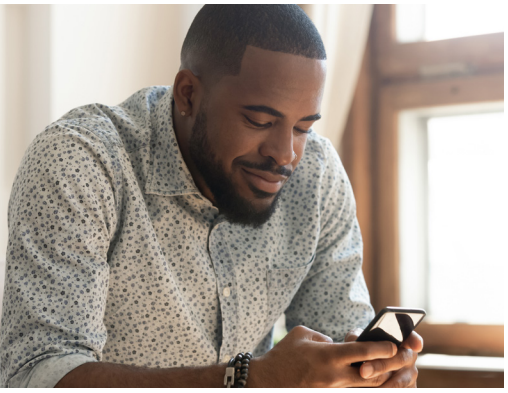
# POSITIVELINKS INTERVENTION

Center for Innovation and Engagement



**PositiveLinks is a clinic-based mobile health intervention that promotes linkage and engagement to HIV care in rural areas and connects clients to a virtual local community, improving clinical outcomes for people with HIV.[1,2,3]**

**Download intervention Implementation guides and explore resources to help you innovate while replicating interventions that link, re-engage, and retain people within HIV care at www.CIEhealth.org.**

| | |
|---|---|
| **Priority Population** | People in rural areas who face barriers to HIV care |
| **The Challenge** | In the rural southern U.S., inequities in HIV care disproportionately affect vulnerable populations who experience racial inequality, poverty, trauma, lack of social support, substance use disorders, and barriers to transportation or clinic access.[1] |
| **The Model** | PositiveLinks provides virtual care coordination, self-management tools, and social support to people with HIV to promote linkage and engagement in care. The intervention utilizes a warm technology framework to facilitate communication, build interpersonal relationships, and support shared decision-making between clients and providers. It also uses approaches to address disparities such as design modifications for people with low literacy levels and increased access to health care resources. For providers, the PositiveLinks portal provides a visual snapshot of a client's status between visits.[1] |
| **Pilot and Trial Sites** | University of Virginia (UVA) Health's Ryan White HIV Clinic |
| **Impact** | In a pilot study, PositiveLinks improved CD4 counts, viral suppression, retention in care, and rates of visit constancy. Qualitative analysis of the PositiveLink's community message board found it provided a sense of connection and social support. In 2020, intervention developers reported continued significant improvements in engagement in care and viral suppression as far out as 24 months post-implementation.[4] |


[1] Dillingham, R., Ingersoll, K., Flickinger, T. E., Waldman, A. L., Grabowski, M., Laurence, C., Wispelwey, E., Reynolds, G., Conaway, M., & Cohn, W. F. (2018). PositiveLinks: A mobile health intervention for retention in HIV care and clinical outcomes with 12-month follow-up. *AIDS Patient Care and STDs, 32*(6), 241–250. https://doi.org/10.1089/apc.2017.0303

[2] Catalani, C., Philbrick, W., Fraser, H., Mechael, P., & Israelski, D.M. (2013). mHealth for HIV treatment & prevention: A systematic review of the literature. *The Open AIDS Journal, 7*, 17–41. https://doi.org/10.2174/1874613620130812003

[3] Schnall, R., Mosley, J.P., Iribarren, S.J., Bakken, S., Carballo-Diéguez, A., & Brown III, W. (2015). Comparison of a user-centered design, self-management app to existing mHealth apps for persons living with HIV. *JMIR mHealth and uHealth, 3*(3), e91. https://doi.org/10.2196/mhealth.4882

[4] Canan, C.E., Waselewski, M.E., Waldman, A.L.D., Reynolds, G., Flickinger, T.E., Cohn, W.F., Ingersoll, K., & Dillingham, R. (2020). Long term impact of PositiveLinks: Clinic-deployed mobile technology to improve engagement with HIV care. *PLoS One, 15*(1):e0226870. https://doi.org/10.1371/journal.pone.0226870



NASTAD's Center for Innovation and Engagement (CIE) is funded by HRSA's HIV/AIDS Bureau (HAB), Special Projects of National Significance (SPNS) under a three-year initiative entitled Evidence-Informed Approaches to Improving Health Outcomes for People with HIV (PWH). The purpose of this initiative is to identify, catalog, disseminate, and support the replication of evidence-informed approaches and interventions to engage people with HIV who are not receiving HIV health care or who are at risk of not continuing to receive HIV health care. Learn more at www.CIEhealth.org.