

Introducing the

HIV CASE
MANAGER
PORTAL

August 25, 2010

What is “the Portal”?

- A new Web resource at www.HIVCaseManager.com
- A centralized resource for up-to-date information and resources on HIV treatment and services
- The Portal provides:
 - Resources for case managers, treatment educators, adherence specialists and other front-line service providers
 - Free professional and client focused educational tools
 - A venue for case managers to gather and exchange information for themselves and their clients

Why a HIV Case Manager Portal?

- Case managers and other service providers play a vital role in educating their clients about HIV and helping them access and stay in care.
- Our research with HIV service providers from a wide spectrum of HIV/AIDS organizations identified the following service provider needs:
 - Quick, easy access to tools and resources to educate and support clients
 - General HIV/AIDS information for case managers and other service providers
 - A single point of access to a broad range of professional resources

What are the Portal's features?

- A library of easy-to-read fact sheets on a wide array of topics
- A brochure builder with customizable content
- General HIV/AIDS information resources
- An opt-in feature to locate and contact other case managers from across the U.S.
- Links to more than 200 national, state and city HIV/AIDS organizations and resources

Our Collaborators

- An advisory board of experts across the U.S. informed the content and functionality of the site.
- The Portal was pilot-tested at the United States Conference on AIDS (USCA).
- Our goal is for the Portal to become a premier resource for the case management community.
- Our collaborators:



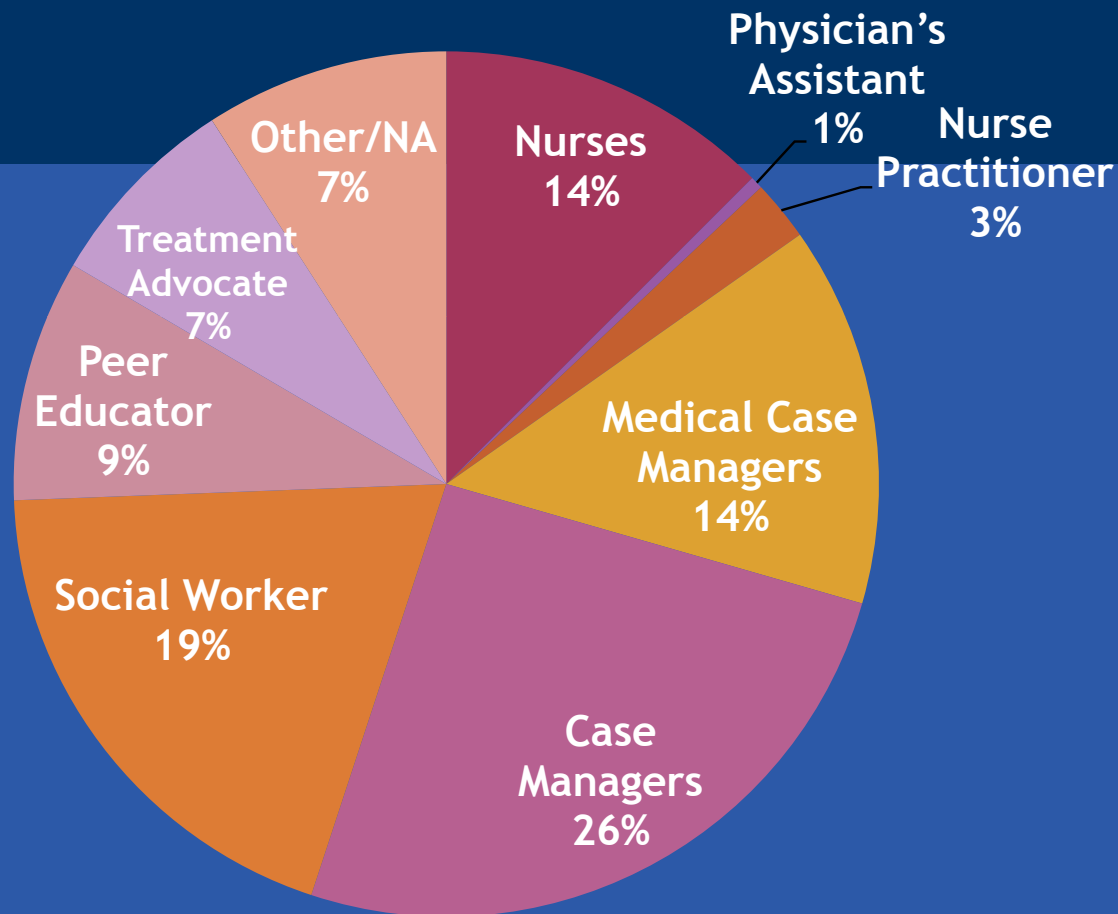
Total Registration

Data through August 17, 2010; 4 months since launch

- Registered Users = 1,901
 - Geography:
 - > 57% urban
 - 11% rural
 - 32% mixed or no response
 - 47 states + DC and Puerto Rico represented
- Registered Users Opt-ins
 - Communications – 77%
 - “Locate a Case Manager” feature – 55%

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Key Metrics

July 17 – August 17, 2010

Portal Statistics	Current month
Total visitors	1,772
Unique visitors	1,109
Average page views	8.06
Average time on site	8:35

Top Content Areas	Current month
Case Manager Tools	844
Client Tools	702
Federal Resources	423
Customized Brochures	420

Let's Explore!!

www.HIVCaseManager.com