



Department of
Public Health

CITY OF PHILADELPHIA

AIDS Activities Coordinating Office: Prevention Program Activities

HIV Integrated Planning Council - Prevention Committee
Wednesday, January 25th, 2023

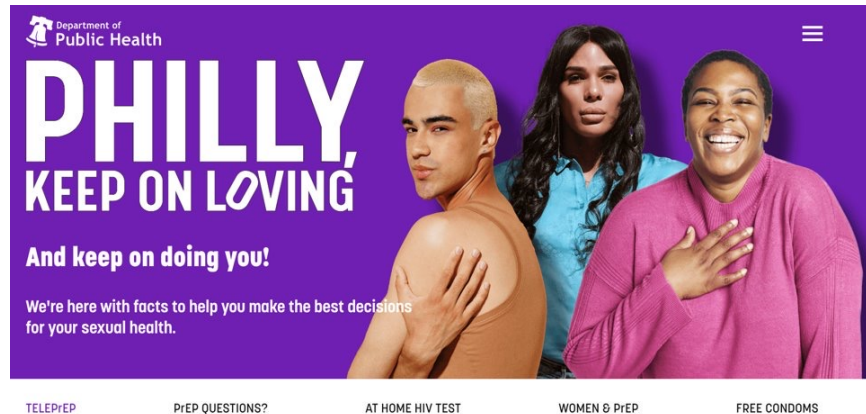


AGENDA

What we'll present today

- Philly Keep On Loving
 - Overview
 - HIVST
 - TelePrEP Program
- nPEP Center of Excellence
- AACO Technical Assistance

PHILLY KEEP ON LOVING



- Philly Keep On Loving is PDPH's sexual wellness online platform that offers free sexual wellness products, resources, and information for all Philadelphians.
- Website features:
 - Sexual wellness products order form for free condoms, lube, and at-home HIV/STI test kits
 - PrEP & HIV Testing Directories
 - Educational resource pages for PrEP and PEP
 - TelePrEP



HIV SELF-TESTING PROGRAM

AACO HIV SELF-TESTING PROGRAM

WANT A FREE AT-HOME TEST KIT?

CHECK YOUR HIV STATUS IN THE PRIVACY OF YOUR OWN HOME.

If you don't have a doctor or are uncomfortable asking one for an HIV test, we can send you a free test-at-home-kit.

DISCREET
MAILING

RESULTS
WITHIN 20 MIN

ANONYMOUS
RESULTS









- PDPH provides free HIV self-test kits to all Philadelphia residents through Philly Keep On Loving.
- PDPH also partners with 16 CBO agencies to distribute HIV self-test kits to the community.
- In order to receive an HIVST kit, individuals must:
 - Be 17 years of age or older
 - Reside in Philadelphia County
 - Cannot have received a test kit within in the last three months

ORAQUICK IN-HOME HIV TEST



- First FDA-approved oral swab in-home test for HIV-1 and HIV-2
- Sample type: Oral fluid
- Results: 20 minutes
- Cost: \$36
- This is only a screening test
 - Supplemental testing is necessary

https://www.nastad.org/sites/default/files/Uploads/2021/nastad_selftestingtoolkit.pdf

		
HIV At Home Test Kit	Chlamydia & Gonorrhea At Home Test Kit	HIV and/or Syphilis house call (Healthcare professional comes to you)
		
Trojan Enz (The classic Trojan condom)	Trojan Magnums (Larger than standard condoms)	Non-latex condoms
		
Backslide (anal lube)	Female Condom (Receptive Condom)	

PLEASE ENTER YOUR INFORMATION

First Name	Last Name	
Address		
Address (optional)		
Philadelphia	Pennsylvania	Zip Code
+1 (000) 000-0000		
Email		
Date of Birth	Month (00)	Year (0000)
<input checked="" type="checkbox"/> I'd like to receive ongoing updates from the Philly Keep On Loving program.		
<input type="checkbox"/> You can help make this program better! Check here if it's okay to contact you in the future for research purposes.		

Do you consider yourself to be of Hispanic, Latino/a/x, or Spanish origin? *

Select an answer

Which racial group do you consider yourself to be in? *

Select an answer

Have you ever been tested for HIV? *

Select an answer

If you've taken an HIV test, how long ago was it? *

Select an answer

What is your current gender? *

Select an answer

How do you identify? *

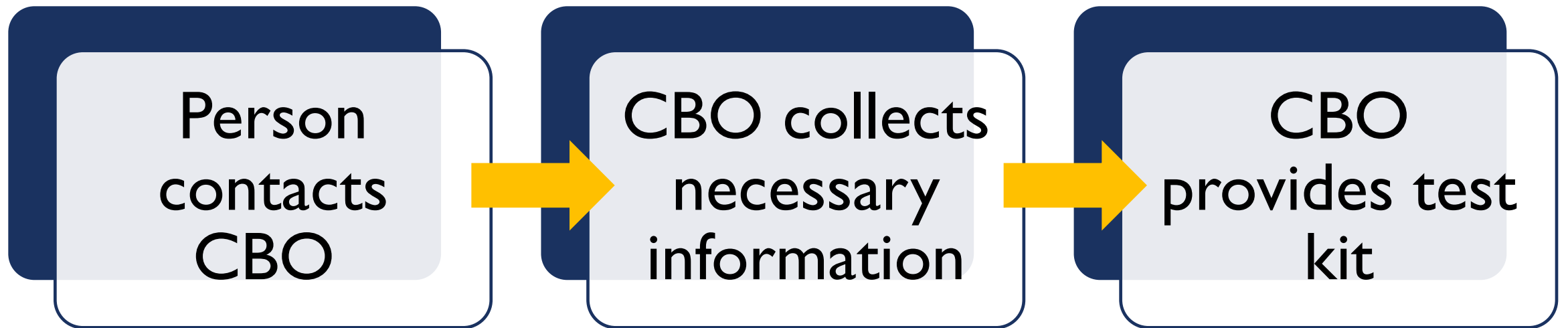
Select an answer

[Back](#)

Philly Keep On Loving Mail Order Form
<https://phillykeeponloving.com/order/#order-now>



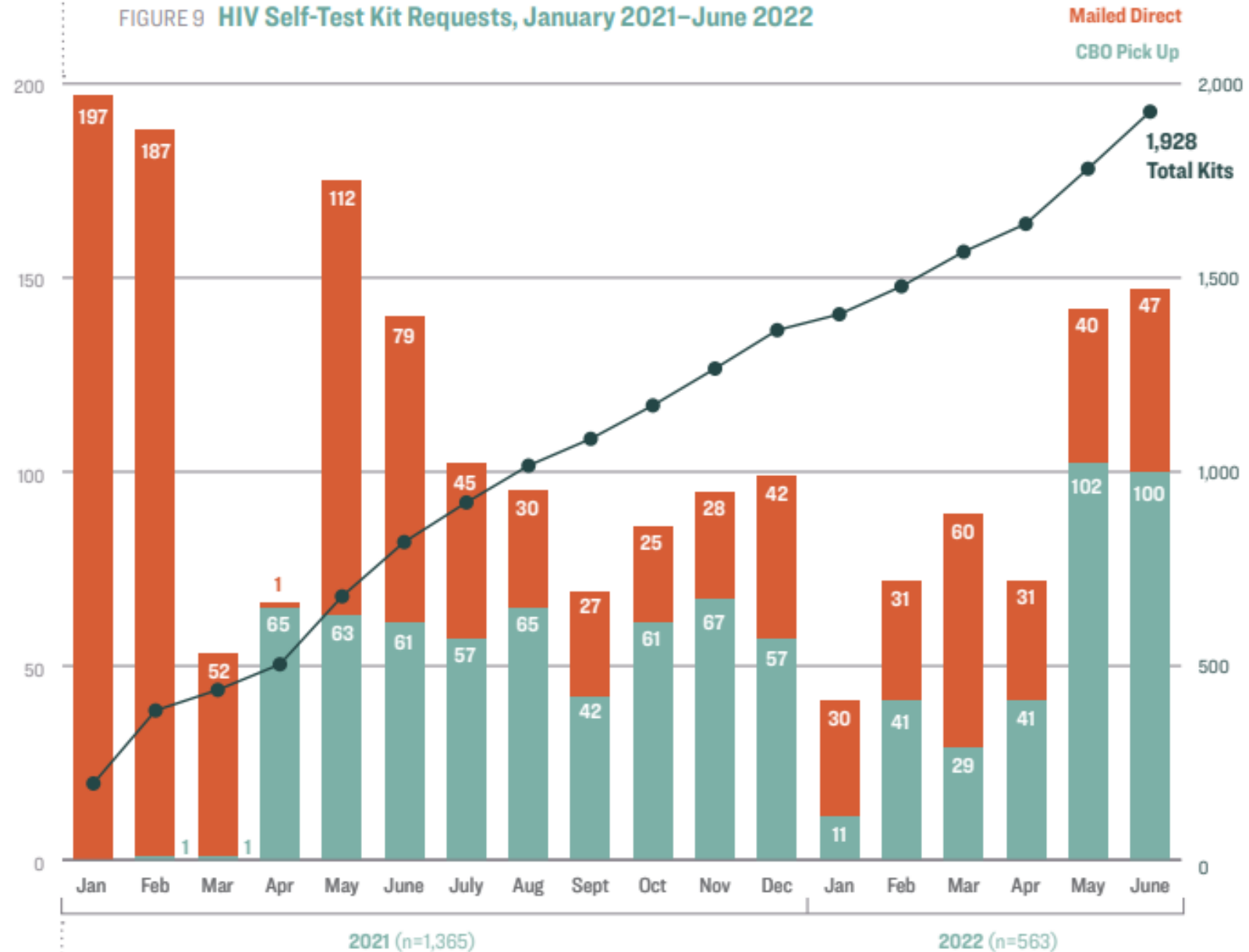
COMMUNITY BASED ORGANIZATION PICKUP



COMMUNITY BASED ORGANIZATION PARTNERS

- Access Matters
- Bebashi
- COVID Containment Resource Hubs
 - Mt. Enon Baptist Church
 - Whitman Plaza
 - La Salle Plaza
 - Bethany Baptist Church
 - Mi Salud Wellness Center
- The Colours Organization
- Congreso
- Delaware Valley Community Health
- Haven Youth Center
- Galaei
- Mazzoni Center
- One Day at a Time
- Positive Effect Outreach Ministry
- Prevention Meets Fashion

FIGURE 9 HIV Self-Test Kit Requests, January 2021–June 2022



Source Philadelphia Department of Public Health, AIDS Activities Coordinating Office



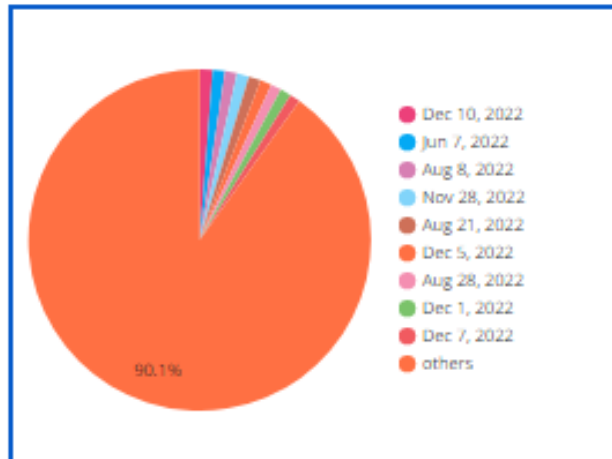
DEMORGRAPHIC DASHBOARD

REPORTING PERIOD

Jan 1, 2022 - Dec 31, 2022

Note: The data refreshes every 15 minutes.

Orders By Day



The below reflects how many people responded to the survey versus completing an order.

Total Orders (Includes Duplicates)

1,486

Total Survey Respondents (Includes Duplicates)

1,274

Current Gender

What is your current gender?	Record Count	Percent
1. Male	779	52.4%
2. Female	351	23.6%
3. No data	209	14.1%
4. Decline to answer	65	4.4%
5. Genderqueer/ nonbinary	54	3.6%

1 - 8 / 8

HIV Testing

Have you ever been tested for HIV?	Record Count	Percent
1. Yes	906	61.0%
2. No	285	19.2%
3. No data	200	13.5%
4. Not sure	48	3.2%

1 - 5 / 5

Last HIV Test

If you've taken an HIV test, how long ago was it?	Record Count	Percent
1. Between 1 and 6 months ago	478	32.2%
2. More than 6 months ago	423	28.5%
3. I have never taken an HIV test	217	14.6%
4. No data	200	13.5%
5. Not sure	99	6.7%
6. Decline to answer	69	4.6%

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Sexual Identity

How do you identify?	Record Count	Percent
1. Heterosexual or "straight"	445	29.9%
2. Homosexual, gay, or lesbian	376	25.3%
3. Bisexual or pansexual	261	17.6%
4. No data	200	13.5%
5. Decline to answer	94	6.3%
6. Queer	70	4.7%
7. Don't know	22	1.5%

1 - 15 / 15

"No data" indicates that the person did not respond to the survey question.



DEMORGRAPHIC DASHBOARD

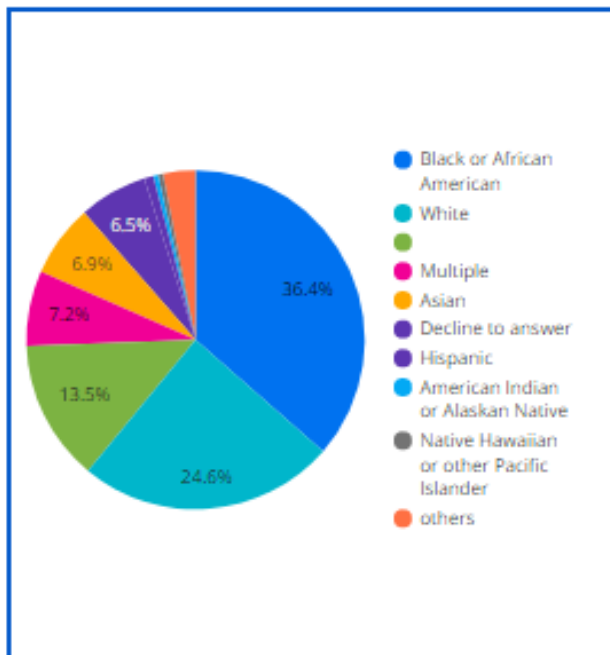
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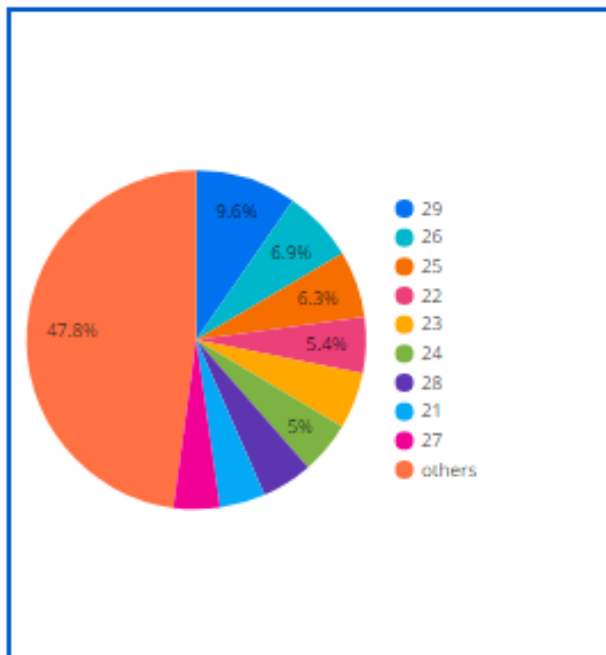
Note: The data refreshes every 15 minutes.

Race/Ethnicity

Which racial group do you consider yourself to be in?



Respondent's Age



Racial Demographics

Which racial group do you consider yourself to be in?	Record Count	Percent
1. Black or African American	541	36.4%
2. White	365	24.6%
3. No data	200	13.5%
4. Multiple	107	7.2%
5. Asian	103	6.9%
6. Decline to answer	97	6.5%

1 - 35 / 35 < >

Hispanic Origin

Do you consider yourself to be of Hispanic, Latino/a/x, or Spanish origin?	Record Count	Percent
1. No	945	63.6%
2. Yes	258	17.4%
3. No data	212	14.3%
4. Decline to answer	71	4.8%

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Would you like more information (via email) about preventing HIV and other STIs?

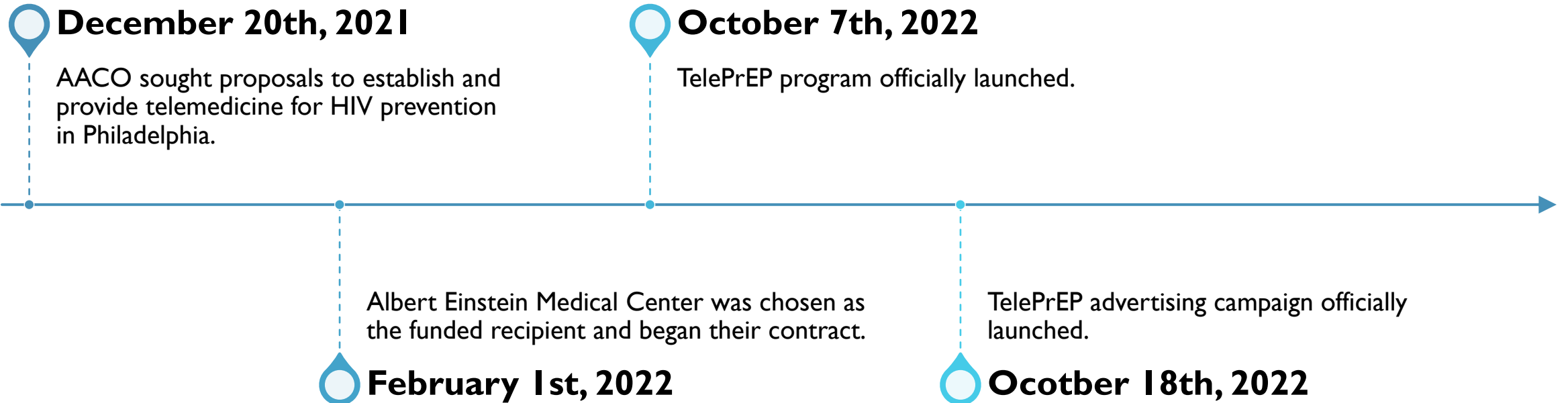
922

Green with no label and "no data" indicate that the person did not respond to the survey question.



TELEPREP PROGRAM

TELEPREP PROGRAM TIMELINE



TelePrEP Patient Journey

Awareness

Advertising campaigns launched on social media

Referrals from other sites in the city that can't offer telePrEP



First Contact – PKOL Website

Patient can connect with the program by speaking to a Navigator or directly self-scheduling their first appointment.



Getting the First Script

Complete telehealth visit with one of Einstein's providers

Complete a lab kit which is mailed directly to the patient



Maintenance

Navigator and RN will follow up to ensure that patient continues visits & labs at required intervals

PHILLY KEEP ON LOVING REDESIGN



TelePrEP logo

- PDPH AACO's online sexual wellness platform, Philly Keep On Loving, will serve as the primary entry point for Philadelphians interested in TelePrEP.
- Philly Keep On Loving has been redesigned to feature TelePrEP and accommodate the patient entry process.
 - New copy/content will help website visitors understand the benefits of TelePrEP and how it works, to motivate enrollment.
 - A new section focusing on PrEP for women to help this demographic understand the importance of getting on PrEP.



ARE YOU READY TO

START PrEP?

Philly, Keep On Loving TelePrEP is just for you!

We're here to answer your questions and help you get on PrEP easily, for free, and with no in-person anything.



TELEPrEP

STILL DECIDING?

HOW TELEPrEP WORKS

CONNECT WITH OUR PHILLY KEEP ON LOVING TEAM TO GET STARTED ON PrEP OR FEEL FREE TO ASK QUESTIONS FIRST.



Start a chat

OR

Talk via text

Enter your number:



**Ready to start?
Schedule video call with a doctor**

HERE'S HOW TELEPrEP WORKS



You'll connect privately with our Philly, Keep on Loving team. You can chat, text, or schedule a phone or video call.



Part of our process is testing you for HIV and STIs by sending you a discreetly packaged HIV & STI at-home test kit or you can come to a local clinic if DIY isn't your thing.

Don't worry. It's just some cotton swabs and a finger prick. You'll send the kit back to us.



Ask your questions or get more info on PrEP to decide if it's right for you. You'll be asked some questions about you. This is a safe space. We can help you best when you're totally open about your sex life.



Once you've had your televisit and your test kits results come in, we can prescribe PrEP.

We'll prescribe PrEP if everything looks good or let you know if there's some other treatment you need first, like for an STI.



Once you feel ready, the Philly Keep On Loving team will connect you with a doctor for a scheduled Televisit. If you're already familiar with PrEP and are ready to go straight to a Televisit, click "Schedule video call with a doctor" at the top of this page and schedule your appointment.



How you want to get your PrEP delivered is up to you. You can have us send your PrEP prescription in a discreet package or you can pick it up locally at a pharmacy or clinic.

KEEP ON LOVING SAFELY

Let's talk PrEP, the easy prevention tool to help you stay HIV negative.



SAY IT WITH US, "HIV AFFECTS EVERYONE!"

And yet, women are less likely to be told about PrEP by their healthcare providers. So let us fix that.

BIRTH CONTROL, PREGNANCY, HORMONES AND EVERYTHING IN-BETWEEN



GOT BABIES ON THE BRAIN?

Whether you're currently trying or are planning for your future baby, this is what you'll need to know:

- PrEP doesn't affect fertility
- PrEP doesn't increase risk of miscarriage or birth defects
- PrEP can be used while breastfeeding

Q: What if I want to get pregnant in the future?

A: PrEP doesn't affect your fertility or your birth control, so you can start trying tomorrow, in 3 months or in 5 years.

BIRTH CONTROL OR HORMONES?

If you're worried PrEP might affect your birth control or hormones, don't be:

- PrEP won't interfere with your hormones
- PrEP won't interfere with your birth control

Q: Can I stop using birth control or condoms?

A: PrEP only provides protection from HIV. It does not prevent pregnancy or protect against other STIs.

The good news is that if you're running low on condoms or lube, we've got you.

AEMC PATIENT OUTREACH

AEMC TelePrEP Continuum (As of January 1st)

Patient Outreaches	274
Enrolled	35
Active	31
PrEP Scripts	14
Initiated	11

- Of the patient outreaches:
 - 18 self-schedules (7%)
 - 116 chat (42%)
 - 140 text request (51%)
- 17 patients have completed labs or a visit but not both
- 3 patients have been treated for STIs



nPEP CENTER OF EXCELLENCE

nPEP ON PKOL

THINK YOU'VE BEEN EXPOSED TO HIV AND YOU'RE NOT ON PrEP?

Connect with us right away about PEP (Post-Exposure Prophylaxis). Taking PEP within 72 hours of exposure will help you stay HIV negative.

GET PEP ASAP

nPEP ON PKOL



**THINK YOU WERE
EXPOSED TO HIV?
GET PEP ASAP.**

PEP can prevent HIV infection if taken within 72 hours of
a possible exposure

CALL 833-933-2815 FOR PEP



nPEP & EHE


- **Goal: reduce new infections by 75% over 5 years**
 - Diagnose all Philadelphians with HIV as early as possible
 - Treat people living with HIV quickly and effectively
 - **Prevent new transmissions by promoting PrEP, PEP, and syringe services**
 - Respond quickly to HIV outbreaks

RATIONALE

- In New York City, among notified partners of people newly diagnosed with HIV, only 34% were aware of nPEP as an option for preventing HIV transmission
- In Philadelphia, among MSM newly diagnosed with HIV, 20% reported taking nPEP at some point in the prior year
- Those who need it most might not be aware that PEP is an available option

GOALS FOR THE nPEP COE

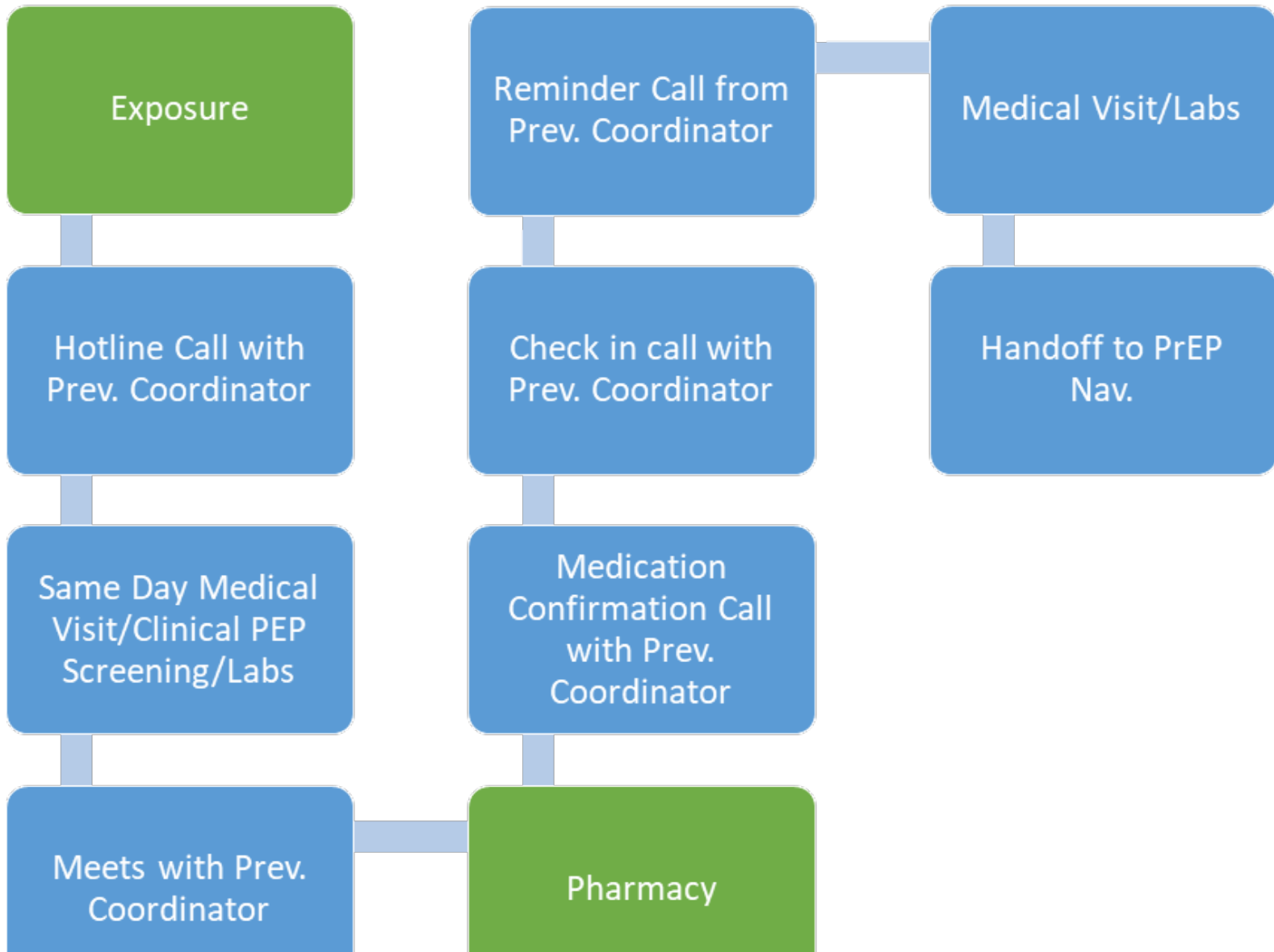
100% of people in Philadelphia for whom non-occupational PEP is indicated prescribed treatment



75% of nPEP COE patients transitioned to pre-exposure prophylaxis (PrEP)

PROGRAM COMPONENTS

- A jurisdiction-wide 24/7 PEP hotline operated by Penn Medicine
- 3 brick-and-mortar clinical sites
- Streamlined, patient-centered workflows for business and after hours
- Medical and navigation staff with awareness of and capacity to prescribe PEP
- Navigation and adherence support services
- Partnerships with Philadelphia FIGHT's Youth Health Empowerment Project (YHEP), Prevention Point Philadelphia (PPP), and Walgreens



PATIENT FLOW

CALL VOLUME

Since April 2022:

- Total calls: **82**
- Total eligible for PEP via COE: **50**
- Total prescribed PEP: **48**
- Reasons for calls not resulting in a PEP Rx:
 - Caller located outside of Philadelphia
 - Occupational exposure
 - Do not meet CDC eligibility criteria
 - Callers inquiring for education

SUCCESSSES



INCREASING
VOLUME



INDIRECT
ADVERTISEMENT



PRESCRIPTION
RATE



TEAM EXPERTISE
& EFFORT

CHALLENGES



STAFFING



PHARMACIES



INSURANCE



MOUS

WHAT'S NEXT?

- Finalize pharmacy MOU
 - Options for Rx delivery
- Formal advertising plan/timeline
 - Email announcement series
 - Distribution of print materials
 - Media placement
- PEP provider working groups



AACO TECHNICAL ASSISTANCE

WHAT IS TECHNICAL ASSISTANCE?

- **What is it?**
 - Ongoing content-based assistance for clinical providers.
 - Achieved through capacity building, distribution of educational materials, engagement and maintenance of provider relationships, and evaluation of provider services.
- **What is the purpose and why is it important?**
 - Supports clinical settings by improving provider knowledge, increasing awareness, and building capacity in PrEP and HIV testing.
 - Provides opportunities in sharing best practices through peer-to-peer facilitation and networking through a larger forum.
 - Supports clinical teams that provide PrEP through assessment of program functionality and success as well as facilitating collaborative opportunities.

HOW IS TECHNICAL ASSISTANCE PROVIDED?

Trainings

- On-site or Virtual
- Presentations given to internal and external stakeholders on PrEP.

Consultation Calls

- Subject Matter Specialists provide one-on-one consultations to providers, as requested.
- Keep individuals informed on the most current PrEP updates and technologies.

Educational Materials

- Design, development of new resources for providers (Provider Action Toolkit).
- Maintain a resource inventory of up-to-date materials for providers (Brochures, flyers, pamphlets, digital material-PDFs, flowcharts)

Capacity Building

- Fulfillment of technical assistance requests, describing best practices, supporting program functionality and success for provider network
- Peer-to-peer facilitation and networking opportunities
- Cross-collaboration with departments within AACO

WHO DO WE ENGAGE?

- Expand the network of PrEP providers and partners
- Engage peers and new community partners to promote PrEP
- Promote increased collaboration and coordination across sites
- Contact: PreventHIV@Phila.gov for all TA requests

