

'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

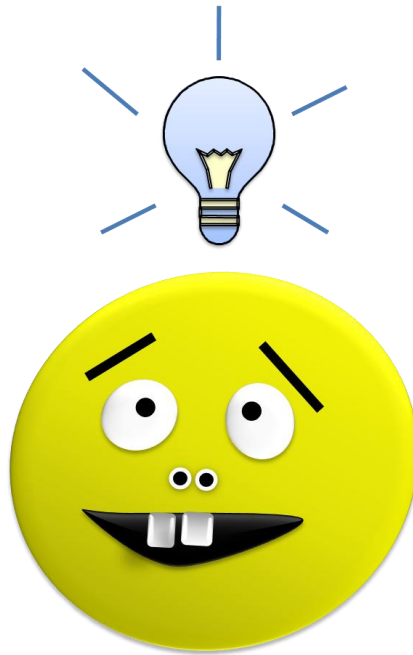
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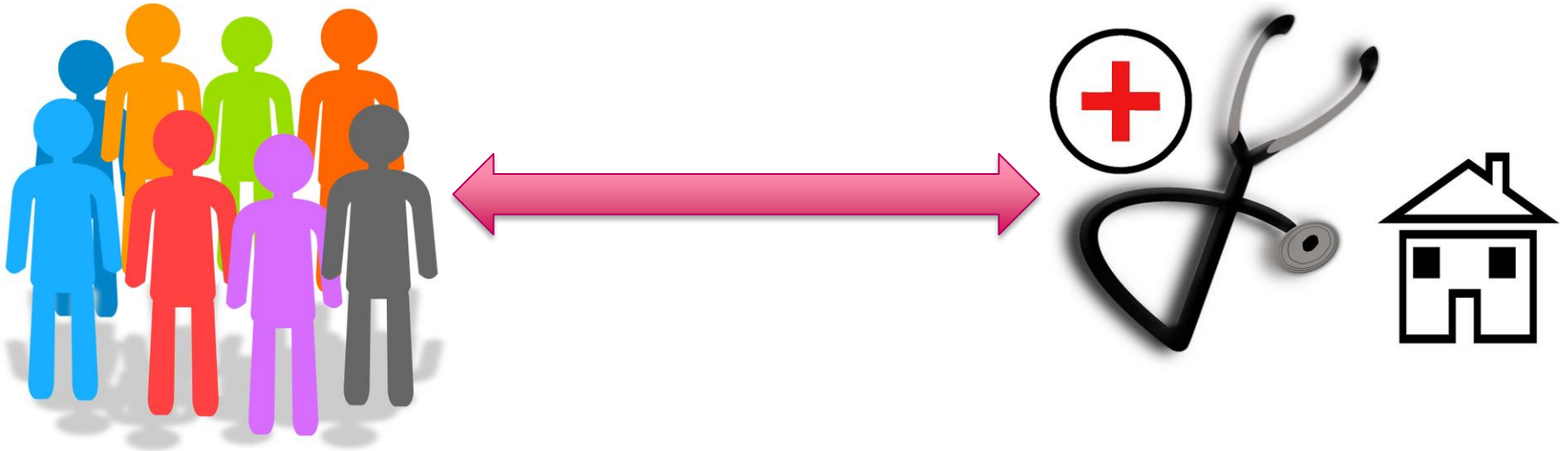
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What can the healthcare sector do to address some of these disparities?



Linkage to Comprehensive Primary Care





BRONX

**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

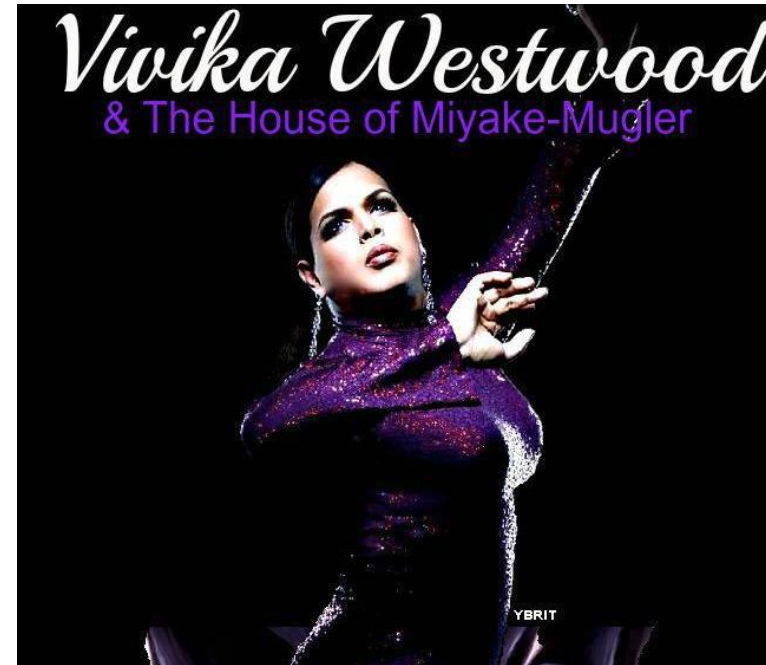
1. Team Members

- 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

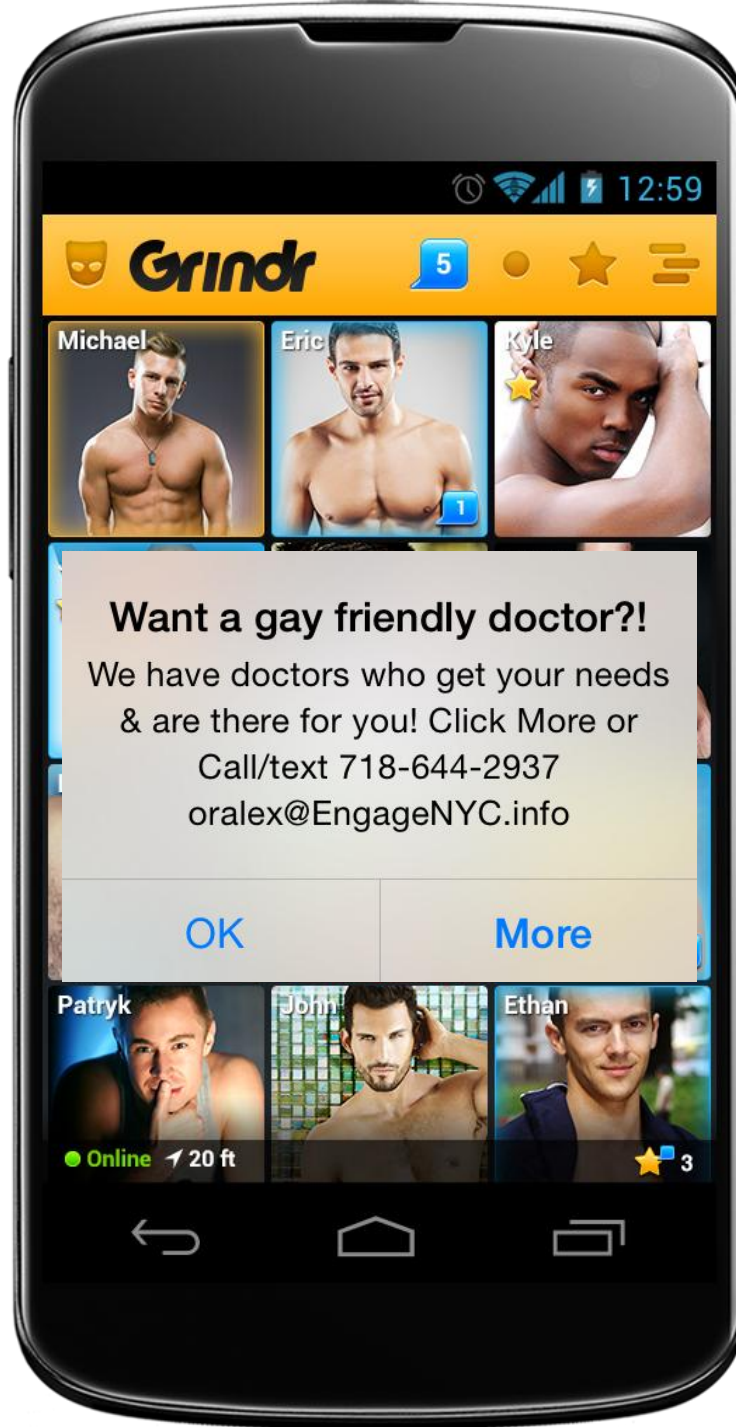


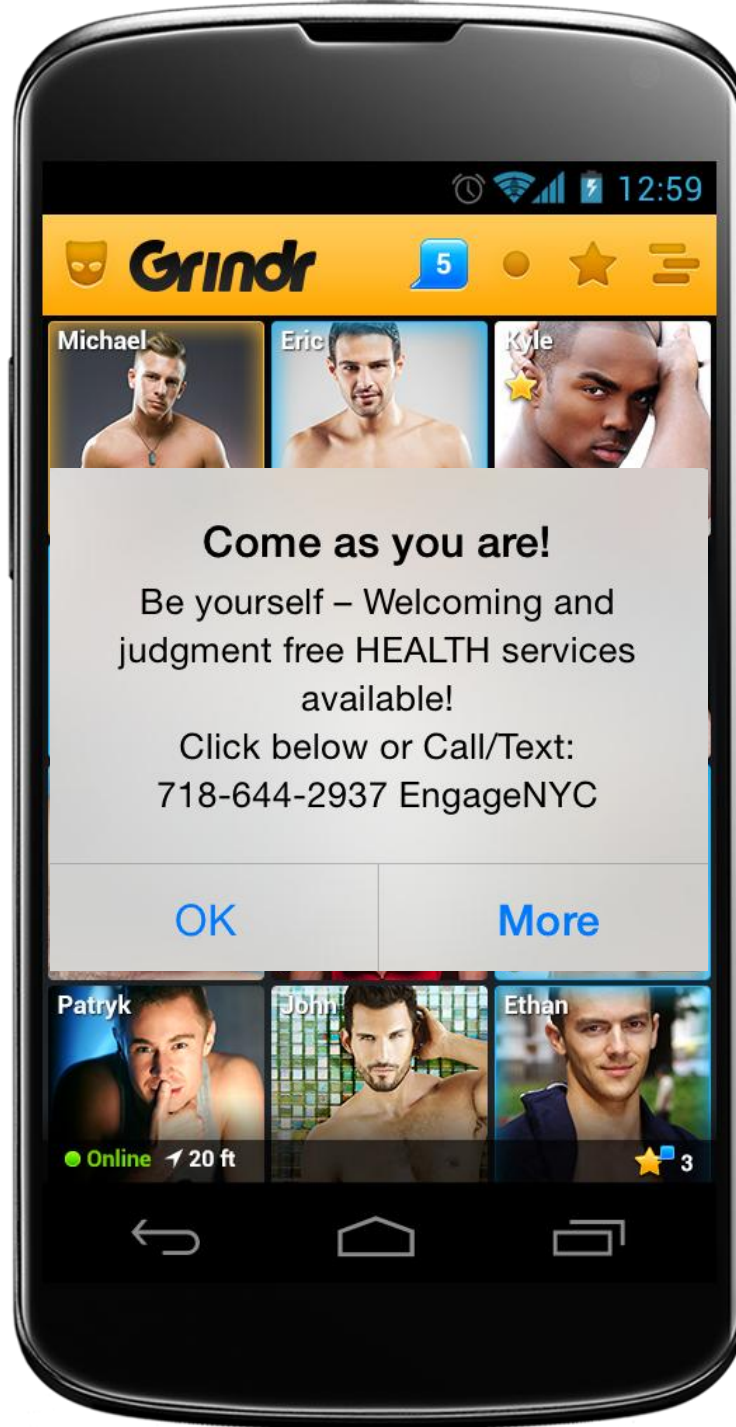
Developing Engage-NYC

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





Bronx! NEW ways to stay HIV neg!





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Engage NYC

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More Info

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Kiki with your Doctor?! We know how to talk sex!



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Landing Page (Website)



ENGAGE - NYC

PREVENTING HIV - PREP

SERVICES & TREATMENTS

TRANSGENDER HEALTH

INSURANCE & COST

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BCHN
Bronx Community Health Network, Inc.
Linking Families & Communities with
Affordable Quality Healthcare

Our doctors get you!

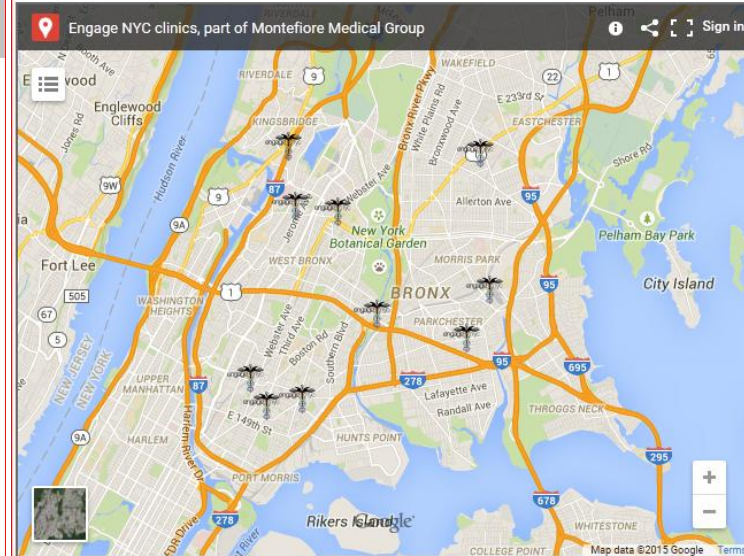
Our clinics (located throughout the Bronx) are caring places for you to feel comfortable and our doctors understand your needs and concerns.

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!



OUR LOCATIONS



Name

Email Address

Phone

(###)

###

####

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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
Samir Narang – Project Intern
Simon Sandh – Project Intern
Al Berrios – Social Media Marketing Consultant

Funding Sources:

HRSA – Ryan White Grant
NIMH 1K23MH102118 (Patel)
NIDA NIH 5R25DA023021-08 (Arnsten)

Acknowledgements

Jay Izes, MD
Julia Arnsten, MD, MPH
Division of General Internal Medicine
– HIV Affinity Group

