

PromoteUP Quarterly Newsletter

*Comparative Effectiveness of Mobile Health Smoking Cessation Approaches
among Underserved Patients in Primary Care*



In This Issue

2 | General Project Updates

3 | Enrollment Updates

4 | Member Highlights

**5 | Promote UP Team
presentations**

Funded by the Patient-Centered Outcomes Research Institute

Principal Investigators | Jesse Dallery and Ramzi Salloum

Funding Period | 04/01/2022 - 03/28/2027



General Project Updates

The Promote UP team is continuing it's great work on enrolling patients and engaging our providers! Here are a few updates about where we are:

Recruitment Updates

We're excited to share that our study team has successfully enrolled over 400 participants! This achievement brings us significantly closer to reaching our recruitment goals and is a testament to the dedication of our outstanding research staff and clinical partners.

To further expand our reach, the Promote UP project is collaborating with the UF Health Cancer Center's Office of Community Outreach and Engagement (COE) to connect with more patients across our community. We're grateful for this partnership as we continue working to make a meaningful impact.

Process Evaluation Updates

The process evaluation team has advanced significantly with both care team and patient interviews.

Pre-trial interviews with care team members are now complete, and the analysis is underway. These interviews have provided valuable insights from providers and staff regarding the acceptability of mobile health applications in primary care settings. They also highlighted key facilitators and barriers to integrating mHealth treatments into clinical workflows.

Meanwhile, we're halfway through conducting patient interviews. Participants have shared their experiences with the interventions and offered thoughtful suggestions for improvement, helping us refine our approach moving forward.

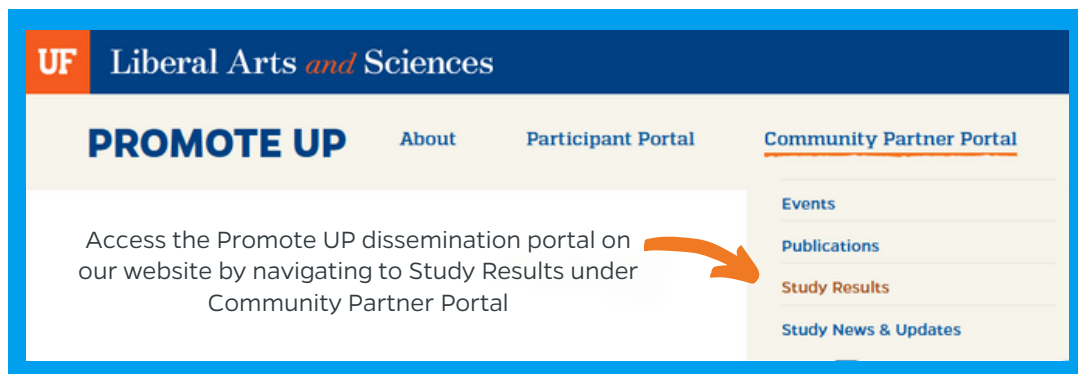
Enrollment Rates

As of 6/20/2025	Referred	Screened	Enrolled
Overall*	2110	494	452
UF Health Main	262	192	105
UF Health Old Town	346	90	71
UF Health Eastside	653	146	86
UF Health Springhill	232	61	43
Mobile Outreach Clinic	59	19	17
Equal Access Clinic	25	11	7
UF Health Jacksonville Total Care Clinic	142	53	38
UF Health Jacksonville EG Means	68	16	13
UF Health Internal Medicine Springhill	47	17	16
UF Health Internal Medicine Medical Plaza	190	63	41

* The Overall count includes data from inactive sites including Heart of Florida, UF Health Jacksonville-Augustine Oaks, and UF Health Internal Medicine -Kanapaha. Only data from active sites are shown in the table.

View Ongoing Study Results

Ongoing updates about referral and enrollment for all and each individual clinic partners can be found on the Promote UP dissemination portal accessible through the Promote UP website or directly at <https://bit.ly/PromoteUPData>.



Member Highlights

Promote UP's New Patient Partner: Scott Harden



The Promote UP team is thrilled to introduce Mr. Scott Harden, one of our newest patient partners! Mr. Harden participated in the Promote UP study and has generously volunteered to serve on our Stakeholder Advisory Committee (SAC).

He attended his first SAC meeting in Spring 2025, where he shared his experiences with the interventions and engaged in meaningful discussions with other stakeholders and team members. Mr. Hardens's valuable insights are helping us enhance the study to create a better experience for current and future participants.

“

“I want to give back because they gave me a big reward - meaning I don't smoke anymore. I want to help other people quit.

Currently, I've talked to about seven other people about the program. I told them to go to the clinic... I feel blessed that I don't smoke. I'm not outside stinking up the place. So hopefully, if I can get one person to quit, that's good. But I'm thinking bigger than that. I want to get as many people as I can to quit because I'm reaping the benefits myself. I'm looking at it as if I never smoked, because I don't miss it. Since the day I quit smoking, my urges were over with thanks to the help of the program. And that's my beautiful life in a teacup.” -Scott Harden

”

Team Presentations

Several team members have been traveling nationwide to present our study at leading conferences.

Dr. Ryan Theis showcased a poster on the study's implementation strategies at the AcademyHealth Conference on the Science of Dissemination and Implementation in Health. His presentation highlighted key adaptations made to boost recruitment and retention, including new informational flyers, instructional videos for app use, staff training, and enhanced communication efforts. Notably, booster Ask-Advise-Connect trainings increased referral rates, while integrated text messaging improved 6-month follow-up appointment attendance.

Research assistants Sofia Anrecio and Harry Bishop also presented findings from provider interviews at multiple conferences. They shared provider perspectives on barriers and facilitators affecting the acceptance of mobile health apps in primary care. Overall, providers expressed high acceptability of these apps as effective, remote smoking cessation treatments that expand access. However, challenges such as competing visit priorities, limited familiarity with mHealth, patient age factors, and digital literacy concerns were noted.

Looking ahead, Mr. Bishop will present our care team interview results at the 2025 National Conference on Tobacco or Health in Chicago. Additionally, Dr. Melissa Bou Malham, a research scholar, is preparing to share new findings on stakeholder engagement at the 2025 PCORI Annual Meeting in Washington, DC.



Dr. Ryan Theis

Sofia Anrecio



Harry Bishop



Dr. Melissa Bou Malham

