



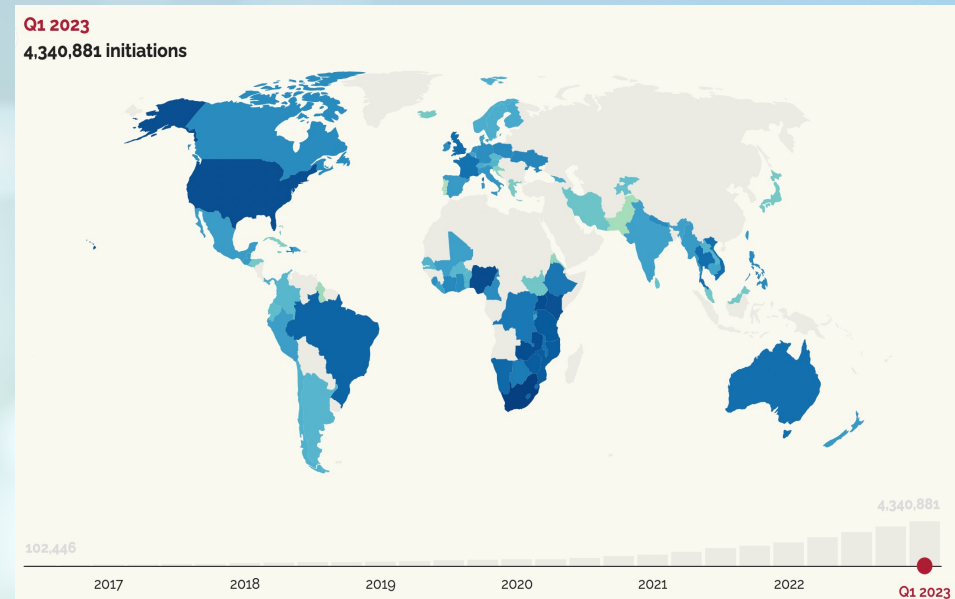
# Service Optimization: Expanding PrEP delivery through Telehealth and mHealth services

**Elzette Rousseau**

**Adherence 2023 • June 11-13 • Puerto Rico**

# PrEP delivery in 2023

- By March 2023 more than 4 million people initiated on PrEP in over 80 countries.
- Many countries poised to deliver services that are integrated, differentiated, and sometimes digitalized for optimal PrEP use
- Service delivery modes are drivers of choice for people seeking PrEP
- Implementers could minimize barriers to services and maximize effective PrEP use by understanding these modes and preferences, including the role of telehealth and mhealth in service optimization



# Telemedicine: a behavioral nudge

#ADHERENCE2023



*In behavioral sciences, a nudge is “any aspect of the choice architecture that alters people’s behavior in a predictable way without forbidding any options or significantly changing their economic incentives”*

- **Better adherence connected to shorter follow-up**
- (In)Decision for PrEP continuation
- Ongoing assessment of PrEP need
- Reminders for follow-ups
- Adherence support
- “Find PrEP near me” as the step post the nudge

# Telemedicine: a behavioral nudge

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## PrEP USE JOURNEY



### Enablers

- Perception of HIV vulnerability
- Agency: PrEP use is personal choice
- PrEP integrated in SRH services
- Comprehensive info and counselling on PrEP
- Advocacy by other AGYW PrEP users

- Early disclosure
- Social Support for PrEP use
- Establishing adherence strategies incl. storage and reminders
- Counselling and clinical intervention for potential side-effects

- Continuous assessment of HIV vulnerability
- Experience of safety, empowerment and freedom in sexual relationships
- Peer support and advocacy
- Motivational counselling wrt missed PrEP doses
- Reduced pill-taking fatigue through prevention-effective adherence

### Intentional PrEP Pause

- Perceived lower HIV risk
- Relationship status change
- Relationship dynamic change (trust in long-term partner or using condoms consistently)
- Practicing prevention-effective adherence

- New sexual relationship
- Experiencing a heightened sense of HIV vulnerability linked to: (1) suspected partner infidelity or (2) witnessing family or friend testing HIV+

### Uptake

- Low awareness of PrEP (efficacy, use)
- Stigma and PrEP misconception in community (PrEP seen as ARV's)
- PrEP uptake prohibited by sexual partner or family

### Early Use

- Low awareness of PrEP (efficacy, use)
- Stigma and PrEP misconception in community (PrEP seen as ARV's)
- PrEP uptake prohibited by sexual partner or family

### Persistence

- Pill-taking burden (size of pill, daily pill-taking)
- Perception of protection against HIV despite frequently missing doses

### PrEP Pause

- Unintentional PrEP Pause
- PrEP access barriers (traveling or school/work schedule conflicts with clinic visit)
- Avoiding unintentional disclosure when visiting family or rural areas

### Restart

- Difficulties in forecasting sex (for prevention-effective adherence)
- Continued PrEP access barriers

### Discontinuation

- Reasons for PrEP discontinuation
- Side-effects
- Relationship preservation taking precedence over HIV prevention
- PrEP stigma
- Pill-taking burden

### Barriers

### Discontinuation

- (In)Decision for PrEP continuation
- Ongoing assessment of PrEP need
- Reminders for follow-ups
- Adherence support
- "Find PrEP near me" as the step post the nudge



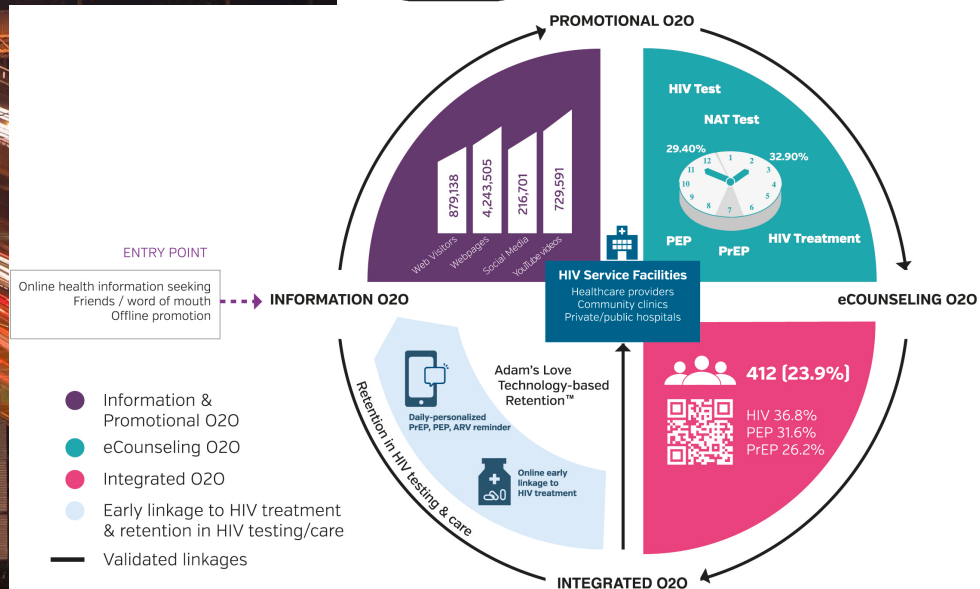
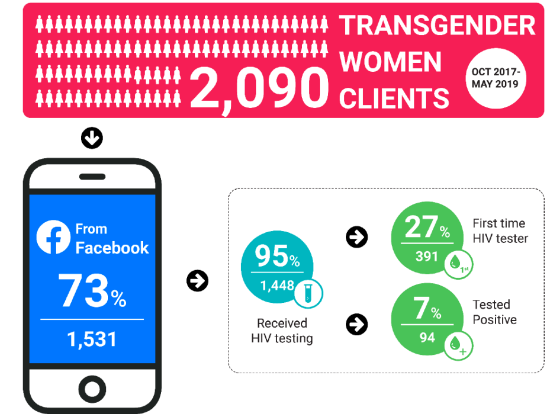
# Online-to-Offline models



Janamnuysook (2019;2020);  
Anand (2019)



Performance: Trans Social Media Influencers

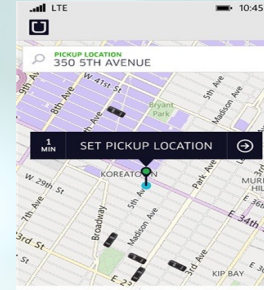


# Telemedicine & mHealth for differentiated models

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WHO (2022) recommended simplified, demedicalized, differentiated PrEP delivery services, including the use of HIV self-testing (HIVST), that is person- and community-centered.



Youth can track  
“find PrEP  
near me” and  
choose the  
service  
delivery they  
prefer

**FASTPrEP**  
Don't delay - get protected today!

**FASTPrEP is a daily pill that is taken by HIV-negative people to prevent being infected by HIV.**

**Sign up for FASTPrEP today!**

**Where can I find PrEP?**

- Local Government Clinics
- Mobile Clinics
- Courier Delivery
- Youth Clubs
- Quick PrEP Depots
- Selected Schools

**Get started on PrEP... it's FAST, FREE & EASY!**

**GET TESTED**

**SIGN UP**

**PrEP REPEAT**

**You must be...**

- A woman aged 15 to 29; or
- A man or trans person aged 15 to 29 who has sex with men; or
- A man over the age of 18 who has sex with women; or
- You live in the Klipfontein/Mitchell's Plain subdistrict

**Contact us:**

075 725 1350 | fastprep@hiv-research.org.za  
www.fastprepjohannesburg.com

SCAN OR CODE FOR MORE INFO

DESMOND TUTU HEALTH FOUNDATION

Connect with us: Facebook, Instagram, Twitter, YouTube



# PrEP-user segmentation for PrEP delivery optimization



## The "Convenient PrEP-user"

### CHARACTERISTICS

- Platforms at easily accessible locations
- One-stop integrated SRH services
- Platforms that utilize minimum resources (time and money)

### PrEP DELIVERY PLATFORM PREFERENCE



Mobile Clinic



Courier



Government Facility



## The "Social PrEP-user"

### CHARACTERISTICS

- Prefers PrEP pick-up in shared peer spaces
- Needs affirmation and social support for continued PrEP use

### PrEP DELIVERY PLATFORM PREFERENCE



Youth PrEP Club



Mobile Clinic



## The "Independent PrEP-user"

### CHARACTERISTICS

- Seeks PrEP delivery outside of traditional medical environments
- Requires minimal PrEP adherence support
- Prefers HIVST to assess HIV statement without having to talk to counselor/nurse about lifestyle

### PrEP DELIVERY PLATFORM PREFERENCE



Courier & scheduled Mobile Clinic visits



## The "Discreet PrEP-user"

### CHARACTERISTICS

- Actively avoid PrEP delivery options that include groups of people waiting for a service
- Fear unintentional PrEP use disclosure
- Frequently report controlling sex partners

### PrEP DELIVERY PLATFORM PREFERENCE



Courier

### Segments



Mitchel



The Sponsored Girl

Wants to see PrEP connected to a fun and interesting life

Everytne



The Married Girl

Wants to take care of her family

Akinyi



The Libertine Girl

See's herself as carefree

Esther



The Naive Girl

is concerned about the perception of her peers

### Message



Mitchel

PrEP keeps me lit!  
PrEP keeps me on top of my game  
Life is Fly PrEP lit! (Life is good when PrEP is Fly)

Everytne

PrEP keeps me secure  
PrEP is future yongu (PrEP is my future)

Akinyi

PrEP keeps us fun fun!

Esther

PrEP is popular, using it makes me fit in

### Delivery channels



Mitchel

SMS, WhatsApp, social media, radio, POS (Point of sale) materials

Everytne

SMS, radio, POS materials

Akinyi

SMS, WhatsApp, social media, radio, POS materials

Esther

Print, radio, POS materials, roadshows, theatre groups

### Outreach



Mitchel

Education through listening (ETL) via one-on-one or small group sessions; peer-driven conversations

Everytne

Theater, safe spaces; peer-driven conversations

Akinyi

Theater, safe spaces; peer-driven conversations; ETL

Esther

Safe spaces; peer-driven conversations; ETL





# Thank you

- IAPAC organizer
- DTHF colleagues: LG Bekker & FastPrEP team
- The young people who visit our other services with a vision of knowing and improving their overall wellbeing

