ADHERENCE TO SMOKING CESSATION MEDICATION AMONG CLICKOTINE® USERS

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OBJECTIVE

To measure use of smoking cessation medications among Clickotine users and measure medication adherence at baseline and 8-weeks in a single-arm trial of Clickotine for smoking cessation.

METHODS

U.S. residents between 18-65 years of age who owned an iPhone and smoked 5 or more cigarettes daily were recruited via online advertising from May to July 2016. Participants were pre-screened for eligibility by telephone and directed to a web portal to complete informed consent, confirm eligibility, and download the Clickotine app.

Clickotine missions direct the user to do something specific related to their quit journey. Missions related to smoking cessation medications included “read here to learn more about NRT options and efficacy,” “tell someone to help you quit,” “tell a friend to look up their scores,” “personalized messages provide encouragement and reminders associated with information related to the user’s quit journey.”

The single-arm design of this study limits the ability to conclude that Clickotine caused the increase in medication use and adherence.

RESULTS

Of the 416 participants, 31 (7.5%) reported using a smoking cessation medication at baseline. At 8 weeks, 68 participants (16.3%) reported using a smoking cessation medication.

The proportion of participants using a smoking cessation medication was measured at baseline and at the 8-week outcome.

Participants completed study assessments via the web portal at baseline and after 8-weeks (primary outcome). Of the 416 participants randomized to the app, 379 (91.2%) completed 8-week assessments.

RESULTS

Use of and adherence to smoking cessation medications increased during an 8-week, single-arm clinical trial of Clickotine.

REFERENCES