

Maryland Quitline Texting Experience

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What is the Quitline?



Integrated telephone, text, chat and web-based services to support States who are wanting to quit commercial nicotine and tobacco use.



Engagement with local, regional, state and national meetings, trainings and outreach efforts.



Committed to helping all participants quit commercial nicotine/tobacco use through evidence-based treatment including coaching, web support and free NRT.

Maryland Overview

Total Enrollments

6,348

Referrals

91% EHR
7% Fax
2% Online

21.7% Acceptance Rate

YTD 2024

1,973

Behavioral Health Enrollments

4,276

Standard Enrollments

90

Pregnancy Enrollments

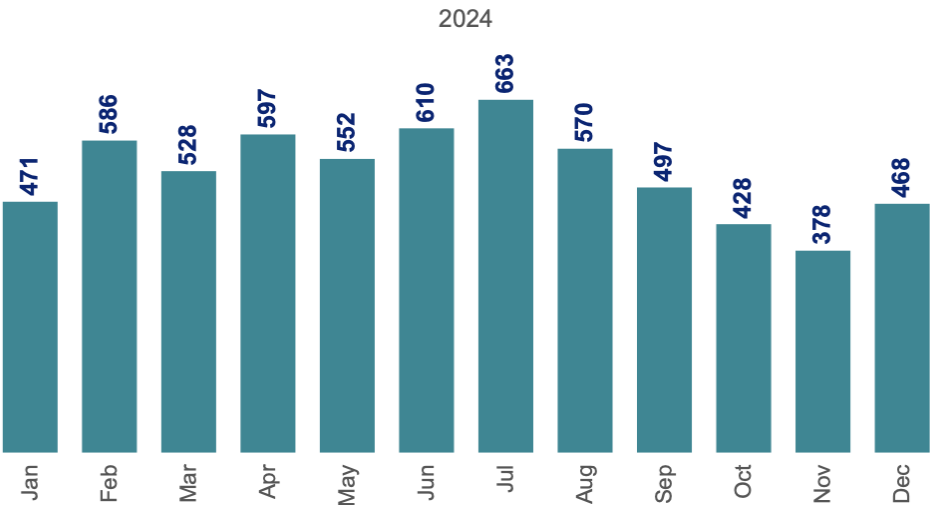
9

Youth Digital Only Enrollments

92

LVF Enrollment

Monthly Enrollment Trend



Current Quitline Texting Capabilities

Text messaging services are integrated throughout the entire Quit journey, from initial enrollment to on-going interactive messaging, as well as re-engagement and program evaluation efforts.

Sample label

Text-2-Start

Texts provide link to enroll via mobile responsive site (not an app)

Marketing Texts

Consent to text via preferences. Session and post enrollment reminders.

Referral SMS

Consent to text via referral form (Web/Fax). Text link to enroll or call (ability to track if prt calls)

Q4L SMS

Consent to Text-A-Coach via preference page. Companion texting program with tips and support.

Text-A-Coach

Need to be enrolled in QFL SMS to access. Connect with a coach via SMS.

Text-2-Start

Texts provide link to enroll via mobile responsive site (not an app)



To enroll, text READY to 34191
(LISTO for Spanish)

Marketing Texts

Consent to text via preference page that allows for re-engagement efforts. Coaching session, NRT, and post enrollment reminders.

Content

Automated program outreach that allows iterated content to be sent to the participant, such as a welcome message, session reminders, etc.

YTD 2024 Statistics

1,025 Total texts sent

2.48 Average texts per participant who opted in

38% Of opt-in users completed the NRT survey

preliminary program engagement metrics

Referral SMS

Consent to text via referral form (Web-Fax).

Text Consent

As we continue to innovate, we will utilize the ability to text a referral prior to outreach to help increase connection and conversion rates

SMS Referral Conversion

Referring provider can now select clinic, pharmacy, hospital or other on fax referral form

Looking Ahead

Addition to Consent to Text in EHR in roadmap (2026)

YTD 2024 Statistics

Maryland

- Of the **264** total fax and online referrals, **41** Opted in for receiving text messages
- **14** Accepted, 34%

Nationally

- **29%** Of online fax referrals consented to SMS texts
- **20%** Increase in conversion rate

Referral contact information

You agree that we may contact you at the phone number you give us. Note that calls may be automated. Some messages may be pre-recorded.

First name		Middle name	Last name
State	Zip code	Phone number	Date of birth
Language preference <input type="checkbox"/> English <input type="checkbox"/> Other			
May we send text messages to this number? <input type="checkbox"/> Yes <input type="checkbox"/> No			
Patient signature box			Date
Best contact times:	When are good weekday times to call? <input type="checkbox"/> Mornings (8 a.m.-12 p.m.) <input type="checkbox"/> Afternoons (12 p.m.-4 p.m.) <input type="checkbox"/> Evenings (4 p.m.-8 p.m.)	When are good weekend times to call? <input type="checkbox"/> Mornings (8 a.m.-12 p.m.) <input type="checkbox"/> Afternoons (12 p.m.-4 p.m.) <input type="checkbox"/> Evenings (4 p.m.-8 p.m.)	



Fax Form

Online Referral Portal



Referral Contact Information

* First Name	Middle Name
<input type="text"/>	<input type="text"/>
* Last Name	* Date of Birth
<input type="text"/>	<input type="text"/>
* Phone Number	May we send text messages to this number?
<input type="text"/>	<input type="radio"/> Yes <input type="radio"/> No
Primary Language	State
<input type="text"/>	Maryland
<input type="checkbox"/> I confirm that the fax or email provided here is HIPAA compliant ⓘ	Zip Code
	<input type="text"/>
* Would you like an Outcome Report on whether the patient enrolled, declined, or was unreachable? Please select your preferred method.	
Select Outcomes Report type <input type="text"/>	

Q4L SMS

Consent to Text-A-Coach via preference page. Conversational companion texting program with tips and support.

Content

Personalized texting experience with dynamic content that adjusts based on participant response

Looking Forward

Looking to expand engagement and support through AI capabilities and other unique personalized methods

YTD 2024 Statistics

3,222 Text-A-Coach Opt-Ins

71% Of users responded to 1+ text message

33% Of users used at least 1 keyword

preliminary program engagement metrics

Text-A-Coach

Need to be enrolled in QFL SMS to access. Connect with a coach via SMS by texting "COACH" at any time.

Content

Participants can complete a full coaching session via text, and or interact with a coach for one-off questions or concerns

Looking Forward

Continuing to advocate for Coach interactions via text so we can meet participants where they are, giving them access to the program wherever, whenever

YTD 2024 Statistics

3,222 Text-A-Coach Opt-Ins

43 Completed Coaching Sessions via Text

Live Vape Free | Effectively Reaching Young Adults

Quitting with no judgment, just help.

Live Vape Free is a comprehensive texting support program for youth and young adult vapers that teaches them how to quit vaping for good.

Key Capabilities:

- Participants navigate through 9 lessons, accessed via linked text message
- Access to online content such as videos, quizzes, podcasts, flip cards, and 24/7 chat with a coach

Statistics from 2/5/24 - 3/15/25:

- **LVF Young Adult (18-26)**
 - 80 enrollments
 - 65% Opted-In to additional texting services
 - 71% Responded to 1+ text message
 - 20% Clicked at least 1 link within a text
- **LVF Youth (13-17)**
 - 12 enrollments
 - 67% Opted In to Additional Texting Services
 - 50% Responded to 1+ text message
 - 58% Clicked at least 1 link within a text



Questions?