

Case Study



Quit for Kids Concierge Program

PROGRAM DESCRIPTION:

The Family Health Initiatives (FHI) Quit for Kids Concierge Program is designed to educate, assist and nurture individuals who are trying to or recently have stopped smoking through personalized and relevant action messages and resources.

The program acts as a mobile/virtual care coordinator in conjunction with an integrated human and digital care team. This allows participants to connect in real-time with tobacco treatment specialists via mobile engagement to extend the program’s reach and impact.

PROGRAM AUDIENCE:

- Pregnant women
- Parents of children (ages 0-7)
- Caregivers who smoke and live with or care for a child (ages 0-7)



PROGRAM OBJECTIVES:	PROGRAM OUTCOMES:
<ul style="list-style-type: none"> ➤ Extend and enhance FHI’s engagement and advocacy with their participants ➤ Enable participants to chat with FHI specialists in real time 	<p>90% retention rate</p> <p>8,430 Chat messages sent to prenatal/postpartum mothers</p> <p>6,709 message click throughs. Most popular topics include:</p> <ul style="list-style-type: none"> • How to Choose a Pediatrician • CDC SIDs Info • Healthy Women Healthy Families Resource • Help to Quit Smoking • Tobacco Free Ride NJ
<ul style="list-style-type: none"> ➤ Educate and empower those individuals who are trying to or recently have stopped smoking ➤ Reduce relapse rates 	<p>63% indicated they needed support from an FHI quit coach via the program</p> <p>123 escalations triggered, ensuring FHI was able to intervene in-the-moment of need to prevent relapse</p>

Program Components:



Care Communications:

Upon enrollment, participants receive text messages that nurture, guide, and support their smoking cessation journey. Some messages contain links to online resources with additional educational information in the form of interactive surveys, videos, and music tracks (see Care Companion). Topics include smoking cessation, triggers, stress management, healthy eating habits, lifestyle support, child development, physical changes, and relapse prevention.



Care Companion:

This cloud-based learning management system (LMS) provides vetted educational content that is personalized by participants' self-expressed priorities and interests, structured into easy-to-follow sections to promote independent education, learning, and self-care management.



GoMo Chat:

Much like a typical text conversation, GoMo Chat allows (secure) live messaging between participants and their care team, enabling in-the-moment, on demand conversations.



Secure Data Collection and Reporting:

Engagement and experience data is collected and analyzed and reported back to FHI for ongoing quality, clinical delivery, and service improvement.

“Providing a smoke free home is one of the best ways to keep children healthy, yet with the constant demands of raising a family, it can be challenging to maintain. GoMo Health’s digital concierge coupled with our team has allowed us to better serve our participants and be there for them in the moment they are triggered to avoid relapse.”

- FHI Care Team

