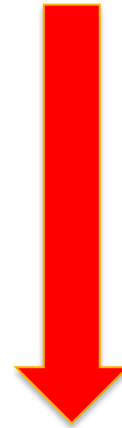
E-newsletters and webinars stayed consistent, however...



E-mail
up 9%



Letters/flyers
down 11%



Possible attribution to increased remote/at-home work during the COVID-19 pandemic?

Communication Outlets

For general news, what **local** media outlet (e.g., newspaper, TV station, radio station, online site) do you read, view, or listen to the most?

The New York Times



POLL TIME!



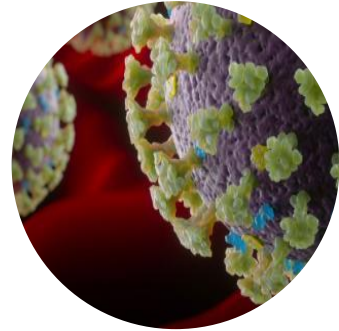
Poll

COVID-19

Throughout the COVID-19 pandemic, what did you notice among your patients with regard to tobacco / vape-product use? *(Check all that apply.)*

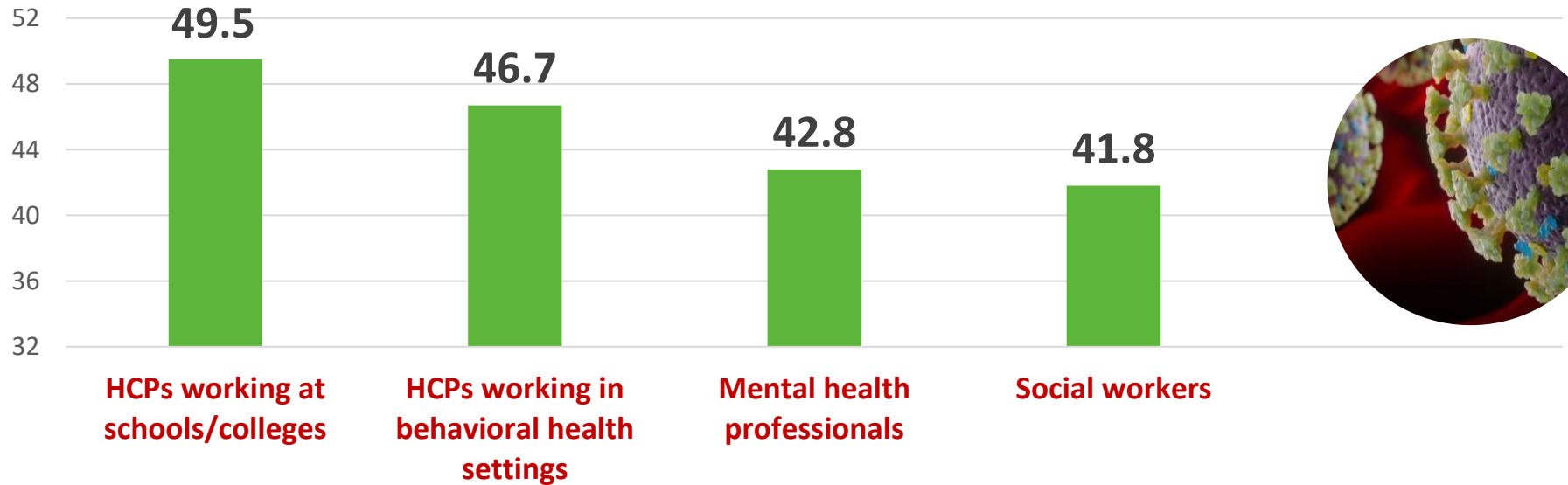
- An increase in the desire to make a quit-attempt. **12.7 %**
- An increase in those *not ready to make a quit-attempt* due to stress or other concerns. **34.2 %**
- No notable change. **50.2 %**
- Other *(please specify)* **7.1 %**

Patients don't smoke; not applicable; more stress; more anxiety; more marijuana usage; more vaping (especially among youth)



COVID-19: Further Dissected

I noticed an increase in those **not ready to make a quit-attempt** due to stress or other concerns. *(34.2% overall response)*



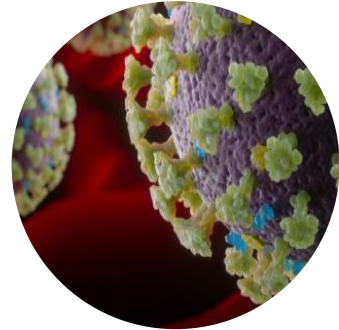
COVID-19: Positive Impacts

12.5 % replied “yes” to positive impact

Specifically how has the COVID-19 pandemic positively impacted your practice in providing tobacco dependence treatment for patients? *(Check all that apply.)*

- I am focusing more on treating tobacco dependence due to increased use and/or ease of online consultations (e.g., Zoom). **29.7 %**
- I am focusing more on treating tobacco dependence due to the heightened importance of lung health. **67.9 %**
- I have partnered with the New York State Smokers' Quitline more often to treat my tobacco-using patients. **10.8 %**
- Other *(please specify)* **13.2 %**

COVID-19 is a motivating factor for quit-attempts; patients more interested in overall wellness; increased readiness to quit; telemedicine and virtual visits help facilitate the quit-process



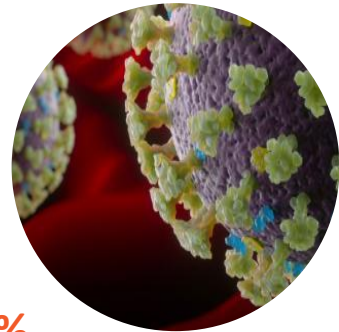
COVID-19: Negative Impacts

37 % replied “yes” to negative impact

Specifically how has the COVID-19 pandemic negatively impacted your practice in providing tobacco dependence treatment for patients? *(Check all that apply .)*

- I am focusing less on treating tobacco dependence due to fewer in-person patient interactions. **31.7 %**
- I am focusing less on treating tobacco dependence due to COVID-19 issues dominating my time. **41.4 %**
- The COVID-19 pandemic worsened our staffing levels, making it more difficult for me to effectively treat tobacco-using patients. **39.6 %**
- Other *(please specify)* **25.1 %**

Patients are too stressed; patients aren't making visits; virtual groups not as effective as in-person; programs/services stopped due to pandemic; cessation no longer as high of a priority among patients



POLL TIME... AGAIN!



Poll

Priority Populations

The New York State Smokers' Quitline provides enhanced services including additional coaching and nicotine replacement therapy (NRT) for priority populations. Of the following priority populations, which one do you experience the most challenges with regard to treating tobacco dependence?

- Those who exhibit alcohol dependence or abuse **22.0 %**
- Those who use cannabis **10.9 %**
- Those who have physical disabilities **1.5 %**
- Those who are pregnant **1.6 %**
- Those who experience psychological distress **41.8 %**
(*e.g., depression, mood disorders*)
- Does not apply to the patients I treat **22.2 %**



Priority Populations: By Region

Of the following priority populations, which one do you experience the most challenges with regard to treating tobacco dependence?

	Alcohol	Cannabis	Disabled	Pregnant	Psych.	N/A
Metro	23.43%	10.73%	1.24%	1.4%	39.52%	23.68%
Capital	15.83%	12.23%	5.04%	1.44%	46.04%	19.42%
Central	20%	10.63%	1.25%	1.25%	44.38%	23.75%
Western	19.87%	12.5%	0.96%	2.56%	47.44%	16.67%
FULL SURVEY TOTAL	21.96%	10.90%	1.52%	1.63%	41.76%	22.23%

Priority Populations: Materials

With regard to the priority populations listed above, which one of the following communications tools would you find most helpful to assist you with treating tobacco dependence?

- Fact sheet / brochure for healthcare professionals 28.3 %
- Fact sheet / brochure for priority population patients 29.7 %
- On-demand webinar / training 11.5 %
- One-on-one support from a Quitline expert via e-mail or phone 25.3 %
- Other (*please specify*) 5.3 %

Does not apply; no tool seems to work; easy referral tools; enhanced group support; more/cheaper NRT



Quitline Support Materials

Please rank in order of importance, with 5 representing most important and 1 representing least important, the most effective online support materials from the Quitline to encourage your tobacco-using patients to access our services.

Printable business-sized referral cards	3.25
Downloadable fact sheets	3.12
Downloadable topical office brochures	2.96
Information / how-to-guides on connecting my organization to the Quitline's Opt-to-Quit™ electronic patient referral program	2.95
E-mail updates from the Quitline	2.72

NOTE: This is an inverse-aggregate; meaning, e-mail updates were most important. HOWEVER, these choices also are in their listed order; many simply ranked 1 through 5 as-is. Case-in-point: the referral cards had far-and-away the most #1's (600), yet referral cards also had the second-highest ranking for #5's (379). It is possible this question was too confusing.

Downloading from *nysmokefree.com*

Have you downloaded resource materials, saved helpful links, and/or printed pages from *nysmokefree.com*?

	2019	2021
YES	18.8 %	23.5 %
NO	81.2 %	76.5 %

nysmokefree.com: By Region

Have you downloaded resource materials, saved helpful links, and/or printed pages from *nysmokefree.com*?

	YES	NO
Metro	21.2%	78.8%
Capital	32.37%	67.63%
Central	17.5%	82.5%
Western	30.77%	69.23%
FULL SURVEY TOTAL	23.48%	76.52%

“Slider” Questions

0 to 100

- How *well-trained* do you consider yourself as a HCP who can treat tobacco use and dependence?
- How *effective* do you consider yourself as a HCP who can treat tobacco use and dependence?
- How frequently do you *directly refer* your tobacco-using patients to the New York State Smokers’ Quitline?
- How frequently do you *indirectly refer* your tobacco-using patients to the New York State Smokers’ Quitline?
- How likely are you to *recommend* the New York State Smokers’ Quitline’s services to fellow HCPs (for assisting their patients)?

2018	2019	2021
--	48.4 %	53.5 %
--	45.9 %	50.8 %
26.5 %	31.1 %	31.1 %
37.8 %	45.1 %	39.3 %
--	56.7 %	59.5 %



“Slider” Questions: By Region

Of the following priority populations, which one do you experience the most challenges with regard to treating tobacco dependence?

	Well-Trained	Effective	Directly Refer	Indirectly Refer	Recommend
Metro	52.18%	50.4%	28.42%	36.42%	58.3%
Capital	56.5%	55.24%	36.34%	47.63%	62.49%
Central	54.7%	48.68%	29.58%	38.56%	59.05%
Western	56.98%	51.59%	40.06%	48%	63.43%
FULL SURVEY TOTAL	53.53%	50.81%	31.09%	39.34%	59.51%

Awareness of Services

Please check all the New York State Smokers' Quitline services of which you are aware.

- 1 Quit Coaches at the Quitline are available seven days a week by calling 1-866-NY-QUITS (1-866-697-8487)
- 3 The Quitline offers resources at its website and through social media
- 2 Downloadable and printable fact sheets and brochures are available online at *nysmokefree.com*
- 5 Quitline Coach support and resources are offered in both English and Spanish
- 4 The Quitline provides a free starter kit of nicotine replacement therapy for those who qualify
- 7 The Quitline has provider patient referral programs to assist in HCPs' efforts to help patients quit
- 8 Webinars for healthcare professionals
- 9 Topic-specific podcasts for healthcare professionals and tobacco / vape-product users
- 6 None
- 10 Other (*please specify*) → ***“Did not realize so many resources were available until this survey!”***

Topic Interests

What tobacco and cessation related topics are of most interest to you?
(Check all that apply.)

- The science of tobacco addiction 40.5%
- Latest research on electronic nicotine device systems (ENDS)
- How to get reimbursed for Medicaid
- Billing/coding/insurance for tobacco-related treatments
- Don't know / refuse to answer
- Other (please specify)
- Pharmacotherapy and other evidence-based treatments for tobacco addiction 48.5%
- Effective counseling for your patients to quit smoking 60.4%
- Effective counseling for your patients about vape-product use 48.3%
- Proper dosing treatments using nicotine replacement therapy (NRT) products
- The Quitline's Opt-to-Quit™ patient referral program 38.2%
- Effective telehealth counseling for your patients about tobacco cessation 35.4%
- I am not interested in tobacco and cessation related topics

Topic Interests over Time

- **TOP TOPICS OF INTEREST IN 2021**
 1. Effective counseling – 60.41%
 2. Pharmacotherapy/treatments – 48.54%
 3. Effective counseling for ENDS use – 48.26%
 4. The science of tobacco addiction – 40.51%
- **TOP TOPICS OF INTEREST IN 2019**
 1. Effective counseling – 61.13%
 2. Pharmacotherapy/treatments – 48.75%
 3. Research on ENDS / e-cigarettes – 46.05%
 4. Side effects of NRT – 38.68%
- **TOP TOPICS OF INTEREST IN 2018**
 1. Effective counseling – 66.56%
 2. Pharmacotherapy/treatments – 55.54%
 3. Opt-to-Quit™ – 50.57%
 4. Research on ENDS / e-cigarettes – 43.07%



Optional Question #1: Kudos

In the optional comment box below, please share details about how resources at nysmokefree.com assist your tobacco dependence treatment efforts.

NY is only one of the states I work with so not many patients, however if I had a NY patient who was a smoker I always would refer to quitline. When I was 100% in NY I always used it.

Really appreciate that material is sensitive to the patient/client's stage of change and readiness to quit, no judgement.

I have often referred people who struggle to quit to the Smoker's Quitline. I have found that with some of the NRT therapies, my patients seem to think that NRT will magically make cravings go away or they will just no longer want to smoke. I find that your resources can help them with some of the steps and support to help them be successful.

Optional Question #1: Awareness

In the optional comment box below, please share details about how resources at nysmokefree.com assist your tobacco dependence treatment efforts.

This survey has been very helpful as I was unaware of the program at all and will now use nysmokefree.com as a go to resource.

Thanks for the information I would love to know more so that I can begin to think about this program for my clients. I knew that there was a state program just never had personal experience with it. would love to have a presentation or materials to share with clients and staff

In my private practice, I have not had much use for it. But when I worked on inpatient Behavioral Health, I often referred patients. It's an essential service I wasn't aware of the cessation coaching. I will certainly refer patients, but I may also refer friends because you seem to have success.

Optional Question #2: More Kudos

Please feel free to provide a comment about the services from the New York State Smokers' Quitline.

Excellent - this has been consistent over the years, thank you!

Thank you for all you do. I have worked with patients in a cardiac rehabilitation center for smoke cessation and know that this is important -life saving - work.

The Quitline is a great way to help those addicted to tobacco through education & awareness in proven effective ways to help them stop smoking for good.

It's a real benefit to New Yorkers and others and a service that is desperately needed

NYSSQL is an incredible resource to healthcare providers in NYS. There is no excuse to not address tobacco cessation with patients when the Quitline is available to assist.

Optional Question #2: Ideas & Concerns

Please feel free to provide a comment about the services from the New York State Smokers' Quitline.

Great service used by many of my family and friends! Home nurses should be provided starter kits to give to their patients whom smoke. These patients trust nurses ideas and opinions more than drs as they develop bonds.

The biggest feedback I get from pts I refer is that they don't qualify for the nicotine replacement.

There needs to be more education and services on tobacco dependence treatment for youth. The subset of youth in the priority population has exponentially increased since the beginning of the pandemic. Youth tobacco use is problematic and there are not a lot of known resources out there when it comes to assisting them with nicotine replacement or tobacco dependence treatment.

Identified Focus after 2019 Survey



Looking Ahead to 2022-2023

- Every-two-years survey
- Focus on concerns about vaping and youth
- Eliminate / re-tool questions

Most Receptive

Nurses

Respiratory Therapists

HCPs at Hospitals

Western + Capital Regions

Opportunities

Dentists

Pharmacists

HCPs at Schools/Colleges

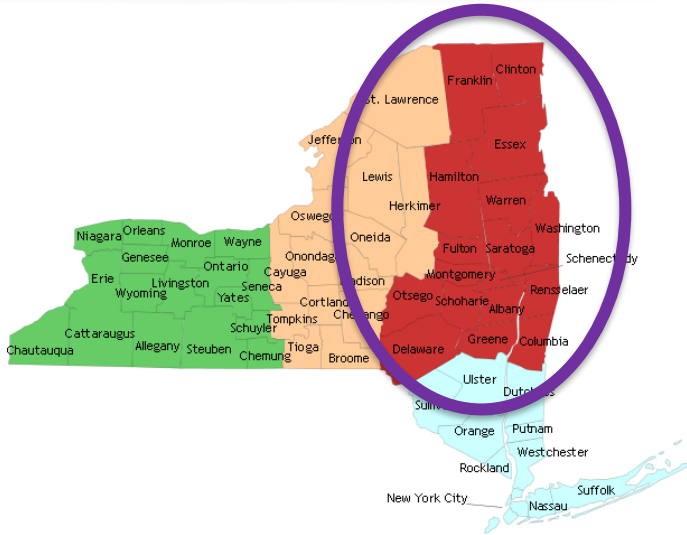
Challenges

Mental Health Counselors

HCPs at Private Practices

Metro Region

Example Usage of Data



- $n = 20$
- E-mail 45%; Intranet 25%; Webinars 20%
- COVID-19 and Priority Populations: responses in line with overall survey results
- **STRONG** support for Quitline
 - 45% have downloaded materials from *nysmokefree.com* (23.5% average for overall survey)
 - 55.25 = direct referrals (31.1 average for overall survey)
 - 61.3 = indirect referrals (39.3 average for overall survey)
 - 76 = recommend to HCPs (59.5 average for overall survey)
- Top topics related mainly to hands-on support
 - 50% tie = effective tobacco counseling; pharmacotherapy
 - 45% = the science of tobacco addiction
 - 40% = Opt-to-Quit™



Please Provide Your Reactions

**Brief Evaluation (via SurveyMonkey)
coming this afternoon via e-mail.**



Questions?



Contact Us

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<https://www.nysmokefree.com/NewsRoom>



Thank
you!

ROSWELL PARK COMPREHENSIVE CANCER CENTER