



Product Overview and Background

Free Nic
A mHealth App for
Tobacco Treatment

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Free Nic

Why Do We Need a mHealth App for Tobacco Treatment?

Tobacco and other nicotine delivery systems uses are the leading preventable cause of death, disability and disease in the US today. More than 14 in every 100 adults uses tobacco in some fashion on a frequent basis. The recent growth of electronic cigarette use or vaping, particularly in adolescents poses a developing health threat. The use of a cigarette or e-cigarette drives the inhalation of nicotine and creates dependence or addiction.

Smoking contributes to more than 480,000 deaths in the US every year. Heart disease, lung disease and various cancers in addition to lung cancer are leading causes of death from smoking.

The increased consumption of medical services as a result of smoking tobacco use has been reported across several sub-populations. Individuals with diabetes, COPD, and active cancer diagnosis consume a higher rate of services and subsequent costs than non and never smokers. Individuals with long term conditions or current high-acuity issues may incur lower costs in the short term after successfully quitting.

Two out of three US adult smokers want to quit. A combination of nicotine therapy approaches will increase the odds of a successful quit attempt. Although some tobacco users try to quit “cold-turkey”, adding additional treatments is more effective. The addictive nature of nicotine use typically requires multiple attempts before a successful quit is reached. An accessible support tool available to the user as a guide to the next quit attempt may be helpful. The delivery of a mHealth app by physicians and health care team members can be used on-call by the individual user to reduce use or a quit attempt.

How Should a Tobacco Cessation App be Designed?

An mHealth app can be an inroad to nicotine replacement therapy products, pharmacologic regimens, and on-call counseling through the mobile phone. Tips, techniques, and positive support can be pushed to the individual throughout the day in preparation and during a quit attempt.

Hundreds of mHealth apps designed to assist in tobacco cessation are available in the Apple or Google Play app stores. These apps range from very simplistic content with little personalization to engaging widgets and programmed reminder messages delivered to the user. The sponsoring entities offer the apps as both no cost-with ads, no cost with in-app ads or download fee.

Comprehensive tobacco treatment programs are typically composed of several components including personal counseling, nicotine replacement therapies, medication regimens for nicotine addiction, printed tips and techniques on quit strategies. These components are derived from cognitive behavioral change strategies and robust scientific research to break the addiction and limit regression to previous tobacco use patterns.

The advantages of a quit smoking app can be leveraged as adjunctive support during face-to-face programs or as a lower intensity option, typically at less cost than in-person counseling. The portability of smartphones/tablets allows mHealth users to access resources, log tobacco use, obtain useful hints, form a support team, and communicate with a counselor. In addition, the use of mHealth facilitates frequent opportunities for patients to receive feedback from clinicians and experts in tobacco treatment in real time or via asynchronous (i.e., previously recorded) feedback.

mHealth affords the expansion of opportunities for patients and clinicians to interact to increase communication and tailored feedback to improve successful quit attempts. New chat-bot and machine learning advancements allow for improved tailored communications with app users.

What Do Consumers Want in a Quit Smoking App?

Tobacco treatment interventions typically target behavior change in specific areas including the strength of addiction, triggers to craving, establishing a quit plan, goals to quit, assistive therapies (NRT and Pharmacologic). Among the US adult population, 64% use a smartphone.

The top preferences expressed by patients for a quit smoking attempt include the following:

- Knowledge and education information
- Reinforce other cessation efforts
- Motivational messages
- Push notification hints for quit attempts
- Money to save calculators
- Help manage craving and urges to smoke
- Provide a distraction to craving
- Engagement and interactivity features
- Ability to track tobacco use
- Attractive graphics and user interface

A qualitative study examined barriers to using a quit smoking app. Common themes emerged from focus group discussions:

- Timing of reminders and notifications
- Comfort to operate the app in a technical fashion
- Exposure of identification as a smoker and making a quit attempt through the screen images - lack of privacy
- Lack of personalization
- More input for personal goals
- Obtain hints to mitigate craving and anxiety

Why is **Free Nic** the App a Better Approach?

The **Free Nic** mHealth app is based on clinical practice guidelines for tobacco treatment, evidence-based guidelines for mHealth apps and the experience of tobacco treatment research scientists.

Free Nic was designed by a team of research scientists, behavioral science experts, experienced tobacco cessation providers and population health leaders.

Free Nic allows patients to enter a quit date and receive tailored messages and notifications. Educational content and support is available in the **Free Nic** mHealth app.

Free Nic poses tremendous opportunity for widespread, low-cost supportive treatment for many US adults. The ability of the **Free Nic** application to deliver tailored content, timely feedback and low effort self-monitoring are factors driving this opportunity for population health improvement. Most mHealth applications available have not been well designed with expert input or adherence to scientific guidelines for nicotine addiction treatment. Few examples are found in the scientific literature to support matched intervention types with risks and treatment costs.

The ability of the **Free Nic** app to create an environment where the user interacts daily and multiple times each day may be a key factor in mHealth impact on quit attempt success.

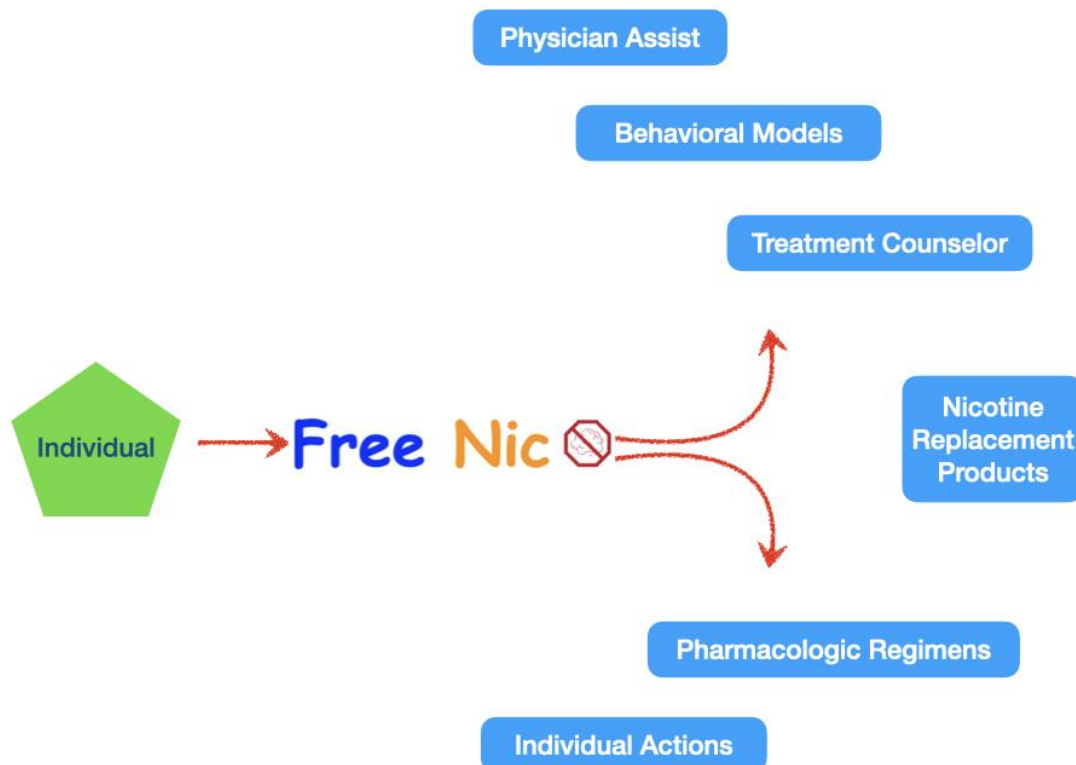
Free Nic is a moderate intensity intervention for tobacco use quitting. **Free Nic** is more effective than stand-alone quit attempts and less expensive than more intense personal counseling approaches. **Free Nic** has been structured to capture and store user data. Health care providers may license the app and obtain select fields for EMR integration. The EMR integration is a unique feature and supports physician involvement in the quit process.

Consumer pricing is a one-time download for \$0.99. All users can experience **Free Nic's** full set of features during a 7-day trial period.

Recommendations and Actions

A review of the scientific literature appears to substantiate the value of mHealth applications such as **Free Nic** in the treatment of nicotine addiction. The exclusive use of mHealth applications does not appear to be a panacea for all individuals considering varying health risks, learning styles, personal preferences, and access to technology devices. Patients who do not experience a successful quit attempt through a mHealth application are candidates for higher intensity and more comprehensive treatments.

The **Free Nic** mHealth app can be a supportive assist to individual quit attempts. **Free Nic** can serve as a communication tool with health care practitioners for multiple treatment approaches. The landscape of various approaches and the potential for **Free Nic** to serve as a portal or gateway to additional treatment regimens is promising.



Free Nic

The current design of **Free Nic** includes key features required by mHealth app users for quit smoking attempts. Current features include:

- Easy tobacco, nicotine data entry
- Personal goal entry
 - Reasons to Quit
 - Savings Calculator
- Access to awareness, tips and quit suggestions
- Dashboard trending tobacco use over time
- Success charts for tracking and posting in social media or email
- Smartphone data integration (Apple Health Kit)
- App resources for more detailed information on common topics
- Push notifications tailored to the user profile and preferences
- Celebrate user success
- Deliver motivational messages throughout the day (user preference)

Free Nic features in development include

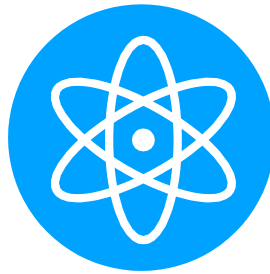
- Chat bots
- Starting point motivation
- Health surveys
- Daily messages based on machine learning
- Enhanced personalized messaging
- Telehealth coaching interactions
- Video library of resources
- Podcast library of topics
- Push notification Links to the **Free Nic** eBook.
- Earn points for daily monitoring, accessing resources and success
- Leaderboard display for peer competition and social media posting
- Unique versions for e-cigarettes and smokeless tobacco

Healthy Body serves as a conduit to drive research based intellectual property for consumers.

The consumer version of **Free Nic** can be customized for health care delivery organizations with the option of EMR data integration. White label versions are available for enterprise modifications and branding. Let us know how to bring **Free Nic** into your life.



Fun



Science-Based



Innovative



Easy



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