



Care designed with *you* in mind

The Important Role of the PrEP Specialist in a Multidisciplinary Team Approach to PrEP at a Community Health Center

Sally Holt, PrEP Specialist
IAPAC Conference 2016
May 9th 2016

Objectives

✿ Introduction

- PrEP July 2012 – March 2015 (A)
- PrEP April 2015 – April 2016 (B)

✿ Marketing and Community Engagement

✿ The PrEP Specialist Role

✿ Lessons Learned

✿ Recommendations

PrEP at Trillium Health

Group A

July 2012 - March 2015

32 months

- ✧ **126** individuals screened for PrEP
- ✧ ~4 new starts/month
- ✧ Multidisciplinary team
 - Clinical Provider
 - Clinical Pharmacist
 - HIV test counselor
- ✧ **92 active PrEP patients**

Group B

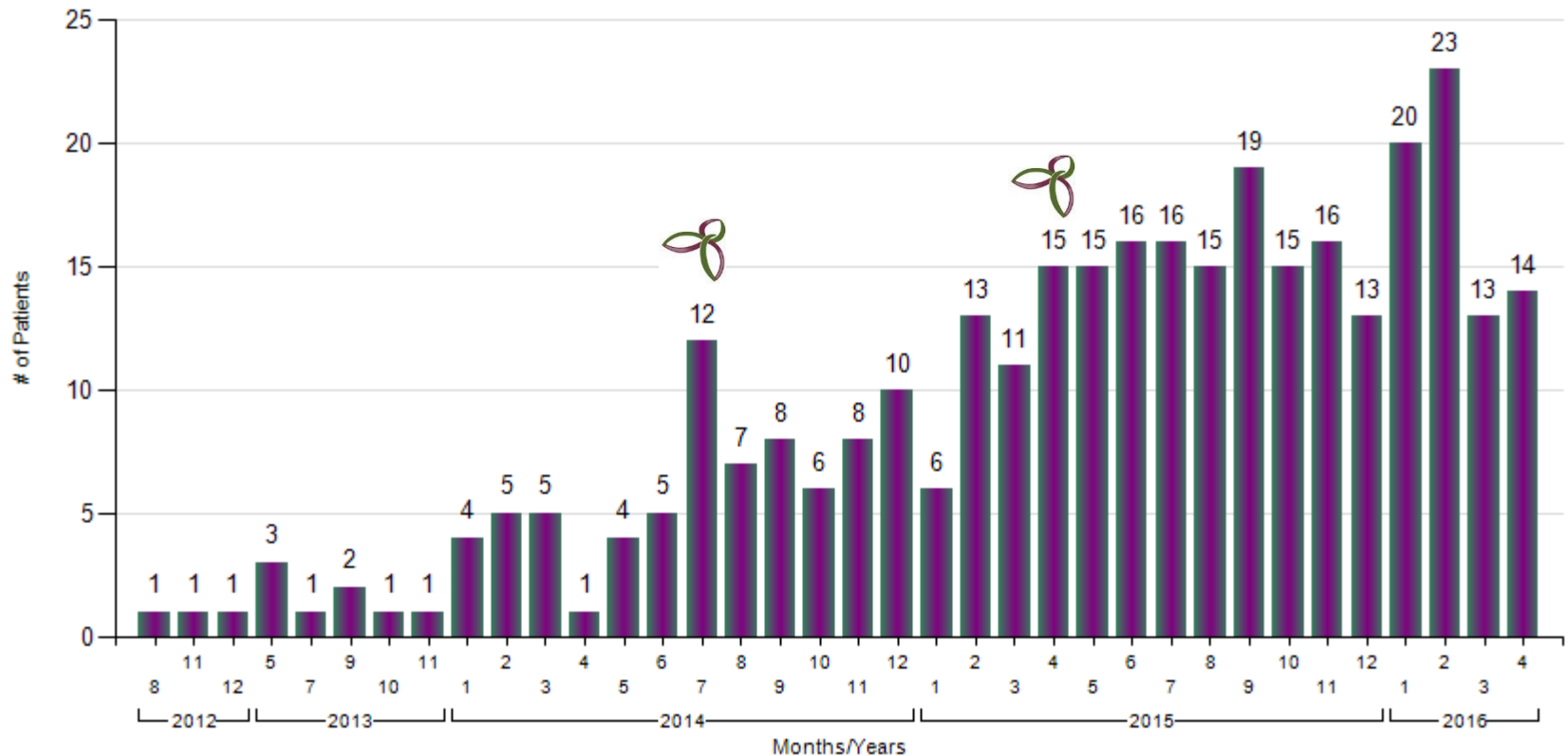
April 2015 - April 2016

12 months

- ✧ **181** individuals screened for PrEP
- ✧ ~15 new starts/month
- ✧ Multidisciplinary team
 - Clinical Provider
 - PrEP Specialist
- ✧ **157 active PrEP patients**

PrEP enrollments by month

Current number of PrEP patients: 249



Marketing and Community Engagement

✿ PrEP Marketing

- Social media
- Dating and hook up apps
- Advertising

✿ PrEP Outreach

- Rochester Pride
- Outreach workers

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PUBLICATION OF THE GAY ALLIANCE SEPTEMBER 2014

Take control of your health: Trillium offers PrEP care, information

By Susan Jordan

Dr. Bill Valenti of Trillium Health says, "The big issue is to stop AIDS in New York State by 2020."

PrEP stands for Pre-Exposure Prevention, which is a program about preventing HIV transmission. Truvada is the name of the drug used to prevent HIV transmission. It is not "a party drug" and must be taken daily, not just before a "party". Trillium offers PrEP as a structured program to help people control their health and take care of themselves. Truvada needs to be taken daily so that it can build up in the bloodstream and be truly effective.

Dr. Valenti said, "People best-suited for PrEP are people who have sex without condoms or who have had an STD in the past year. It's also important to note that someone who is HIV negative and in a relationship with an HIV positive person could benefit from Truvada. This also applies to heterosexual couples."

Within the gay community there has been a lot of slut-shaming and stigmatizing of people who want to take Truvada. Dr. Valenti commented, "Over the past 30 years we have tried to de-stigmatize HIV in

Is PrEP for me?



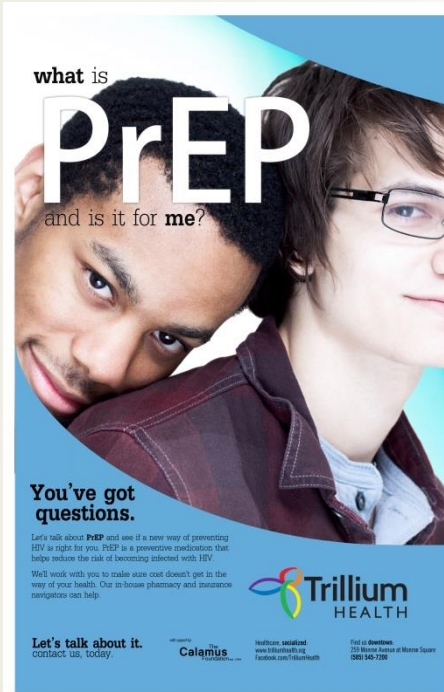
Trillium HEALTH
www.trilliumhealth.org/prep

of HIV positive people and that

Pride Agenda

Empty Closet Sept 2014

Marketing



what is
PrEP
and is it for me?

You've got questions.

Let's talk about **PrEP** and see if a new way of preventing HIV is right for you. **PrEP** is a preventive medication that helps reduce the risk of becoming infected with HIV.


We'll work with you to make sure cost doesn't get in the way of your health. Our in-house pharmacy and insurance navigators can help.

Let's talk about it.
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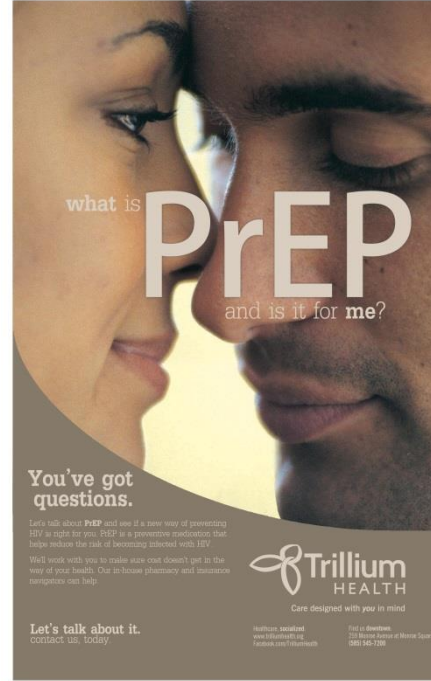
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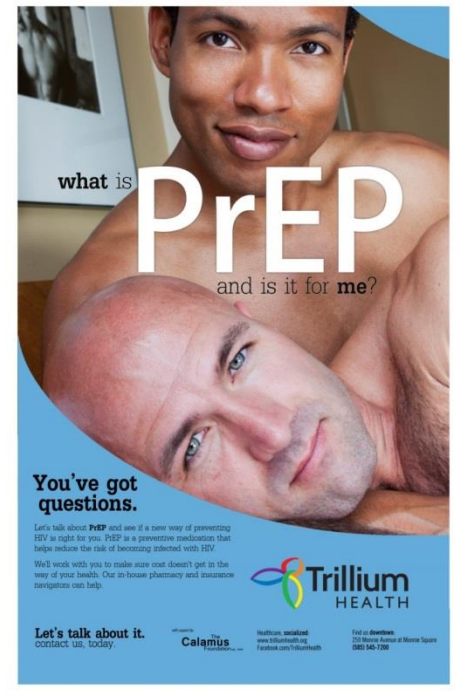
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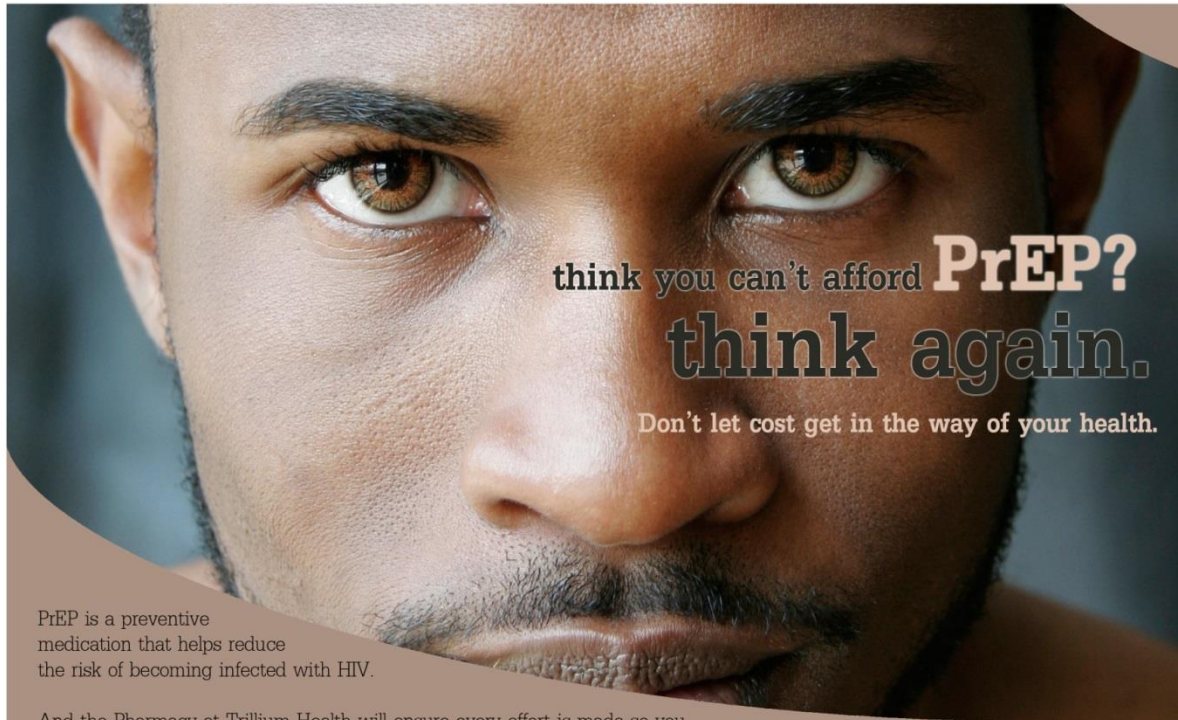
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Marketing

A close-up, high-resolution photograph of a man's face, focusing on his eyes and nose. He has a serious, contemplative expression. The lighting is soft, highlighting the texture of his skin and the intensity of his gaze.

think you can't afford **PrEP?**
think again.


Don't let cost get in the way of your health.

PrEP is a preventive medication that helps reduce the risk of becoming infected with HIV.

And the Pharmacy at Trillium Health will ensure every effort is made so you can afford to protect yourself. Assistance may be available if you qualify.

Interested in seeing if PrEP is right for you?

Let's talk about it. Contact us, today.

The Trillium Health logo, featuring a stylized flower icon and the text "Trillium HEALTH".

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PrEP Specialist Role

- ✧ Dedicated to enrolling individuals into the PrEP program
- ✧ Assesses patient for any financial barriers or supportive services needed for optimal care
- ✧ Meets with patients at intake and every three months for follow ups
- ✧ Administers HIV rapid test and risk reduction counseling
- ✧ Evaluates treatment adherence
- ✧ Data recording

Financial Barriers

✧ Uninsured

- NYS Department of Health PrEP Assistance Program (PrEP-AP)
- Gilead Advancing Access Program
- Insurance Assister

✧ Underinsured

- PrEP-AP
- Gilead copay coupon card
- Patient Advocate Foundation

✧ Patient Assistance

- 78% of patients were approved for requested assistance
- 11% are actively pending approval
- 11% were ineligible or declined assistance

Supportive Services

- ✿ Linkage to services
 - In-house
 - Outside agencies
- ✿ Prescription management
 - On-site pharmacy
 - Off-site pharmacies
 - Specialty pharmacies

Lessons Learned

- ✿ Marketing and community engagement will lead to an increase in patient volume.
- ✿ PrEP Specialist on staff dedicated to patient enrollment and retention assists with steady patient growth.
- ✿ Addressing social determinants of health are important in delivering comprehensive care and maintaining optimal adherence
- ✿ Having a PrEP Specialist on staff to coordinate linkages to care and provide financial assistance is essential for a multidisciplinary approach to PrEP

Recommendations

- ✧ Assess needs outside the scope of PrEP
- ✧ Have staff dedicated to PrEP enrollment and retention and adherence monitoring
- ✧ Develop relationships with local agencies and pharmacies to effectively monitor treatment adherence