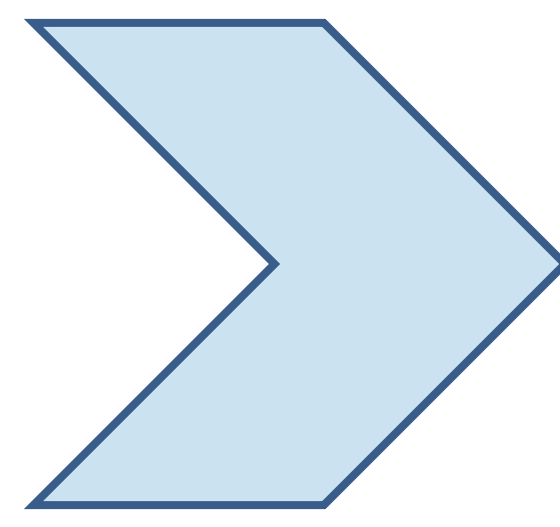


Introduction

Utilizing texting and social media, we were able to see marked improvements in viral load suppression due to better access to healthcare communication.

Better Communication

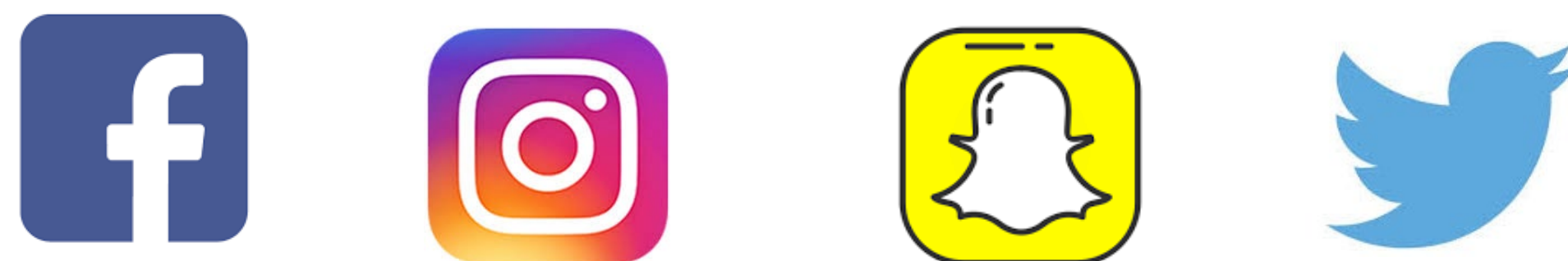


Better Outcomes

Hey! Are you still able to come to your appointment at 11am tomorrow?

I'll be there! Do I need to bring anything?

Just your last month of paystubs and your ID! And your iconic sense of style. We're excited to see you!



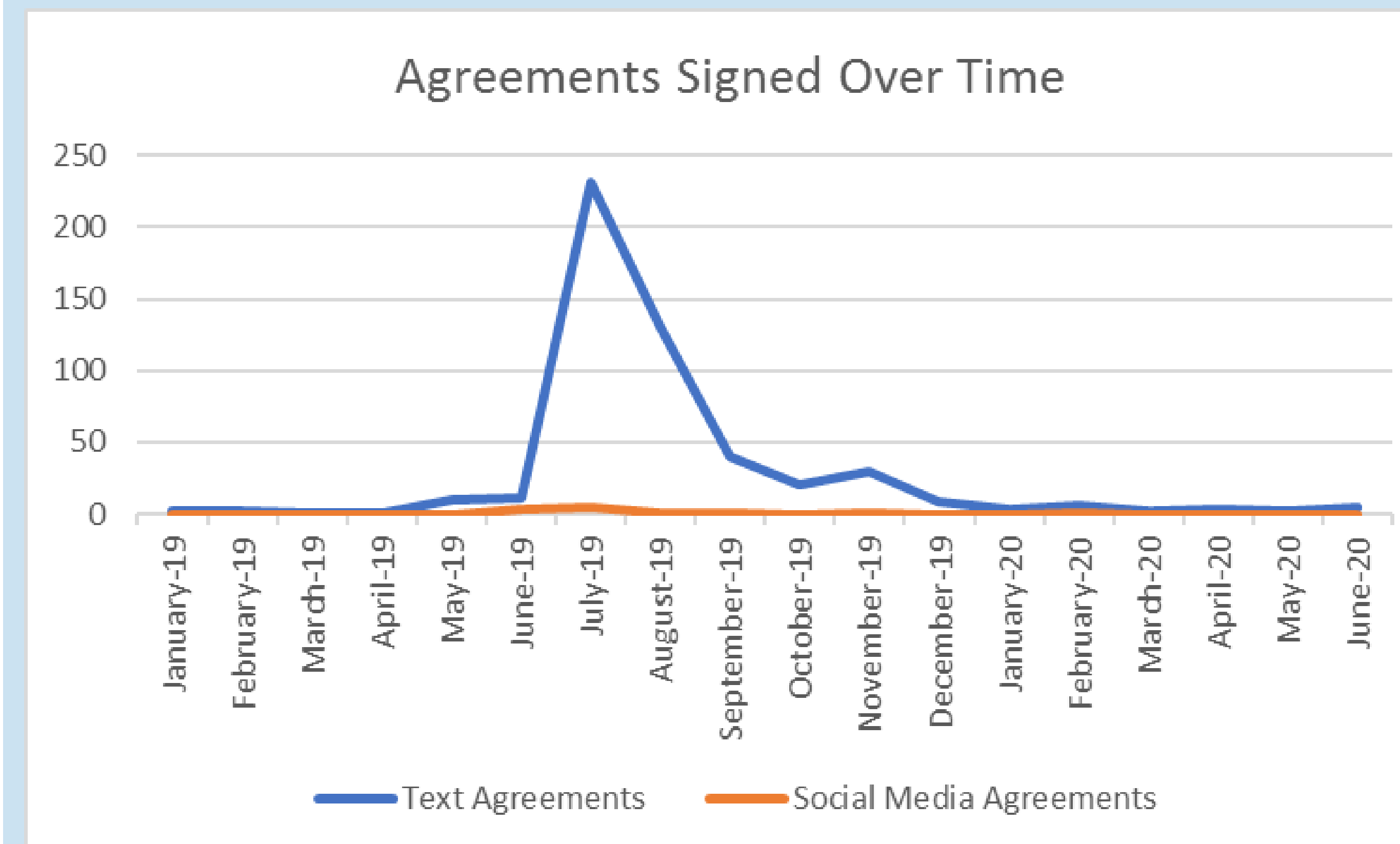
Methods

- We worked with the privacy department at UNC Healthcare to create a texting and social media communication agreement.
- The texting agreement was presented to all beneficiaries during the HIV Medication Assistance Program Renewal in Summer 2019 and to all new patients to the clinic.
- The social media agreement was given on an as needed basis to hard-to-reach patients.

Findings

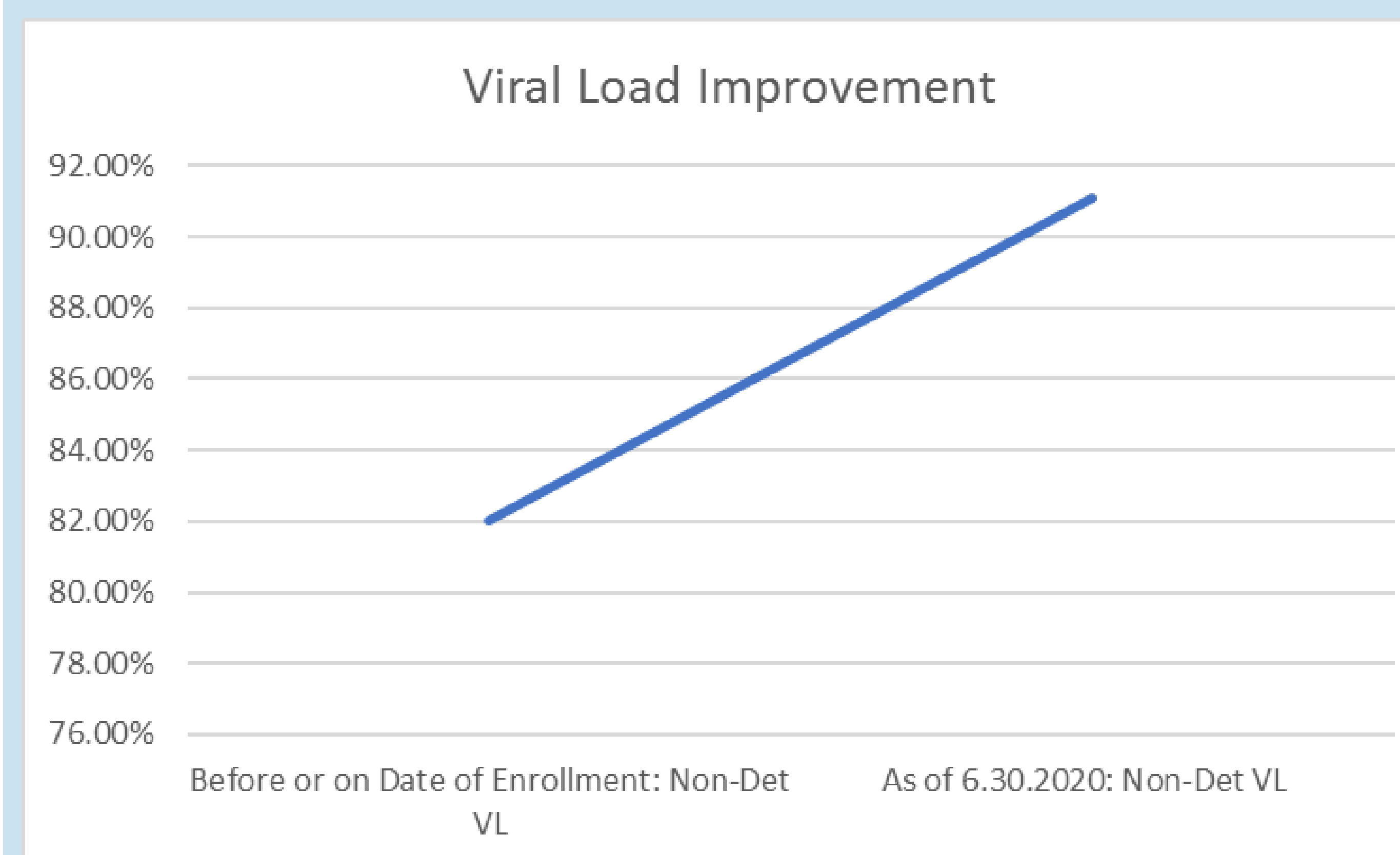
27%

of patients signed the texting agreement

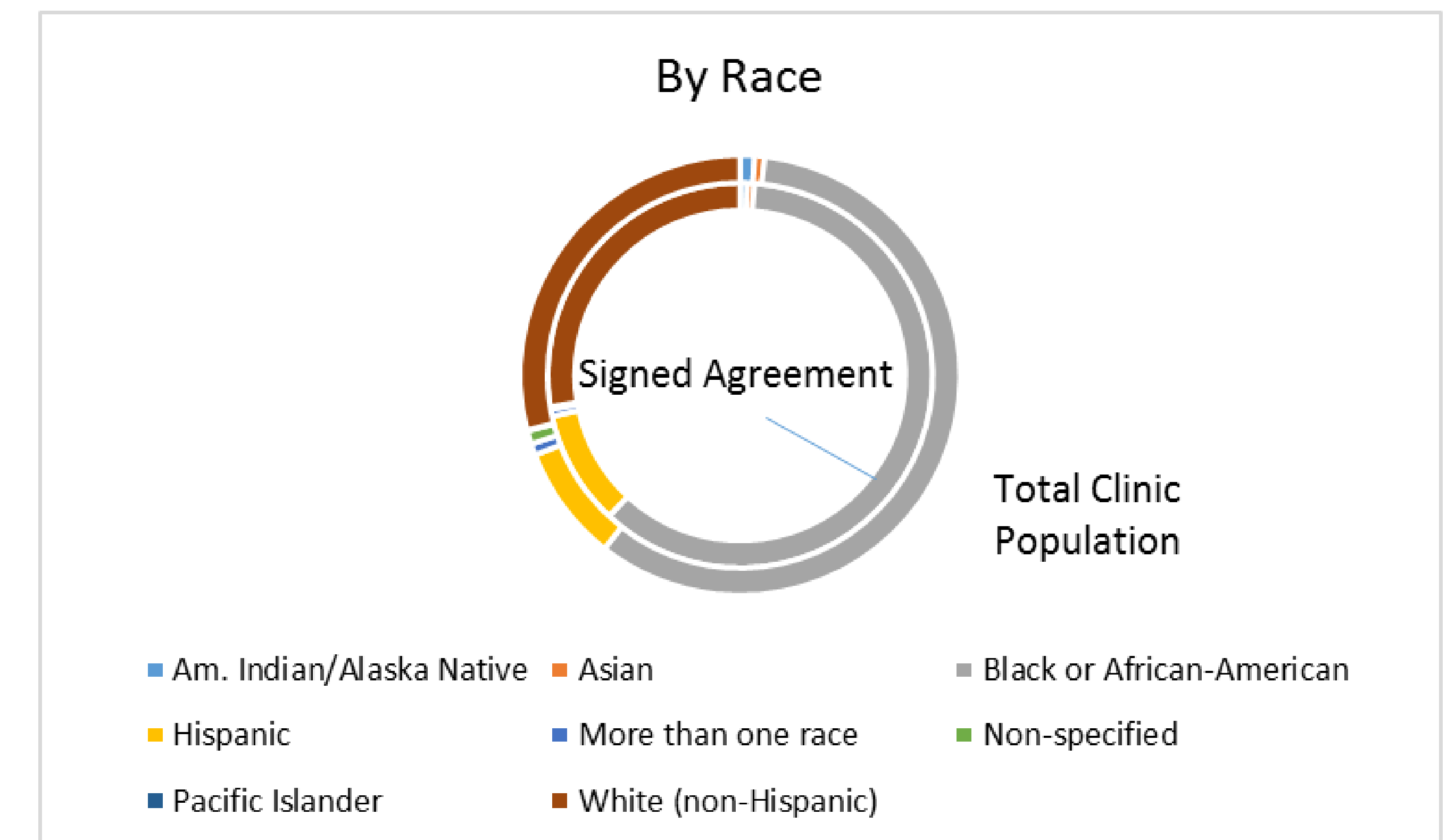
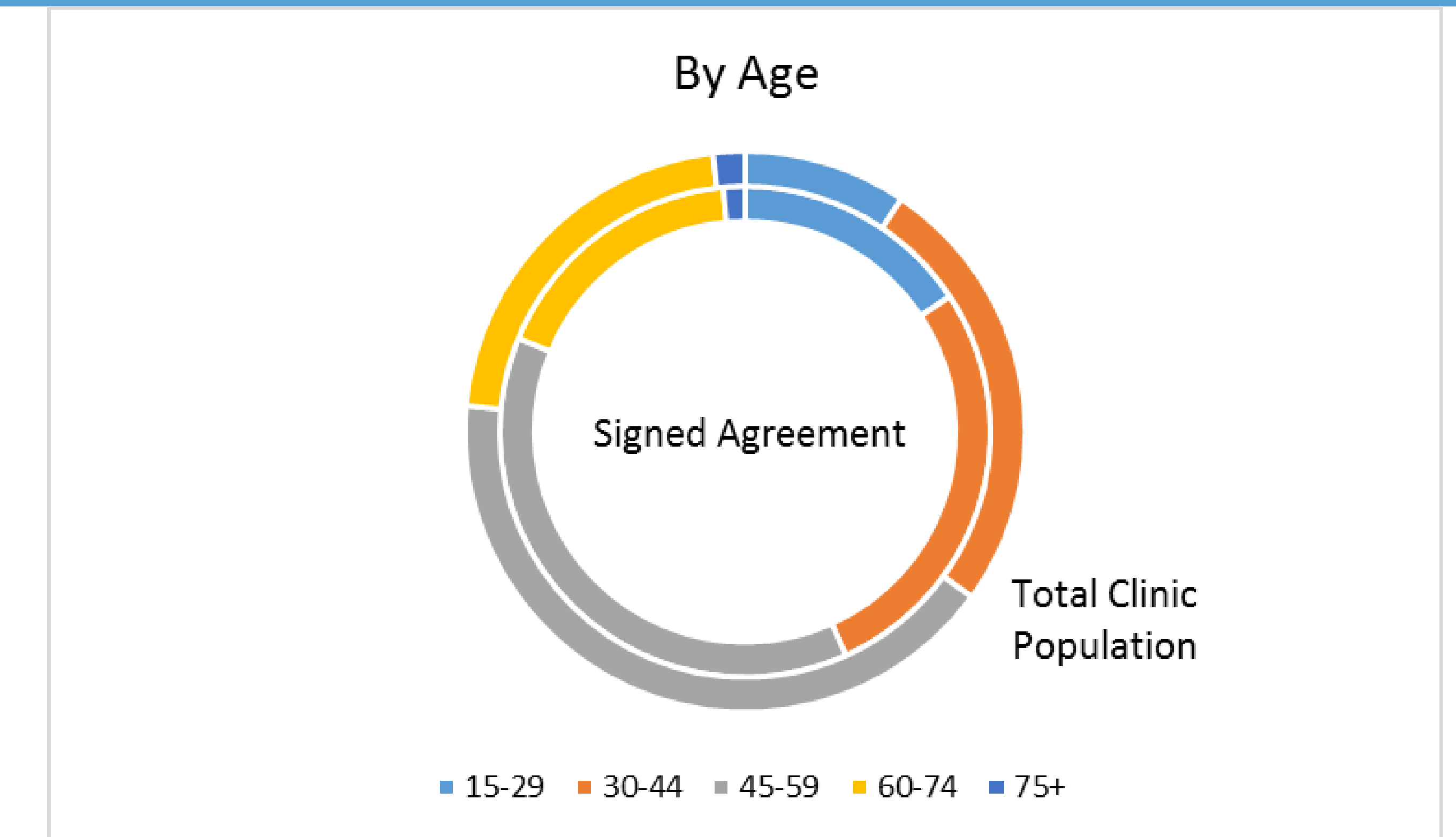


9%

Increase in viral load suppression among those who signed the texting agreement



Demographics



Lessons Learned and Challenges/Limitations

- Social media communication was not widely accepted and proved only useful for out of care and particularly hard to reach youth.
- Texting communication had large interest and was often helpful in engaging folks in care (ex: scheduling appointments, medication coordination, general check ins, etc)
- This project is ongoing as we will continue to gather authorizations to communication through text and social media.

Thank you to Alexia Williams who gathered the data and the privacy department at UNC who approved the communication agreements. Made possible by Ryan White grant numbers.