'Kiki with your doctor?!
Developing a social-media based linkage-to-care intervention for MSM and Transgender individuals

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No Disclosures
Outline

• Background
• Setting
• Online Intervention Development
• Next Steps
The Health of Lesbian, Gay, Bisexual, and Transgender People
Building a Foundation for Better Understanding

IOM 2011
What can the healthcare sector do to address some of these disparities?
Linkage to Comprehensive Primary Care
1.4 Million - Larger than SF, San Diego, Dallas!
Overarching goal

Increase linkage to primary care health services including HIV prevention & treatment for MSM and Transgender populations in the Bronx and NYC using social media
Developing Engage-NYC

1. Team Development
2. Identification of modifiable barriers
3. Development of Social Media outreach components
4. Implementation & Evaluation
1. Team Members

- Two peer leaders
- Social media marketing firm
- HIV Program Administrator
- Patient Navigator
- Clinical providers/Researchers
1. Team Members

- Two peer leaders
  - ‘Popular Opinion Leaders’
  - Experienced
  - Passionate
  - Diverse MSM/TG social networks
2. Identification of **Modifiable** Barriers/Facilitators

- Literature review
- Focus groups with MSM & Transgender Women
- Team Expertise/Experience – peer leaders, patient navigator, clinicians
Developing Engage-NYC

1. Team Development
2. Identification of modifiable/addressable barriers
3. Developing Social Media outreach components
   - Creating the online social marketing ads/outreach messages
   - Webpage creation
   - Work-Flow modification for pt navigator
4. Implementation & Evaluation
Social Media Outreach Message Development

- Iterative Process
- Peer Leaders developed messages targeting identified barriers
  - Stigma, comfortability
  - Cost
Want a gay friendly doctor?! We have doctors who get your needs & are there for you! Click More or Call/text 718-644-2937 oralex@EngageNYC.info
Come as you are!

Be yourself – Welcoming and judgment free HEALTH services available!

Click below or Call/Text: 718-644-2937 EngageNYC
Bronx! NEW ways to stay HIV neg!
Want a doctor that gets you? No health insurance?

Engage NYC

Want a doctor that gets you? No health insurance?

Free or low cost health care available. Click below for more info or call/text Alex 7186442937 or email alex@engageNYC.info
Kiki with your Doctor?! We know how to talk sex!

No judgment! No hassle! Our doctors get you! Call/Text Alex at 718.644.2937 or visit us at our website by tapping More Info.
Our doctors get you!

Our clinics (located throughout the Bronx) are caring places for you to feel comfortable and our doctors understand your needs and concerns.

We provide ALL primary care health services including: general medical care, HIV/STD testing AND treatment, HIV treatment, PrEP (Truvada®) to help you stay HIV-negative, mental health treatment, counseling, substance abuse treatment, and more.

We take most insurances & if you don’t have insurance, no problem - you may qualify for free or low-cost care. Call, text, or email us below for more info or to make an appointment!
Patient Navigator Contact

- Text/SMS
- Email
- Phone Call
- Facebook Messaging
Evaluation Measures

• Online Metrics
  – Google Analytics
  – Click-Through-Rates
  – Bitly

• Contact Measures
  – Calls, texts, etc. received
  – Appointments made/kept
  – Outcomes of appointments – e.g. PrEP
Implementation Questions to consider

• *Which* types of online messages on *what* platforms engages *whom*?

• Does online engagement increase over time by the target populations?

• Does the intervention engage and link to care those at the highest risk of adverse health outcomes (e.g. HIV positive MSM/TG not in care or HIV uninfected MSM/TG at very high risk)?
Next Steps

• Currently ongoing virtual outreach/campaigns
• Ongoing Mixed-Methods Evaluation
• Continued refinement of intervention components
Challenges

- Funding Sustainability - Ads on gay oriented apps are increasingly expensive
- Fresh Messaging
- Addressing other barriers to care
- Rapidly changing technological landscape
Thank You!

Team Members:
Robert Beil, MD – HIV Primary Care Medical Director
Eric Machicote – HIV Programs Administrator
Oni Blackstock, MD, MS – Clinician/Researcher
Alex Bobodilla, Patient Navigator
Sage Rivera – Peer Leader
Adonis Mugler – Peer Leader
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