

Ending the HIV Epidemic (EHE) Regional Learning Collaborative

*Alameda, Los Angeles, Orange, Riverside, Sacramento,
San Bernardino, San Diego, and San Francisco Counties*



Session 9: Strategies for PrEP Engagement and Retention

Tuesday, June 15, 2021
10-11:30 a.m. PST

Session Agenda

- **Federal Partner Update: PrEP Awareness and Engagement Efforts**
 - *CDR Michelle Sandoval-Rosario, Director, PACE Region 9*
- **Panel Presentations**
 - *Reina Hernandez, Associate Director of PrEP and HIV Positive Services, San Francisco AIDS Foundation*
 - *Terry Smith, Director of Sexual Health and HIV Prevention Services, and Sergio Velasquez, Biomedical Prevention Manager, APLA Health*
- **Panel Discussion**
- **Open Q&A**

Ready, Set, PrEP – Updates

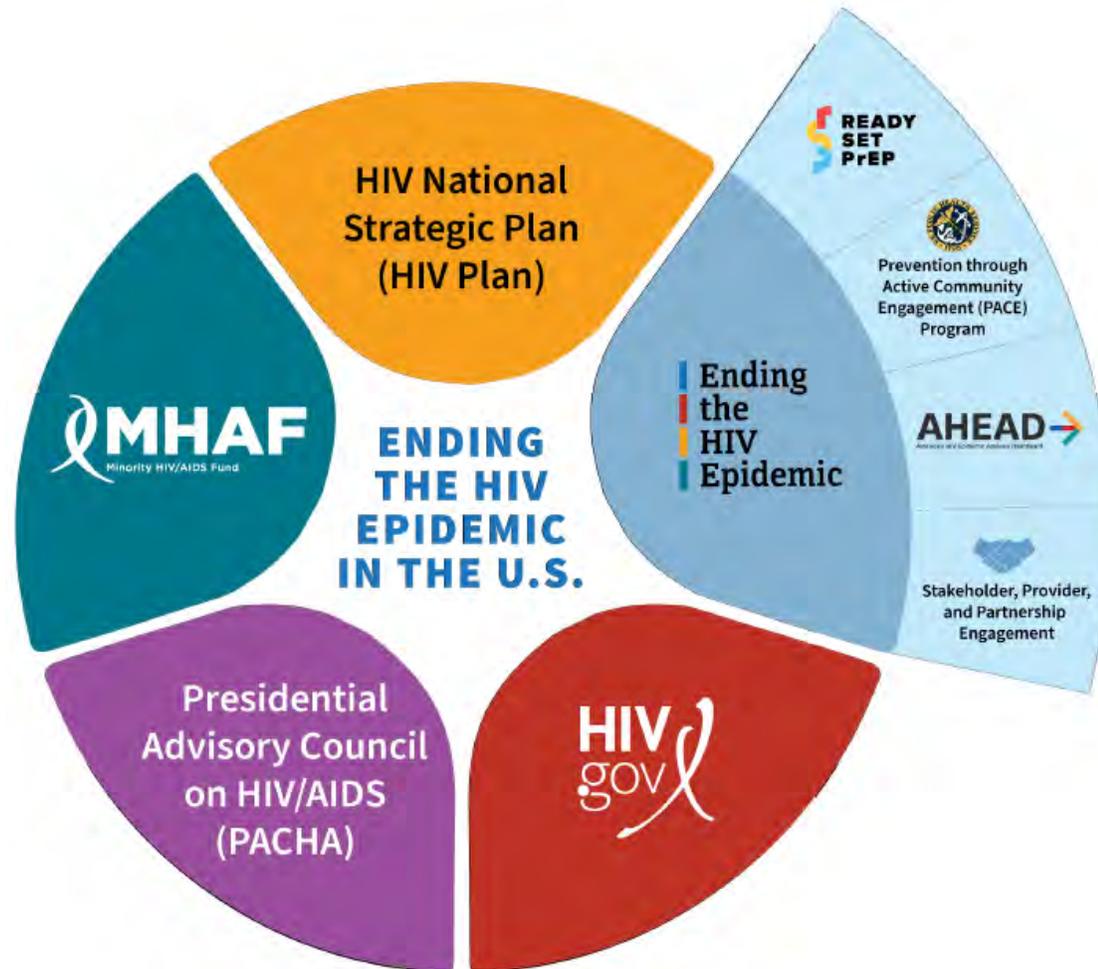
Michelle Sandoval-Rosario, DrPH, MPH
Prevention Through Active Community Engagement (PACE)
Region 9 Director
Office of Infectious Disease and HIV/AIDS Policy



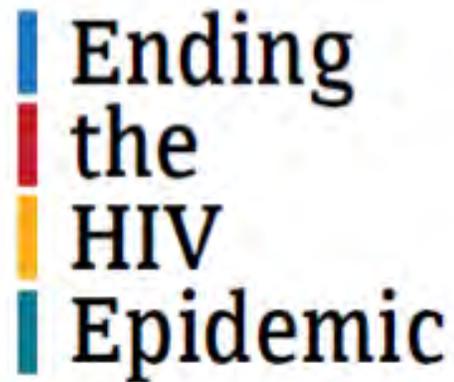
OASH

Office of the
Assistant Secretary
for Health

US Department of Health & Human Services: Overview of the Office of Infectious Disease and HIV/AIDS Policy (OIDP) HIV Team



Ending the HIV Epidemic in the U.S. Remains a Priority for the Biden Administration



Ending
the
HIV
Epidemic

- President Biden has requested \$670 Million from Congress to help end the HIV epidemic
- The current administration is committing to “help accelerate and strengthen efforts to end the HIV/AIDS epidemic in the United States.”
- Federal, state and local EHE implementing agencies have maintained a balanced approach—continuing critical HIV operations while responding to the emerging needs resulting from COVID-19.

AHEAD – PrEP Coverage Nationally

Choose an indicator: PrEP coverage

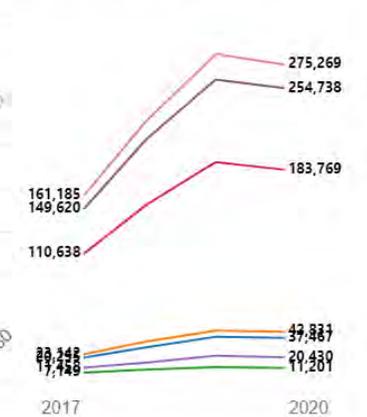
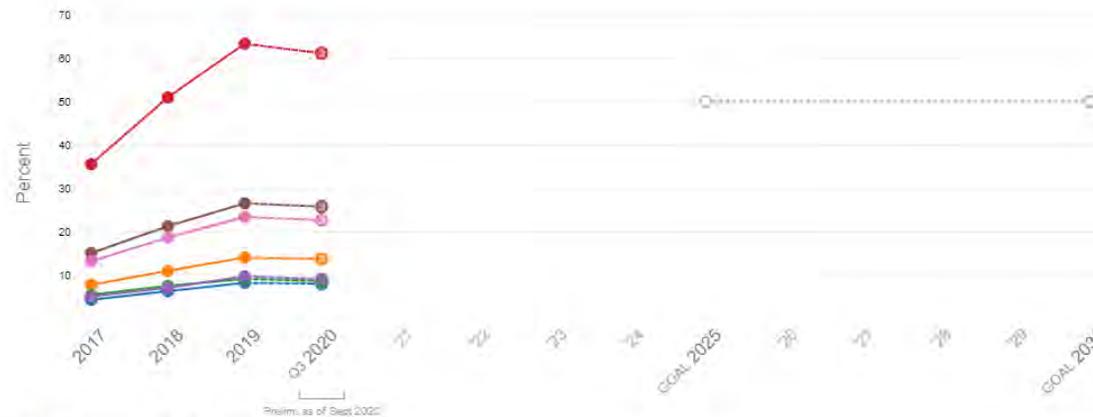
PrEP coverage is one of the six EHE indicators. PrEP coverage is the estimated percentage of individuals with indications for PrEP classified as having been prescribed PrEP. The goal is to **increase** the percentage of PrEP prescriptions for people with PrEP indicators.

FILTERS

CLEAR

Percentage covered

Number prescribed PrEP



SELECTED DATA POINTS

- Black/African American
- Hispanic/Latinx
- Other
- White
- Female (sex at birth)
- Male (sex at birth)
- Total

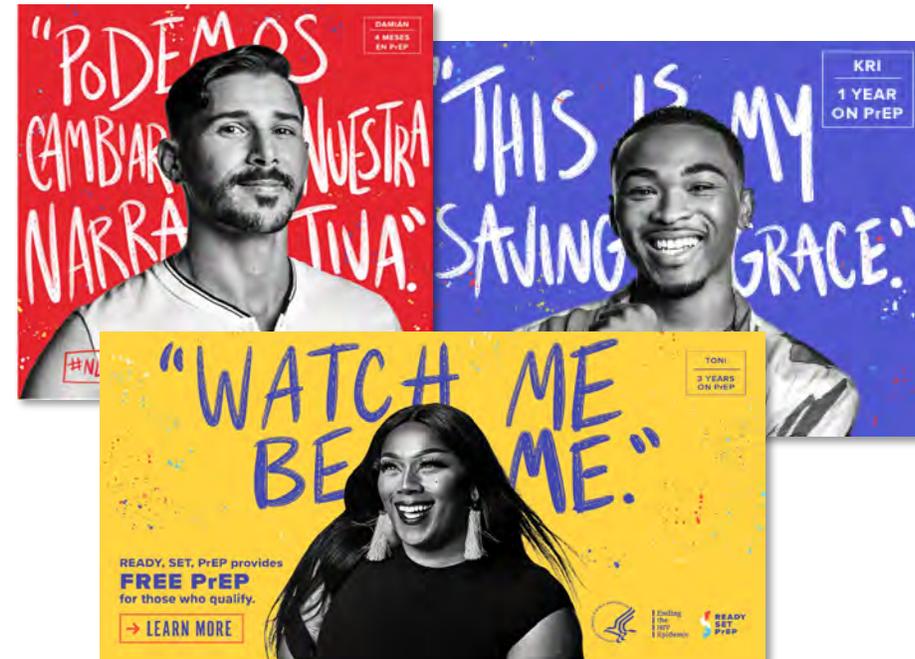
Ready, Set PrEP

- Launched the Ready, Set, PrEP program in late December 2019
 - www.GetYourPrEP.com
 - www.hiv.gov
 - Call-in Center: (855) 447-8410
- Nationwide program led by HHS that provides PrEP medications at no cost to thousands of individuals who qualify.
 - Test negative for HIV
 - Have a valid prescription for PrEP
 - Not have prescription drug coverage
- 23 pharmacy chains and more than 32,000 pharmacies
- Expanded Mail order options as of January 2021
 - Addresses challenges with transportation and access to pharmacy
- African American men who have sex with men and African American women ages 18-34 are two of the three primary audiences



Real People, Real Voices - I'm Ready Campaign

- Launched the “I’m Ready” campaign to increase access to PrEP medications and increase enrollments in the Ready, Set, PrEP program.
- “I’m Ready” uses narrative storytelling and engaging videos to share stories of real people sharing their personal journeys with PrEP.
- HIV has no demographic barriers, the campaign will feature Black Cis Women, Native community. – Coming 2021
- As part of the “I’m Ready” campaign, OIHP is producing radio PSAs about PrEP and the Ready, Set, PrEP program for distribution to tribal radio stations, as well as a video and photo shoot for additional materials to be released in the future.



WWW.hiv.gov

Minority HIV AIDS Funds (MHAF)

- **OIDP is actively implementing a coordinated strategy to engage partners, stakeholders and providers using the MHAF to support and expand the reach of EHE:**
 - Improving Care and Treatment Coordination for Black Women with HIV (HRSA)
 - Building Capacity to Implement Rapid ART Start for Improved Care Engagement in the Ryan White HIV/AIDS Program (HRSA)
 - Mass Mailing HIV Self-Tests to Transgender Women and R/E Minority Communities Disproportionately Affected by HIV/AIDS (CDC)
 - Scaling up HIV Prevention Services in STD Specialty Clinics through Training and Technical Assistance (CDC)
 - Ready, Set, PrEP communications targeting communities of color

Call to Action

- Realigning funding to communities most in need
- Culturally linguistically appropriate services
- Patient-centered easily accessible services
- Increase health literacy at all levels and understanding of the SDOH
- Develop new partnerships to address issues such as employment, food insecurity, housing, etc.
- Consider braided funding streams to support intersectional issues
- Hire individuals from the communities among PLWH populations
- Improved data surveillance & data use



Real People, Real Voices – “I’m Ready” Videos

Kri: <https://youtu.be/4-mwBP4E6PM>

Damian (English): <https://youtu.be/5mpbuevXKfk>

Damian (Spanish): <https://youtu.be/WUFnfaPXsCA>

Trent: <https://youtu.be/DD8VO4XfZvM>

Jutus: <https://youtu.be/9IX6Y4eAsxl>

Tony: <https://youtu.be/nB3FAUw4Wmo>



Office of the
Assistant Secretary
for Health

**Office of Infectious Disease and HIV/AIDS Policy
Office of the Assistant Secretary for Health
Department of Health and Human Services**

**Michelle.Sandoval-rosario@hhs.gov
www.hiv.gov**



Magnet PrEP Program

Presented by Reina Hernandez
Associate Director of PrEP & HIV Positive Services

6/14, 2021



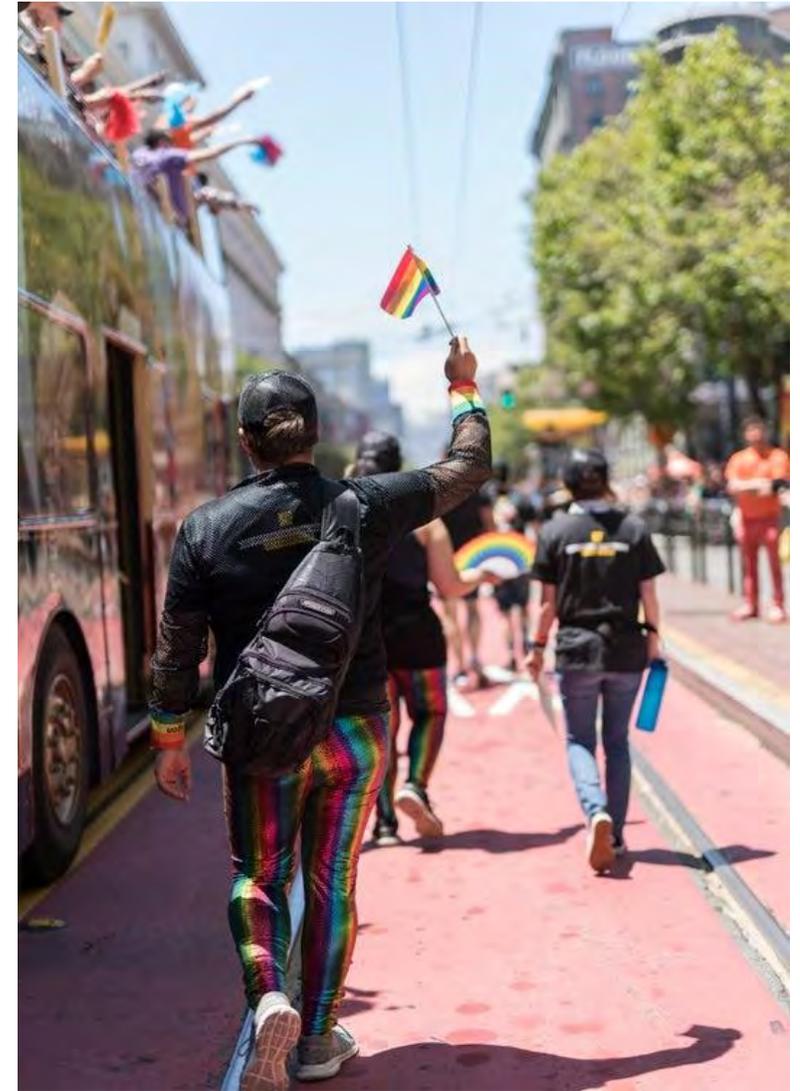
In this presentation, you'll learn about...

- SFAF Vision & Work
- SFAF Magnet PrEP Program
- Retention and Recruitment Strategies
- Challenges

SFAF: Our vision

San Francisco AIDS Foundation envisions a future where health justice is achieved for all people living with or at risk for HIV. Ultimately, San Francisco AIDS Foundation strives for a day when race is not a barrier to health and wellness, substance use is not stigmatized, HIV status does not determine the quality of one's life, and HIV transmission is eliminated.

Our mission is to promote health, wellness, and social justice for communities most impacted by HIV, through sexual health and substance use services, advocacy, and community partnerships.



SFAF: Our work

In 2021, we began Year 3 of our five-year strategic plan that realigned our work across three strategic priority areas in an effort to focus on and rise above new challenges.

Our work promotes health, wellness, and social justice for communities most impacted by HIV, through sexual health and substance use services, advocacy, and community partnerships. Each year, **more than 25,000 people** access our programs and services:

Sexual Health
Substance & Behavioral Health
Long-term HIV Survivors
COVID-19 Response





Speaker name goes here

PrEP Program Overview

PrEP Program Overview

- PrEP Program Started in November 2014
- Nurse-led Clinic
- All Services Are Free of Cost
 - Private and Public Insurance to pay for PrEP Prescription
 - Uninsured clients accepted
- Tuesday-Saturday Appointments 10am-8pm
- PrEP Offered at multiples locations
- Same-Day PrEP Starts

PrEP Program- “One-Stop-Shop” Model

PrEP Navigator

- HIV Testing Counselor
- PrEP AP Enrollment
- Patient Assistant Programs
- Health Insurance Enrollment
- HIV Specialists

Medical Providers

- Nurse Practitioner’s
- Registered Nurses
- HIV Specialists

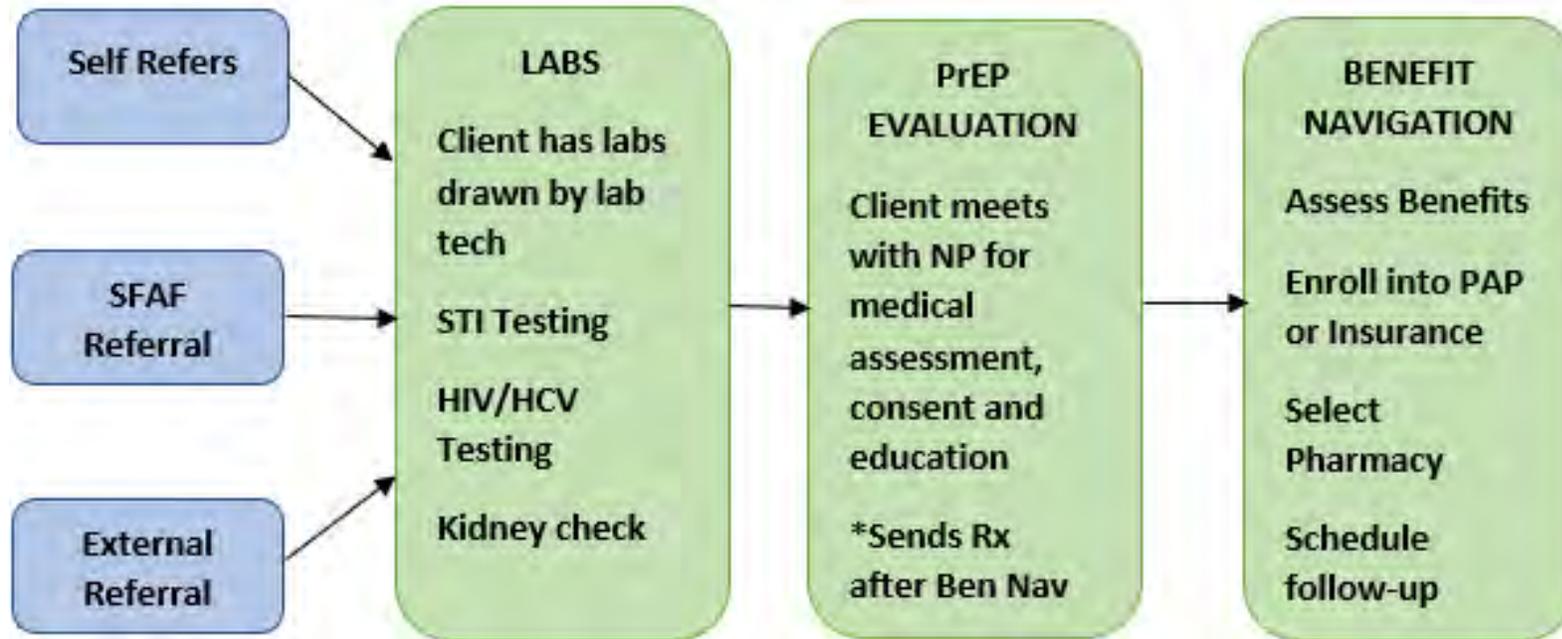
Medication

- Partner with Local Pharmacy
- Starter packs

Non-Clinical Referrals

- Social Support Groups
- Substance Use Services
- Legal Resources

PrEP Enrollment Flow



Visit takes ~ 90 minutes
Same-Day PrEP Start Program

Recruitment and Retention Strategies

- Pharmacy Follow-Up Calls
- Extended Clinic Service Hours
- Re-enrollment into PAP for uninsured clients
- English-Spanish Language Capacity
- Express “In & Out” Follow-up Model

Recruitment and Retention Strategies 2

- At-Home Testing
- Trans Health Services Provided
- QTPOC @ Strut
 - Reserved Appointments for Priority Communities
- Diverse Staff
- Integrated Social Support and Behavioral Health Interventions

Challenges

- Impact of Covid
- Racial Disparities in PrEP Uptake
- Recent changes with Generic TDF/FTC
 - Client choice in Descovy vs Truvada is not protected everywhere
- Co-pay assistance for brand and generic Truvada ended April 2021



Any questions?

Reina Hernandez: rhernandez@sfaf.org

San Francisco AIDS Foundation promotes health, wellness, and social justice for communities most impacted by HIV, through sexual health and substance use services, advocacy, and community partnerships.



1035 Market Street // 470 Castro Street // 117 6th Street
San Francisco, California

sfaf.org

APLAHealth

PrEPExpress



APLA Health's mission is to achieve health care equity and promote well-being for the LGBT and other underserved communities and people living with and affected by HIV.

APLAHealth | Services

Health Care Services:

- Primary, dental, and behavioral health care
- Insurance enrollment support
- Pharmacy
- Transgender health services

Prevention and Health Promotion:

- Healthy Him
- Project IMPACT and MenTe
- T3N
- TransConnections
- PartyWise
- PrEP Express

HIV Support Services:

- HIV medical care
- Housing supportive services
- Care coordination
- Necessities of Life Program (NOLP)

Research and Education:

- Community-based research
- Fentanyl education (*including access to fentanyl test strips*)

APLAHealth | PrEP Express Programs



CA Residents

OA PrEP Navigation grant
PrEP-AP enrollment: uninsured and insured (<500%FPL)
Gilead Advancing Access: uninsured (<500%FPL)
Gilead Co-Pay Card: Insured (no income limit)
Health Literacy Screener
Discontinuation Counseling

LA County Residents

DHSP PrEP Navigation grant
PEP: Medical services covered (<500% FPL)

| PrEP Express Team

- 3 PrEP Navigators (one for each clinical site) who report to the Biomedical Prevention Manager
- Biomedical Prevention Manager responsibilities:
 - Supervise *PrEP Express* team and provide support when necessary
 - Manage program's administrative tasks (e.g. reporting, data QA)
 - Determine who is currently actively on PrEP
 - Assist with unique/challenging patient situations
- PrEP Navigator responsibilities:
 - Conduct day-to-day PrEP navigation at their assigned clinic site
 - Determine degree of PrEP navigation support each new patient requires
 - Complete necessary program screenings, enrollment, and follow-ups with *PrEP Express* patients
 - Coordinate Peer Health Educators (PHEs) who will conduct PrEP outreach

APLA Health | PrEP Express Sites *(as of June 2021)*

Gleicher/Chen Health Center



3743 S. La Brea Ave.
Los Angeles, CA 90016
323.329.9900
After hours: **323.329.9900**

Long Beach Health Center



On the campus of St. Mary Medical Center
1043 Elm Ave., Suite 302
Long Beach, CA 90813
562.247.7740
After hours: **562.247.7740**

APLA Health – Olympic



5901 W. Olympic Blvd., Suite 310
Los Angeles, CA 90036
323.215.1725
After hours: **323.215.1725**

PrEP Navigators:

- Gleicher/Chen: Alexis Gallardo
- Long Beach: Carlos M. Ortega
- Olympic: Vacant



PrEPExpress | Program Activities

What We Do	What We Don't Do
PrEP and PEP education	Review labs
Health literacy screening	Give medical advise
PrEP/PEP assistance program enrollment	Discuss other health concerns with patients
Medi-Cal PCP changes	Tell providers when to prescribe medication
Scheduling/rescheduling appointments	Correct ICD-10 codes
Discontinuation counseling	Perform prior authorizations

PrEP Express | PrEP Navigation

PrEP Screening

- Educate prospective clients on PrEP
- Conduct risk assessment to determine HIV risk
- Conduct health literacy screening to determine client's need level of navigation services

Target PrEP Navigation Responsibilities

- Educate client on assistance programs
- Conduct necessary follow-ups including risk assessments every 6 months
- Provide appropriate level of navigation services based on client's health literacy

PrEP Discontinuation Counseling

- Assess client's need for PrEP discontinuation
- Provide education on strategies to remain HIV-negative after PrEP
- Link client to HIV care (if applicable)

PrEP Express | PrEP Navigation

- What does adherence support look like?
 - PrEP Navigators are responsible for following up to ensure the patient was able to get their prescription
 - Sometimes this can involve communicating with the provider (if the patient was not prescribed PrEP), liaising with various pharmacies, or advocating for a patient with insurance providers
 - PrEP Navigators also provide continued support to facilitate the patient's retention in PrEP care
 - PrEP Navigators can assist in scheduling/rescheduling PrEP follow-up appointments, submitting assistance program paperwork, etc.
 - PrEP Navigators can also link patients to internal/external resources to address competing priorities that can become barriers to retention in PrEP care
 - PrEP Navigators also provide appropriate navigation support to assist patients who are not as experienced in accessing care or dealing with health systems

PrEP Express | PEP Navigation

- PrEP Express assists patients with starting PEP when appropriate
- We currently have the DHSP PEP program which allows patients to be seen for PEP regardless of their insurance (except Kaiser Permanente)
 - LA County resident
 - At or below 500% FPL
- PrEP Navigators screen and educate prospective patients on PEP
 - Work with Gilead and ViiV patient assistance programs to ensure coverage for Truvada and Tivicay
 - Will also introduce PrEP upon completion of PEP regimen

PrEPExpress | Drug Assistance Programs

- PrEP Navigators assist PrEP and PEP patients with submitting applications for drug assistance programs, depending on need and eligibility
 - For PrEP patients this includes PrEP-AP applications and all appropriate documentation (proof of residency, income verification, etc.)
 - For PrEP and PEP patients, Navigators can help the patient enroll in Gilead’s Advancing Access and/or ViivConnect
- Follow-ups are important in order to stay on top of program re-enrollments, document submission, and updates
- PrEP Navigators can also connect patients to an eligibility specialist at their desired clinical site
 - The eligibility specialist can assist the patient in applying for more comprehensive health insurance

Take charge of your sexual health

Discover your options for PrEP & PEP with APLA Health



PrEP Express | Future Plans

- Optimize program visibility and reach
 - Partner with Outreach team to implement new strategies and materials to promote PrEP Express to a wider, more diverse patient population
- Promote PrEP Express as personalized support for all PrEP patients
 - Reformulate the language to reach patients who a) may not believe PrEP is accessible to them, or b) do not feel they need help from an “assistance program”
- Launch PHE program to assist with program outreach
 - Recruit and train PHEs to conduct outreach within their communities and social/sexual networks
 - Aim is to reach individuals at highest risk of HIV infection and bring biomedical prevention interventions to them in a more accessible, personal way

PrEP Express | Future Plans

- Charles Drew University/Martin Luther King Jr. Medical Campus
 - APLA Health has a long-standing commitment to improving the health and well-being of Black and Latinx communities in South Los Angeles. We have offered our services on the MLK Medical Campus since 2005, serving the needs of the surrounding communities of Watts, Compton, Lynwood and Willowbrook.
 - In 2019, we broke ground on a new state-of-the-art facility that simultaneously allows us to expand our scope of services and increase our overall capacity to those who need us.
 - Services will include:
 - Primary medical care
 - Dental care
 - Behavioral health care
 - STD screening and treatment
 - HIV testing and prevention services
 - PrEP counseling and management
 - Health education
 - Health insurance enrollment assistance
 - Necessities of Life Program expansion



Thank You!

Terry L. Smith

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Director of Sexual Health and HIV Prevention Services

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