

Case Study | Sustained High PrEP Adherence

Background

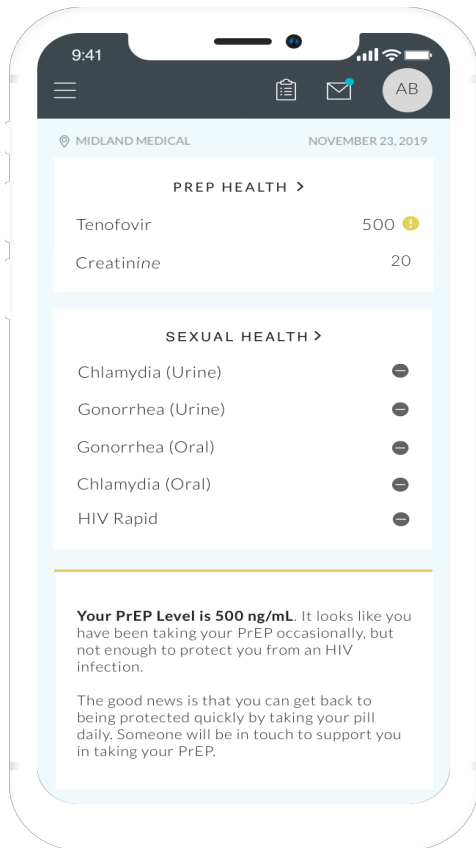
Midland Medical Center provides primary care and specialty health services, with a focus on HIV and LGBT health and an innovative PrEP program. Midland operates in Broward County, part of an area of Florida with the second highest rate of new HIV infections (40.1/100,000 person) in the country, according to the CDC.

Solution

Midland introduced UrSure's adherence testing and Healthvana's PrEP-specific mobile health platform to boost patient engagement for their nearly 1,000 PrEP patients.

Midland educates patients on PrEP about the importance of adherence and they receive PrEP-specific automated reminders and information via Healthvana.

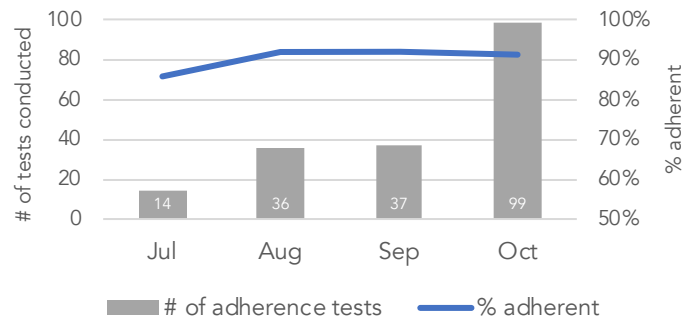
Providers use quarterly UrSure adherence test results to openly discuss barriers to adherence. Non-adherent patients receive repeat testing at their next visit. If they demonstrate improved adherence, patients receive a gift certificate to a wellness program to reinforce positive behavior.



Impact

Synergistic implementation of UrSure and Healthvana, as part of a comprehensive care for PrEP patients, achieved:

Increased access, high adherence
Sustained nearly 90% adherence each month while initiating more patients on PrEP



Conclusion

Midland achieved and sustained high engagement in care, while increasing PrEP access to more at-risk patients. Comprehensive services to bolster adherence and retention can successfully support patients to stay HIV-negative, even in settings with high HIV prevalence and incidence.

Contact Information

Ramin Bastani, CEO at Healthvana
Giffin Daughtridge, CEO at UrSure, Inc.

Email: ramin@healthvana.com
Email: giffin@ursureinc.com

Website: www.healthvana.com
Website: www.ursureinc.com