

Qualitative Health and Functioning Concept Elicitation Interviews in Japanese Users of Heated Tobacco Products

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1

Identify relevant concepts and perceptions of health and functioning status as expressed by Japanese smokers who switched from cigarette smoking to using our Tobacco Heating System ("THS", commercialized under the brand name IQOS) and other heated tobacco products (HTP)

2

Develop a conceptual model of the identified concepts to guide the development of a self-report measure for assessing health and functioning among otherwise healthy smokers who switch from cigarettes to smoke-free tobacco and/or nicotine products (TNPs)

Methods



Setting



- Tokyo and Osaka
- **60-min F2F interviews**
- **Compensation** 15,000 YEN (approx. \$140 USD)

Participants



- Smokers who switched exclusively to THS (n=15)
- Smokers who switched to THS and still use cigarettes (n=15)
- Smokers who switched exclusively to Glo or Ploom (n=5)

Methods



Semi-structured interview guide:

- Probes on any changes (small, large, negative, or positive) upon switching to heated tobacco products
- Turning point retrospective techniques to discuss the transition when participants made the switch
- Visual collages to elicit concepts related to health and functioning before and after the switch

Qualitative analyses of translated English interview transcripts and collages conducted using Atlas.ti software

While Smoking Cigarettes



Exclusive THS user, Osaka

After Switching to THS



Results

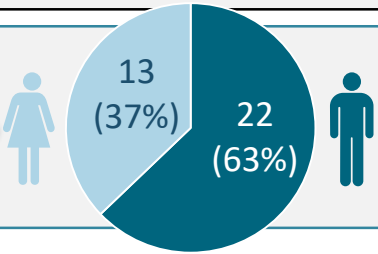


Sociodemographics

Age
Mean ± SD
(Min, Max)

40.7 ± 8.7 years
(23, 56 years)

Sex
n (%)



Health Concepts that Improved after Switching

Respiratory Symptoms

- Shortness of breath
- Cough
- Phlegm
- Frequent and lasting colds
- Lung discomfort
- "Black", "dirty" lungs vs "clean", "healthy" lungs

Oral Health Symptoms

- Teeth health (color, plaque stains)
- Bad breath
- Black teeth
- Mouth ulcers

General Physical Condition

- Odor(self/clothes/hair)
- Coloring of fingers, nails & skin
- Skin, hair, nail health
- Sense of smell
- Sense of taste
- Appetite
- Eye stinging

Other Physical Health Symptoms

- Energy
- Fatigue/tiredness
- Sleep problems
- Headaches
- Throat symptoms
- Hoarse/raspy voice
- Blood pressure
- Stomach symptoms
- Blood circulation
- Palpitation
- Racing/fast heartbeat

Reasons for Switching

Dominant: Social Health

- Social stigma/pressure
- Worry about health of others

Reasons behind choice: Physical & mental health

- Respiratory health
- Feeling tired
- General feeling of being unhealthy

Functioning Concepts that Improved after Switching

Physical Functioning

- Physical fitness
- Climbing stairs
- Running/jogging
- Walking

Other Functioning / Daily Activities

- Shopping
- Sexual stamina
- Work productivity
- Sexual desire

Cognitive Functioning

- Focus concentration
- Motivation to do a task
- Memory
- "Wake up", "Switch me on", "refresh me"

Emotional Functioning

- Relaxation
- Stress management
- Mood
- Irritability
- Guilt/shame

Social Functioning

- Social bonding with smokers & non-smokers
- Stigma & perceptions from others
- Interactions with children, spouse/partner, family, and colleagues
- Peer pressure
- Career opportunities
- Going out to restaurants/bars



Perceived Impacts of Switching to HTP

Perceived impacts of switching from cigarettes to HTPs on health and functioning status, including improvements in physical, social, and mental status

Perceived Improvements

Improvements were perceived by exclusive and dual THS users in all domains; however, these were more pronounced for exclusive THS users especially in terms of physical health and functioning.

Difficult to Assess Retrospective Changes

Retrospective changes may be difficult to assess in a self-report measure over time if participants do not notice or realize they experienced a symptom or impact until after a change has occurred.

Overall

The findings support the relevance of these outcomes and, therefore, the development of new self-reported outcome measures.

Disclaimer

This presentation is for the purpose of publishing and disseminating scientific information about Philip Morris International's efforts to develop and assess products that have the potential to reduce individual risk and population harm associated with tobacco use. This presentation is for audiences of scientists, public health and regulatory communities, and other stakeholders with an interest in tobacco policy. The purpose is not advertising or marketing. It is not intended for use by consumers.

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