



From 10/1/2009 through 10/31/2009  
Contract Dates from 7/1/2009 through 10/31/2009

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The purpose of this report is to provide you with a comprehensive breakdown of the services provided to the participants for the reported period.

NOTE: The Services Report will not match the Monthly Demographic Report numbers because participants can register at the end of the month and not receive services until the following month.

Summary of Services - Total Registered Callers	7		
Note: The following section is based on the date that the caller registered for services.	1,2	Current Month	Contract YTD
Intervention requested		1540	5500
Materials Only		13	51
General Questions		197	664
Transfer To F&C Commercial Client - Live Transfer		2	7
Transfer To YAQ Study		-	95
<b>Total</b>		<b>1752</b>	<b>6317</b>

Services By Caller Type			
Tobacco User		Current Month	Contract YTD
Intervention requested - Non-Pregnant		1511	5402
Intervention requested - Pregnant		25	88
Materials Only		4	32
General Questions		66	253
All Transfer Types		2	102
<i>Transfer To F&amp;C Commercial Client Live Transfer</i>		2	7
<i>Transfer To YAQ Study</i>		-	95
<b>Total</b>		<b>1608</b>	<b>5877</b>
Proxy		Current Month	Contract YTD
Intervention requested		2	6
Materials Only		7	16
General Questions		12	63
All Transfer Types		-	-
<b>Total</b>		<b>21</b>	<b>85</b>
Provider		Current Month	Contract YTD
Intervention requested		2	4
Materials Only		1	1
General Questions		8	36
All Transfer Types		-	-
<b>Total</b>		<b>11</b>	<b>41</b>
General Public		Current Month	Contract YTD
Materials Only		1	2
General Questions		111	312
<b>Total</b>		<b>112</b>	<b>314</b>



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Services By Caller Type		
Other Calls Handled	Current Month	Contract YTD
Hang up	75	241
Prank	5	11
Wrong Number	5	28
<b>Total</b>	<b>85</b>	<b>280</b>

**Summary of Services Provided**  
Note: Re-enrollments includes participants who have registered within the previous 12 months and who have opted for additional services.

Tobacco User		Current Month	Contract YTD
Total 1-Call Only	3	40	195
<i>Registered Current Month</i>	a,4	35	189
<i>Registered Prior Month</i>	5	5	6
Total Closed with Attempt		258	988
<i>Registered Current Month</i>	b	212	900
<i>Registered Prior Month</i>		46	88
Total Multiple Call Program Enrollment		1272	4395
<i>Registered Current Month</i>	c	1256	4367
<i>Registered Prior Month</i>		16	28
<i>Multiple Call Program Re-enrollments (subset of above)</i>		12	277
In Process	d,6	33	34
<b>Total Intervention Requested</b>	a+b+c+d	<b>1536</b>	<b>5490</b>
8			
Pregnant Tobacco User (subset of Tobacco User above)		Current Month	Contract YTD
1-Call Only		1	2
Closed with Attempt		11	27
Multiple Call Program Enrollment		14	59
In Process		2	2
8			
Youth Tobacco User (subset of Tobacco User above)		Current Month	Contract YTD
1-Call Only		1	2
Closed with Attempt		1	1
Multiple Call Program Enrollment		2	2
In Process		-	-
8			
Proxy		Current Month	Contract YTD
1-Call Only		2	5
Closed with Attempt		-	-
In Process		-	-
8			
Provider		Current Month	Contract YTD
1-Call Only		2	5
Closed with Attempt		-	1



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In Process	-	-

Calls Completed in the Multiple Call Program		
Includes Tobacco Users who have enrolled in the Multiple Call Program.	Current Month	Contract YTD
Completed Call 1 with an intervention	1268	4373
Completed Call 2 with an intervention	488	1878
Completed Call 3 with an intervention	288	1122
Completed Call 4 with an intervention	227	725
Completed Call 5 with an intervention	160	496
Completed Call 6 with an intervention	2	6
Completed Call 7 with an intervention	-	2
Completed Call 8 with an intervention	-	5
Completed Call 9 with an intervention	4	6
Completed Call 10 with an intervention	1	4
Completed Call 1 with an attempt	2	9
Completed Call 2 with an attempt	882	2496
Completed Call 3 with an attempt	1075	3321
Completed Call 4 with an attempt	1193	2836
Completed Call 5 with an attempt	801	2360
Completed Call 6 with an attempt	9	49
Completed Call 7 with an attempt	10	53
Completed Call 8 with an attempt	10	46
Completed Call 9 with an attempt	7	44
Completed Call 10 with an attempt	12	44
Ad Hoc Calls with an intervention	112	389
Ad Hoc Calls with an attempt	4	16

Pharmacotherapy - Recommended		
	Current Month	Contract YTD
Patch	900	3486
Gum	-	-
Lozenge	313	568
Bupropion SR	-	-
Chantix (Varenicline)	-	-
<b>Total</b>	<b>1213</b>	<b>4054</b>

Pharmacotherapy - Participant Shipments <sup>9</sup>		
Includes Tobacco Users only.		
Patch	Current Month	Contract YTD
Shipment 1	928	3489
Gum	Current Month	Contract YTD
Shipment 1 - 2mg	-	-



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Pharmacotherapy - Participant Shipments <span style="float: right;">9</span>		
Includes Tobacco Users only.		
Shipment 1 - 4mg	-	-
Lozenge	Current Month	Contract YTD
Shipment 1 - 2mg	58	110
Shipment 1 - 4mg	252	416

Pharmacotherapy - Boxes Sent		
Includes Tobacco Users only.		
Gum	Current Month	Contract YTD
2mg	-	-
4mg	-	-
Lozenge	Current Month	Contract YTD
2mg	58	110
4mg	252	416

Quit Materials Sent		
Includes all Caller Types. Note: The number of kits reflected on the report include kits that have a sent date within this period.		
	Current Month	Contract YTD
	Current Month	Contract YTD
Be Free Guides	1259	4040
Smokeless Tobacco Kit	27	90
Spanish Tobacco Kit	3	12
Youth Tobacco Kit	14	36
<b>Total</b>	<b>1303</b>	<b>4178</b>

**Definitions:**

- "Transfer to F&C Commercial Client" reflects Tobacco Users who were referred at registration to the Multiple Call Program benefit offered through their health plan, who contracts with Free & Clear.
- "Transfer to Health Plan" reflects Tobacco Users who were referred at registration to their tobacco cessation benefit offered through their health plan, who does not contract with Free & Clear. The outcome of the transfer to the health plan is noted as "Live Transfer" (connected live with health plan representative), "Did Not Connect" (participant opted to call themselves or there was no answer at the health plan) or "Voicemail" (Participant was transferred to the health plan's voicemail system).
- Participants must complete the 1-Call with a Quit Coach in order to enroll in the Multiple Call Program. "1-Call Only" reflects participants who completed the 1-Call with Quit Coach and either 1) elected not to enroll in the Multiple Call Program or 2) were not eligible for the Multiple Call Program.
- "Registered Current Month" reflects participants who registered and completed the requested service within the same reporting period.
- "Registered Prior Month" reflects participants who registered for services in a month prior to the reporting period and completed the services in the report period. This applies to participants who call on the last day of the month.
- "In Process" reflects participants who have not been reached for services yet but registered during the reporting period. This applies to participants who requested an intervention, but requested a call back from a Quit Coach instead of being transferred at the time of their initial call. Attempts are being made to reach the participant.
- Registered Callers include Tobacco Users, Proxy, Providers and General Public.
- Participants who registered in the current period and prior period, but who completed services during the report period, are reflected in aggregate.
- "Shipment 3" may represent NRT resends related to participant not receiving medication or participant switching therapies.

a,b,c,d Participants who registered during the reporting period and requested intervention.