





positive
health check

APHA ROUNDTABLE
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Overview of Presentation

- Learning Objectives
- Background & Rationale
- Developing Positive Health Check
 - Selecting Key Stakeholders
 - Collecting Feedback
 - Integrating Feedback
- Questions for Group Discussion

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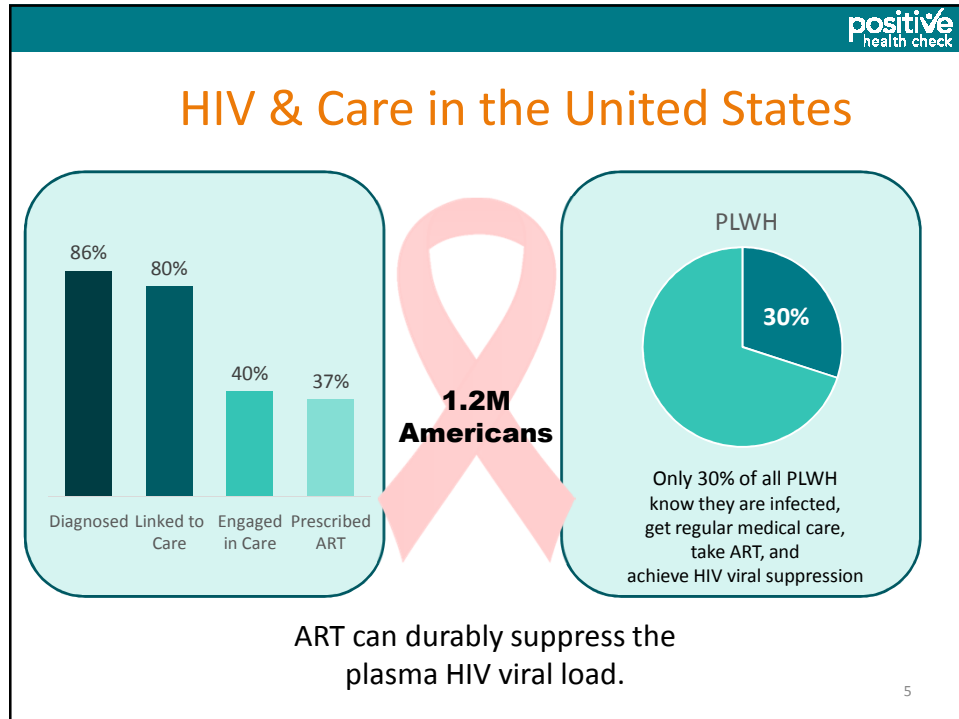
Learning Objectives

1. Describe the development of tailored digital intervention for HIV prevention
2. Demonstrate how a Technical Consultant panel contributes to the development of an intervention
3. Discuss how to tailor behavioral interventions

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Background & Rationale

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Need for An Intervention

- There are gaps in the continuum of HIV care that leave a large proportion of PLWH unable to fully maximize the health benefits of effective ART
- Effective interventions are needed that focus on enhancing prevention and care to improve the health of and to reduce HIV transmission risk among PLWH.
- Clinics and providers need evidence-based interventions that can be implemented easily in clinical settings.

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Responding to a Need

From 2012 to 2014
the Centers for Disease Control and Prevention
in collaboration with RTI International and CACI
developed Positive Health Check,
a Web-based video counseling intervention
to improve clinical health outcomes
among PLWH.

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Development Goals

- **Crave an interactive Web-based video HIV intervention** that delivers tailored evidence-based prevention messages on:
 - ❖ Treatment initiation
 - ❖ Medication adherence
 - ❖ Retention in care
 - ❖ Sexual risk reduction
 - ❖ Pregnancy planning
 - ❖ Intravenous drug use
- **Features to include:**
 - **Customized Tips** to help patients manage medications and clinic appointments, and to increase protective behaviors
 - **Handouts** to facilitate patient-provider communication
 - **Extra Info** section to give patients additional resources and information on a variety of topics

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How will the New Intervention Work?

By...

| | | |
|--|---|---|
| Delivering Tailored Prevention Messages | } | <ul style="list-style-type: none"> • More effective than one-size-fits-all approach |
| Facilitating Patient-Provider Communication | | <ul style="list-style-type: none"> • Customized handouts for patients and providers to encourage communication |
| Using Web-Based Video Doctors | | <ul style="list-style-type: none"> • Standardized patient-tailored messaging • Can be disseminated and implemented at a relatively low cost, compared with human-delivered interventions • Uses clinic-friendly technology and requires very little staff time |
| Using a High Impact Prevention Approach | | <ul style="list-style-type: none"> • science-based • cost-effective • scalable to reach high-risk groups |

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The Patient Experience

```

    graph TD
      A((Patient called & takes  
handout to  
appointment)) --> B((Patient has  
visit with  
health care  
provider))
      B --> C((Patient arrives  
at clinic))
      C --> D((Patient checks  
in & is invited  
to log onto  
PHC))
      D --> E((Patient receives tablet  
& headphones  
from clinic  
staff))
      E --> F((Patient completes  
tool in private  
area of  
waiting room))
      F --> G((Patient returns device  
& receives  
printed  
handout))
      G --> A
  
```

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Purpose of Formative Work

1. To understand if providers viewed the Positive Health Check concept as an acceptable intervention to support patients in clinical settings.
2. To obtain provider input on intervention component development and potential implementation barriers.

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Developing Positive Health Check

Selecting Key Stakeholders

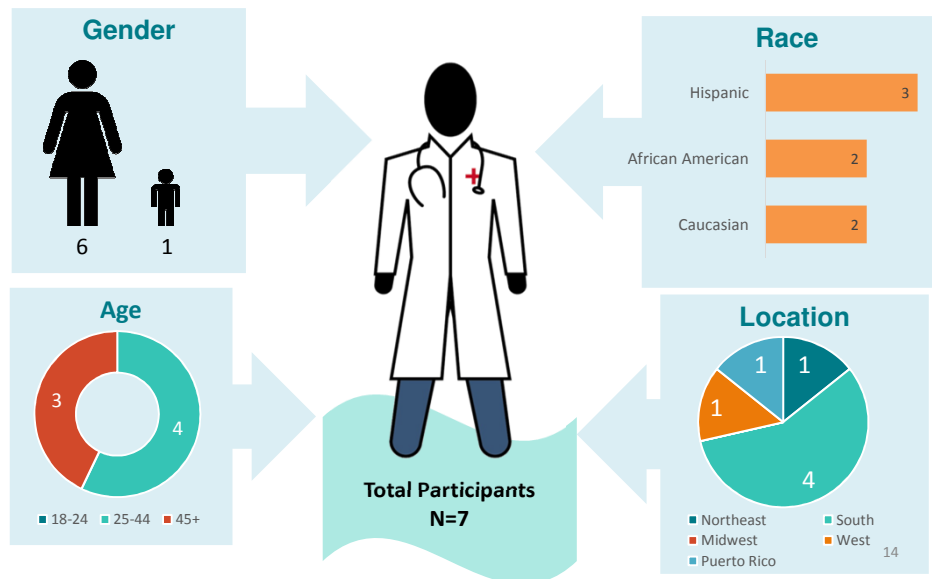
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Why Providers?

- They are gatekeepers for interventions used in clinical settings
- They are important stakeholders to engage in the HIP intervention development process
- They can be engaged in collaborative formative research and intervention development, not unlike community-based participatory approaches
- Engaging them will help to ensure that the intervention is acceptable and usable in a clinical context

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Key Stakeholder Demographics



Developing Positive Health Check

Collecting Feedback

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Methods

- A panel of **7 HIV primary care providers** shared their input and feedback on intervention development over a 15-month period
 - **2 Group Webinars** using open-ended questions
 - **7 Individual Online Sessions** using open-ended and closed-ended questions
 - Likert-scale ratings analyzed and used to understand opinions
 - Qualitative data summarized into key themes and used further understand Likert-scale ratings
- Behavioral scientists, epidemiologists, medical doctors, clinicians, information technology specialists, graphic artists, videographers, and closed captioning experts also contributed to PHC's development

Example Close-Ended Question

This message would be easy for my patients to understand.

[Strongly disagree, disagree, neither disagree or agree, agree, strongly agree]

Example Open-Ended Question

If a patient says they want to discuss certain topics from PHC, would this disrupt the flow of the visit? Would you discuss or would you refer the patient to someone else?

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Content Areas

- **Scripting:** tailored message wording and content, behavioral strategies, and questions
- **Creative design:** the design elements, such as actors to portray the virtual providers, background and set design, screen layout, logo, and storyboarding
- **Handouts:** Patient Handout, Provider Summary Sheet, and links to additional resources
- **Clinic Implementation:** feedback on how to integrate the intervention into a clinic workflow.

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Developing Positive Health Check

Analyzing & Integrating Feedback

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Scripting Feedback

Draft Sexual Risk-Reduction Message Example

It's good that you're only having sex with one person. This helps keep you and your partner safer. It's especially good if the two of you are only having sex with each other. But if you think that your partner might be having sex with someone else, consider talking to them about that. If your partner gets an STD like syphilis or gonorrhea you could get infected too. And that's not good for your health. Having an open and honest talk with your partner can help keep both of you safe.

Provider Feedback

- The message contains accurate information, would be easy for their patients to understand, and would be of interest to them.
- Neutral about whether the message used the correct wording for their patients, and whether the message was sufficiently comprehensive.

"[the] message is too judgmental with the repeated use of 'good' ...because it praises monogamy."

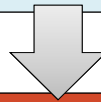
"[the intervention] should address preventing 'another serious viral infection like hepatitis C'"

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Scripting Revisions

Draft Sexual Risk-Reduction Message Example

It's good that you're only having sex with one person. This helps keep you and your partner safer. It's especially good if the two of you are only having sex with each other. But if you think that your partner might be having sex with someone else, consider talking to them about that. If your partner gets an STD like syphilis or gonorrhea you could get infected too. And that's not good for your health. Having an open and honest talk with your partner can help keep both of you safe.



Final Sexual Risk-Reduction Message Example

You're having sex with only one person, and that's great. This can help keep you and your partner healthy. But if you think your partner might be having sex with someone else, consider talking to them about that. If your partner gets an STD, like syphilis or gonorrhea, you could get infected too. [Pause] What do you think about using condoms? Condoms block the exchange of bodily fluids that carry STDs and HIV, and that will help both of you to stay healthy.

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Creative Design Feedback

Instructions to Participants: Please review the screen layout that shows how people might meet the video doctors and select the one they want to work with.

NURSE READS:

We have a great staff of doctors you can choose to work with for the rest of your virtual visit.

Please click on the video icon next to each doctor to learn a little more about them.

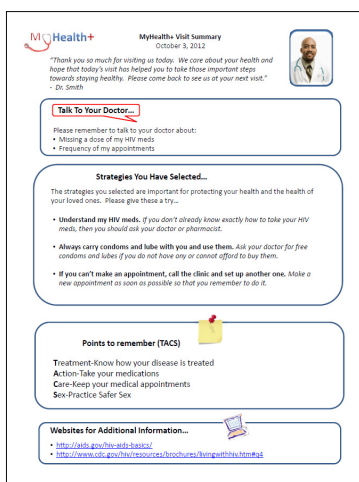
Then use the selection box next to the doctor to make your choice and click the next button.



Provider Feedback

- The layout is streamlined, the positioning of the doctors on the page is good, and the layout of the doctors is visually appealing.
- Would know which button to press to watch and select a doctor.

Handout Feedback



Patient Handout Version 1

- Include space for patients to write notes
- Put questions for doctors at the top of the first page followed by Tips.
- Make it more colorful
- Reduce the amount of text for patients with low literacy
- Worried that patients would be concerned about privacy if they receive a personalized handout in a clinic

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Handout Revisions

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| Next Appointment |
|------------------|
| Date: _____ |
| Time: _____ |
| Doctor: _____ |

Questions For Your Doctor
Ask your doctor questions during your visit. Taking notes will help you remember your doctor's answers.

? How should I take my HIV meds (with food or other supplements)?

? How should I handle taking my HIV meds when I've been drinking alcohol?

? What side effects should I be concerned about and how do I deal with them?

Tips you have selected
Try these tips before your next visit:

Use a pill box to organize your pills for each day of the week. Know which pills you should take, how many to take, and the time of day you need to take them.

Find a local support group. Support groups are a good way to share your experiences with others who are living with HIV. Ask your nurse or case manager how to find a support group. A local support group is a good way to share your experiences with others who understand what it is like to live with HIV.

Ask for advice on taking your HIV meds. Your nurse, case manager, or pharmacist can give you advice on taking your HIV meds. Ask for this help. Tell them about anything that could be getting in the way of taking your HIV meds.

Patient ID: _____ Today's Date: _____ positive

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Additional Questions
Follow these links for answers to your additional questions:

- ✓ What should I do if I miss a dose of my HIV meds?
<http://bit.ly/missmedsreminder>
- ✓ Where can I find help to pay for my HIV meds?
<http://bit.ly/STVinsurancecosts>
- ✓ What can I do to help me remember to take my HIV meds on time?
<http://bit.ly/medsreminders>
- ✓ Where can I find an HIV support group?
<http://bit.ly/hivsupport>
- ✓ Should I or should my partner get tested for STD?
<http://bit.ly/STDtestinglocations>

Additional Tips
Keep these tips in mind and consider trying them before your next visit:

- ✓ Use a pill box to organize your pills for each day of the week.

- ✓ Protect partners by telling them you have HIV before you have sex with them.

- ✓ Line up transportation to the clinic or child care if you need someone to help you

Patient ID: _____ Today's Date: _____ positive


Final Patient Handout

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Feedback of Overall Tool

Instructions to Participants: In this session, you will be providing feedback on your experience using the Positive Health Check intervention. We encourage you to play around in the tool and make selections as though you were a patient using the tool in your clinic. After you have used the tool, please answer the following questions.




Provider Feedback

- Overall, the tool was easy to use, the questions were easy to answer, and the tips were easy to select.
- The main messages were easy to understand, motivating, and were acceptable from their clinical perspective.



"It allows the patient to interact in a way that is private and non-judgmental. They can focus on what's important to them instead of the direction I move the office visit."



"I liked it! Very easy to navigate. Voices clear. Buttons clear & easy to see/activate. Info presented well."

Suggested Future Improvements

- Provide more information for young MSM
- Some messages could be more motivational
- Include “other” selection to input personal challenges to be addressed by doctors
- Additional Content:
 - Information on local support groups & outpatient drug rehabilitation programs
 - More info on housing, transportation, mental illness
 - PrEP in main body instead of Extra Info

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Implementation Feedback

We asked providers to think about how the intervention would work best within their own clinics.

Patients That Would Benefit Most from Using It:

- Everyone, but may be most impactful for youth or those newly diagnosed
- It could remind older patients that it is okay to think and talk about issues presented in PHC
- Best for adolescent patients prior to their visit

Where the Intervention Should be Used:

- In a private location, such as an exam room, but be flexible given the variation in structure and workflow among clinics.

Possible Barriers to Implementation:

- | | |
|---|--|
| • Time constraints and competing priorities | • Staff resistance to adding more work |
| • Privacy and security concerns | • Language barriers |
| • Lack of Wi-Fi capability | • Lack of familiarity with technology |

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Questions for Group Discussion

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Discussion Question

- What are some projects that you have worked on or are currently working on where you used key stakeholders to develop an intervention?
 - What strategies did you use?
 - Which stakeholders did you talk to and why?
 - What was helpful about engaging them? Not helpful?
 - What would you do differently next time?

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Discussion Question

- What other strategies have you used to tailor interventions to target populations?
 - When in the intervention development stage did you use these strategies? (i.e. before, during, or after the intervention was developed?)
 - What was successful or unsuccessful about these strategies?

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Thank You

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