

# Providing Quitline Services is a Smart Investment



## The true cost of tobacco use

Healthcare costs from smoking are skyrocketing! **Kentucky spends nearly \$2 billion each year for medical costs from smoking.** The Kentucky Medicaid program accounts for nearly \$600 million of those costs. Tobacco cessation is one of the most cost-effective benefits an insurer can provide. Treating tobacco use and dependence can prevent the development of many costly chronic diseases such as heart disease, lung disease, and cancer. Table 1 below demonstrates savings to employers when smokers quit.

### Annual excess costs to employers per smoker

Eliminated costs	Annual savings
Absenteeism	\$517
Presenteeism	\$462
Smoking breaks	\$3,077
Healthcare costs	\$2,056
Pension benefits (expense reduction)	(\$296)
<b>Annual Total</b>	<b>\$5,816</b>

Estimates from Berman M, Crane R, Seiber E, et al. "Estimating the cost of a smoking employee". *Tob Control* (2014) 23: 428-433

One month of being tobacco free can save an employer nearly \$500 per smoker per month.

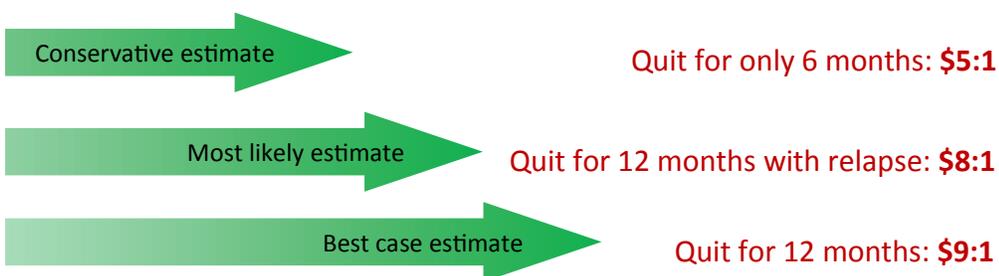
**A secondary analysis of data from the Kentucky Quitline from 2012-2014 determined the return on investment (ROI) from use of the Quitline to be 9.7:1 at 6 months.** The percentages of individuals completing follow-up interviews and reporting abstinence at 3 and 6 months follow-up are consistent with those previously calculated by Lukowski et al, in a study which also used KY Quitline data from the same time period.

In 6 months, the quitline returns nearly \$10 for every \$1 invested.

Quit Now Kentucky ROI estimate after 6 months	Total
No. of New Enrollees	5,425
No. Completing 3-month follow-up	1,622
No. Reporting abstinence at 3-month follow-up	369 (22.8%)
Cost savings after 3 months	\$536,526
No. Completing 6-month follow-up	1,100
No. Reporting abstinence at 6-month follow-up	279 (25.4%)
Cost savings after 6 months	\$942,192
Quitline 6-month expenses	\$96,800
6-month Quitline ROI	\$845,392
<b>6-month Quitline ROI Ratio</b>	<b>9.7: 1</b>

# 12-month estimates for the quitline show nearly \$8 returned for every \$1 invested.

Since 12-month follow-up data are not yet available for individuals who enrolled in 2014, the 12-month return on investment was estimated using several different methods to determine the number of individuals who may remain abstinent at the 12-month follow-up. A conservative estimate was calculated assuming that individuals who reported abstinence at 6-months resumed smoking during the following 6 months. The best case estimate assumes that individuals who reported abstinence at 6-months continued to remain abstinent for the next 6 months. Finally, **the most probable estimate relies on data collected from individuals who enrolled in 2012 and 2013, and applies the relapse rate from those who reported abstinence at 6-months follow-up.** Approximately 73.6% of individuals who enrolled in 2012 or 2013 and reported abstinence at 6-months reported abstinence at the 12-month follow-up.



Description	Conservative Estimate	Most Likely Estimate	Best Case Estimate
% reporting abstinence at 6 & 12-month follow-up	0%	73.6%	100%
Cost savings after 12 months	\$942,192	\$1,538,332	\$1,753,524
12-month Quitline expenses	\$193,600	\$193,600	\$193,600
12-month Quitline ROI	\$748,592	\$1,344,732	\$1,559,924
<b>12-month Quitline ROI ratio</b>	<b>4.9 : 1</b>	<b>7.9 : 1</b>	<b>9.1 : 1</b>

**Kentucky Quitline: Saves Lives. Saves Money.**  
**1-800-QUIT NOW**