



Best Practices to Improve PrEP Adherence and Retention with Technology

Presenter

Ramin Bastani, Healthvana CEO

Conflict of Interest Disclosure - Ramin Bastani



- Midland Medical has been and is still a customer of Healthvana



Healthvana



- **Leader** in PrEP, STI and HIV software for healthcare providers.
- **Trusted** by more than 350,000 PrEP/STI/HIV patients with greater than 90% satisfaction.
- **Relationships:** Technology used to build relationships with patients on their mobile phones (e.g., with goal of helping them stay on PrEP). Our HIPAA-compliant communication and management platform enables unique understanding of the patient journey.

Agenda



- **Case Study: PrEP Adherence + Retention**
 - Goal + Overview
 - Experience
 - Results

Goal + Overview



- **Goal:** Midland Medical wanted to create one of the most innovative PrEP programs in the country - keeping patients in care.
- **Overview:** Midland Medical introduced UrSure's adherence testing and Healthvana's PrEP-specific mobile health platform to boost PrEP adherence and retention.
 - 1,100 Midland patients on PrEP (~100 patients participated in the case study)
 - PrEP Adherence measured at patients' 6-month visit

Patient App: Alert + Lab Results



Your PrEP level is low. It looks like you have been taking your PrEP occasionally, but not enough to protect you from an HIV infection. The good news is you can get back to being protected quickly by taking your pill daily.



THURSDAY, MAY 23RD 2019

CARE CLINIC

PREP HEALTH >

Creatinine, Urine	1.07
Tenofovir	LOW

Your PrEP level is low. It looks like you have been taking your PrEP occasionally, but not enough to protect you from an HIV infection. The good news is you can get back to being protected quickly by taking your pill daily.

SEXUAL HEALTH >

Chlamydia (Urine)	NEGATIVE	⊖
HIV Rapid	NEGATIVE	⊖

TUESDAY, FEBRUARY 26TH 2019

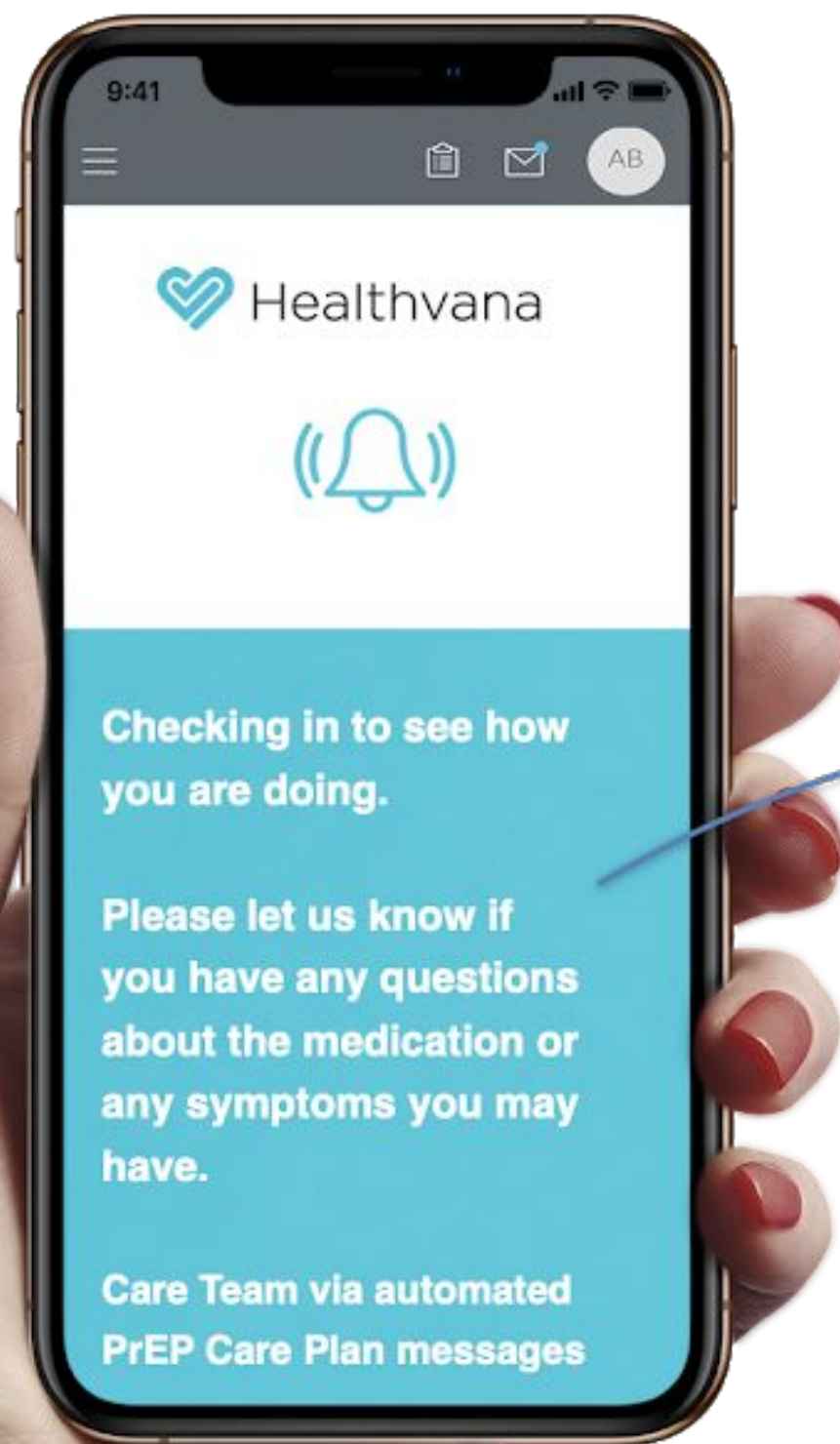
CARE CLINIC

PREP HEALTH >

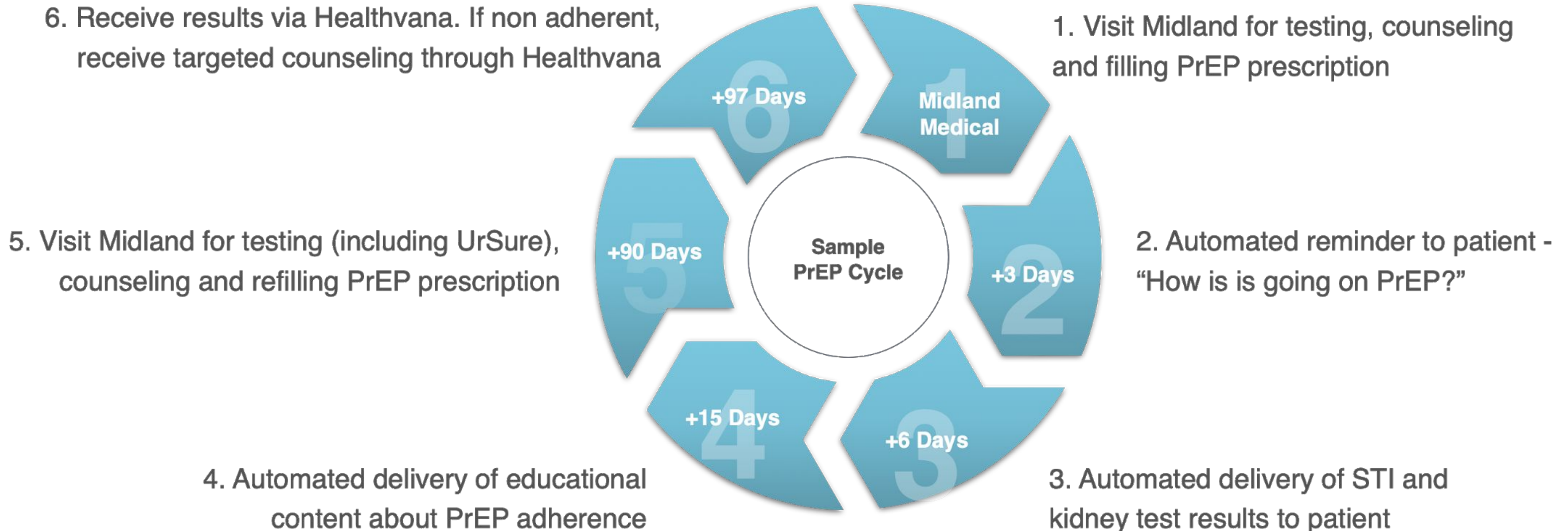
Creatinine, Urine	1.07
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Providers use quarterly UrSure adherence test results to discuss barriers to PrEP adherence (if applicable)

Patient App: Two Way Messaging



Patient Journey: Sample PrEP Cycle



Midland[™]
MEDICAL



Healthvana

UrSure inc.

Provider Dashboard: PrEP Care Plans



Patient ChartVisitsFormsConsentsAudit TrailPrEP Care PlanFlags

MARTIN PRINCE

PrEP Care Plan

+

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PREP START DATE

PROVIDER NAME

11/23/18

Shondra Cooper

Initial PrEP Cycle (90 days) — Started 11/23/18

DATE	REASON	STATUS
11/23/18	Visit: Initial Screening - Starting PrEP	Viewed
11/24/18	Message: Start PrEP	Read
11/30/18	Message: Initial Prescription	Read
12/3/18	Message: How's it going?	Read
12/8/18	Message: Educational Content 1	Read
12/11/18	Message: Educational Content 2	Read



MIDLAND'S INNOVATIVE PrEP PROGRAM

with synergistic implementation of UrSure and Healthvana

**89% adherence at
6-month visit**



Think Patient

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