

# 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

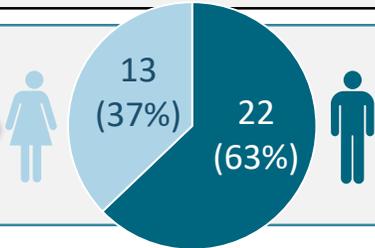


## Sociodemographics

**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

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