

Turning Toward Technology: Integrating Digital Health Tools into HIV Care Programs for Melanated Women

Presented by:

B.WOW! Black Women Organized for Wellness

Allanah Lewis-Chery, MPH, Program Manager

Grady Health Systems

Salewischery@gmh.edu

Lucy Smith-Warren, Patient Navigator,

Grady Health Systems

Lwarren@gmh.edu

Justine Davenport, Patient Navigator,

Grady Health Systems

Jdavenport@gmh.edu

20
22

NATIONAL
RYAN WHITE
CONFERENCE
ON HIV CARE & TREATMENT



B.WOW! MEET THE TEAM



Melissa Beaupierre, MPH, CPH
Director-Bus. Ops (& Spec. Programs)



Allannah Lewis-Chery, MPH
Program Manager

Data Manager



Lucy Smith Warren
Patient Navigator



Alexandra Bien-Aime
Peer Counselor



Justine Davenport
Patient Navigator

Learning Objectives

At the conclusion of this activity, participants will be able to:

1. Understand how digital health can be a helpful tool in supporting Black Women in their HIV Care
2. List strategies that can be used to adapt a mobile application for Black women
3. Discuss challenges faced with incorporating digital health into HIV care for Black Women

Digital Health 101

Digital health is a multidisciplinary concept that combines technology and healthcare.

According to the Food and Drug Administration, **digital health** includes categories such as:

- Mobile health (mHealth)
- Health information technology (Health IT)
- Wearable devices
- Telehealth and Telemedicine

Today, we will focus on an mHealth mobile application that the B.WOW! Team is using to support Black women in their HIV care.

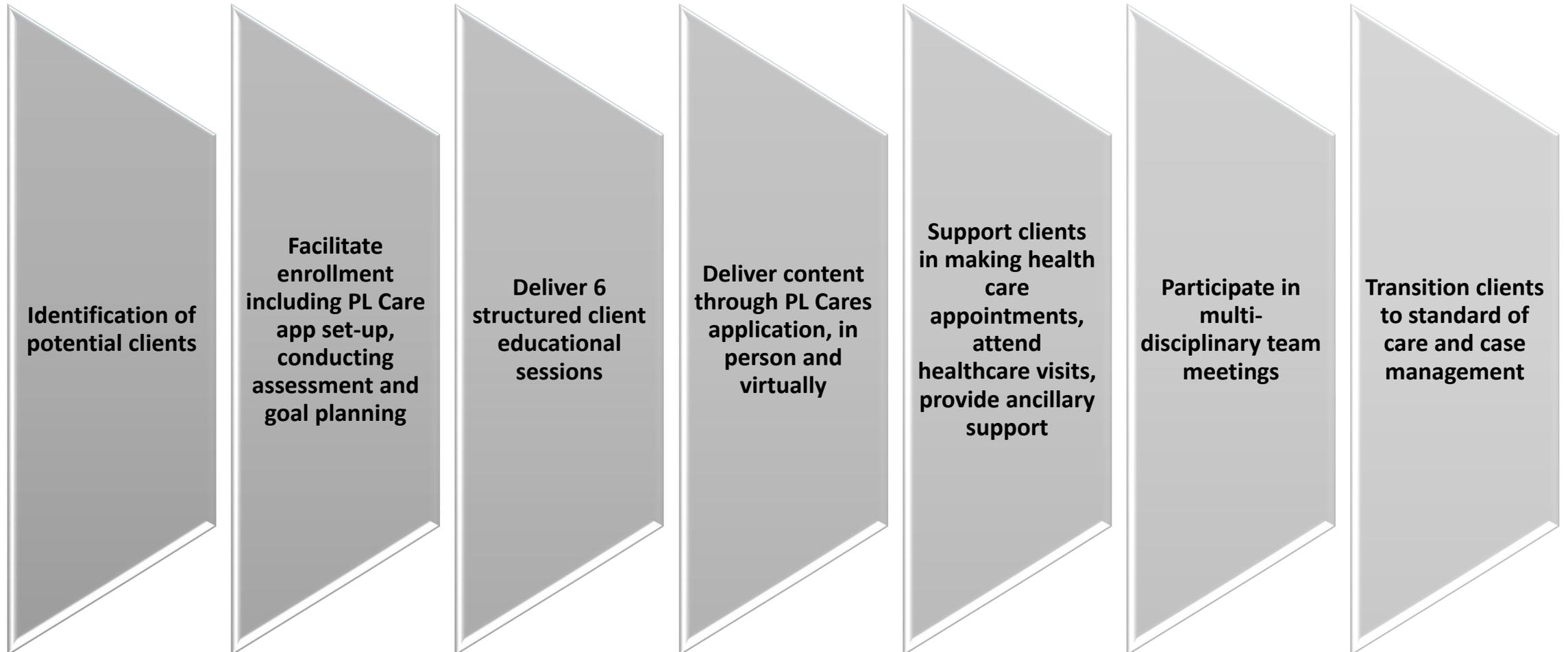
What is B.WOW? Black Women Organized for Wellness

Enhanced patient navigation for women of color

PL Cares Mobile application



Core Activities of Patient Navigator



Warm Health Technology and PL Cares

- Warm health technology are the developers of the clinic based mobile health intervention PositiveLinks and PL Cares. PositiveLinks is the name used in Virginia where the application first launched at the University of Virginia (UVA) Ryan White Clinic and saw its successes. It is called PL Cares outside of the state of Virginia.

Official website: www.wht.care

ABOUT PL CARES

PL Cares is a clinic-based smartphone app that has features tailored to help support and improve care for those living with chronic medical conditions to enable them to reach better health outcomes with their medical care.

Such features include;

- Educational resources
- Daily queries of stress, mood and medication adherence
- Weekly quizzes
- Appointment reminders
- Test results (i.e. most recent viral and CD4 levels)
- Private text and chat with your care team
- A community message board
- Provider or Member document uploads

Patient Benefits

PositiveLinks
Benefits to Members

Medication Monitoring

Members receive daily Check-Ins asking about medication adherence. The timing of Check-Ins can be customized to their schedule. The *How Am I?* feature helps Members see their Check-In responses for a month.

Mood & Stress Monitoring

Members receive daily Check-Ins asking them to rate their mood and stress. Mood is rated from very happy to very sad. Stress is rated from low to high. Each emoji corresponds to a number rating.

Appointment Reminders & Between Visit Care

Members receive reminders about appointments. Members use the PositiveLinks private messaging to ask questions between appointments.

- Improves self-monitoring
- Provides a safe, anonymous source of social support
- Gives reminders to keep appointments
- Allows better connection to Providers through private messages
- Serves as a reliable source of information about living with a chronic condition

Social Support & Resources

The Community serves as a virtual support group. Members safely and anonymously interact on topics related to living with a chronic condition. Members access interactive education materials about stress reduction, medical issues, stigma, and wellbeing.

What PositiveLinks Members say...

"The appointment reminder is amazingly helpful to me."

"It actually has changed with the medication part because now I take it every morning."

"Contact with my Providers, sending them messages or calling directly to their phone. It's been very, very helpful."

"I know somebody out there cares about how I'm feeling."

Provider Benefits


PositiveLinks

Benefits to Providers

For more information on PL visit www.plusliving.org

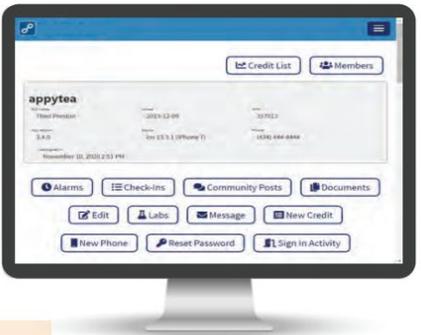
PL Portal

Convenient 24/7 access
Sign in anywhere with internet access.

Member Dashboards
See self-reported medication adherence, mood and stress data in real time.

Messages
Receive and send private messages to Members.

Appointments
View upcoming Member appointments.



- More timely information on medication adherence and mental health.
- Opportunities to identify problems and reach out to those who need more help.
- Offer those who are struggling access to a supportive community of peers.
- Fewer no-show appointments.
- Ability to contact those who are hard to reach.

PL Portal

Username: _____

https:// _____ Password: _____

What Providers say about PositiveLinks...

"I like the ability to communicate with patients more effectively and efficiently."

"Checking in on medication tracking is helpful before appointments and for folks who do not answer their phones."

"Medication adherence tracking also helps identify patterns and helps me better serve patients."

"I enjoy that we are able to track patient's reported mood and stress level. It is helpful to see this as it can impact the care that I provide to patients."

"I like that patients are able to reach out to me about nonurgent issues at their convenience and when they think about it."

Ways PositiveLinks Improves Engagement in Care

Allows Providers opportunities to discuss with Members during and between appointments topics such as:

Medication tracking and adherence. Providers can adjust the timing of the medication Check-In and can work together with Members to put an action plan in place.

Care Coordination. Providers and Members can view lab results, appointments, messaging and document sharing.

Mood and Stress tracking. Providers and Members assess together mood and stress levels, coping, and need for additional support.

Strategies for coping with and reducing stress. Providers can offer resources to Members to help with relaxation.

Appointment reminders and telehealth visits. PL helps Members stay connected to care and offers telehealth visits and opportunities to communicate with Providers.

Social support. Providers and Members assess together social support and the need for Members to connect to others. Providers can encourage Members to connect with others using the PL Community feature to increase social support.

PL Cares adapted for Melanated Women

The following adaptations were made when incorporating the application for Black women:

- The content was tailored to be inclusive and inviting for Black women. We added Motivational Mondays, Sistah Talk Tuesdays, Shout-out Fridays and workshops based on topics the women wanted to discuss. The topics were chosen based on feedback from the Community Advisory Board Members.
- Resources that are helpful can be accessed straight from the application (i.e., IPV/DV resources can be seen in the app).

- The Patient Navigator assists the women to download and set up the application on their mobile device. As well as create an unidentifiable username to use in the application.
- The women are then given the opportunity to log their mood, stress and if they took their medication, and then introduce themselves on the community board where the other women welcome them to the community.
- On the community board the women uplift each other when they are having a rough day, offer support and congratulations for great news shared, post job and housing resources etc.

PL Cares Live (2)

PL Cares - Grady

[Create New Post](#)

Search

Created at	Last updated	Replies	Author	Title
July 06, 2022 11:40 AM	July 10, 2022 10:18 PM	5	[REDACTED]	Good Day Beautiful Ladies <i>Hi. I'm [REDACTED] I'm excited about this group. We are women in a storm-of-a-world, but we were sent to be the calmness. Women are superstars!</i>
July 07, 2022 11:59 AM	July 10, 2022 10:18 PM	7	[REDACTED]	HELLO <i>Hello everyone my name is [REDACTED] I'm excited about the BWOW Program. I'm a new member and glad to be apart of it.</i>
July 07, 2022 3:43 PM	July 10, 2022 10:17 PM	7	BWOWI Team	NEW MEMBER <i>Welcome to BWOW [REDACTED] We're so glad to have you as part of this new community of Black Women Organized for Wellness!</i>
July 09, 2022 9:37 PM	July 10, 2022 2:15 PM	4	[REDACTED]	Off Work <i>today has been challenging I had a few teeth pulled and had to work today I was at work pointing to everything!!! like I can't let the cold air get in I made it tho on my way home now!!! hope everyone has a better day then I did!!!</i>
July 08, 2022 10:09 AM	July 09, 2022 12:01 PM	6	BWOWI Team	HAPPY FRIDAY <i>Hello FRIDAY BE GOOD TO ME! GOOD MORNING DIVAS!</i>
July 06, 2022 9:39 AM	July 08, 2022 6:20 PM	2	[REDACTED]	Returning to idp, grady <i>Hey everybody grateful to back. I look forward to join bwow, hoping to last long here.</i>
July 07, 2022 3:38 PM	July 08, 2022 11:07 AM	2	[REDACTED]	I Guess Everbody Enjoing Their Day Today. <i>bwow is the greatest.</i>

PL Cares Live (3)

Created at	Last updated	Replies	Author	Title
July 01, 2022 3:46 PM	July 03, 2022 10:41 AM	8	[REDACTED]	I Made It <i>I passed. I got my CDL</i>
July 01, 2022 11:41 PM	July 02, 2022 9:07 PM	3	[REDACTED]	Better Days <i>I've been going through a lot the last few weeks. Everything had seemed to be falling apart. I'm behind on my rent. I have no one to ask for anything, but everyone always asks me and if i have it I give, even if whoever didn't help me. I felt alone like I was when me and my son were homeless for...</i>
July 02, 2022 11:27 AM	July 02, 2022 11:27 AM	0	[REDACTED]	✗ Praying For Change <i>not doing so good today lights got cut off for 139 bucks and cant seem to find any help to get them back on</i>
June 30, 2022 9:40 PM	July 01, 2022 11:46 PM	12	[REDACTED]	very grateful <i>My Birthday was yesterday. My kids have not seen me in 7 months. My caregiver and her son was the only one to do anything for for me. I'm so grateful for them</i>
July 01, 2022 2:50 PM	July 01, 2022 4:53 PM	1	twashington	Emory Healthcare Patient Access Call Center Hiring Event, July 14th - 3p-7p <i>GP Patient Access Call Center Hiring Event, Thursday, July 14, 2022 Join us for an in-person hiring event, and let's see how you can grow your career with a nurse-empowered health care organization who offers life-saving, innovative care to medically complex patients. Our compassionate and ski...</i>
June 24, 2022 9:14 AM	July 01, 2022 3:41 PM	3	lwarren	ASSISTANCE WITH RENT AND UTILITIES. <i>Clayton County will be assisting with Rent and Utilities on Saturday, June 25, 2022 from 10am-1:00pm at Lake Spivey Recreation Center. The center is located at 2300 Walt Stephens Road. Jonesboro, Georgia 30236</i>
July 01, 2022 11:02 AM	July 01, 2022 12:08 PM	3	BWOW! Team	NEW MEMBER <i>Welcome to BWOW! Heaven We're so glad to have you as part of this new community of Black Women Organized for Wellness!</i>
July 01, 2022 11:59 AM	July 01, 2022 11:59 AM	0	BWOW! Team	HAPPY BIRTHDAY! <i>To all those born in July Happy Birthday.</i>
July 01, 2022 10:58 AM	July 01, 2022 11:56 AM	2	[REDACTED]	HELLO <i>hi my name is [REDACTED] I've just join the BWOW today and I'm so excited to be apart of the group also very excited to meet each of you</i>

PL Cares Live (4)

MOTIVATIONAL MONDAY
by 😊 BWOW! Team

June 27, 2022 10:05 AM | 3 replies | [Edit post](#) | [Remove post](#)

Don't carry your mistakes around with you. Instead, place them under your feet and use them as stepping stones to rise above them.



June 27, 2022 10:43 PM

[Edit post](#) [Remove post](#)

😊 [Redacted]

Thank you for this. I shared it with my family today in a group text.

June 28, 2022 12:27 PM

[Edit post](#) [Remove post](#)

😊 [Redacted]

Thanks I really needed to hear that 🙏🏾

Successes and Challenges

Successes

- There are 74 active members on the application
- Increased community board engagement with a weekly engagement of 18 topics and 53 replies
- 75% of participants have an app response rate of over 48%
- Medication adherence: 97% of participants log medication adherence over 87%
- There is a consistent increase in better moods and decreased stress level since the women have been engaging in the application

Challenges

- Sustaining the use of the application after the intervention is completed
- Getting the women to be more independent and not reliant on the application to take their medications

PL Cares Live (5)

Created at	Last updated	Replies	Author	Title
May 24, 2022 12:33 PM	June 05, 2022 6:59 PM	4	[REDACTED]	job related <i>Good evening my queens do anyone know of any overnight jobs that's hiring 14 dollars or more</i>
May 26, 2022 7:10 PM	June 05, 2022 6:56 PM	2	[REDACTED]	Pissed <i>Tonight is not my night I lost my back card and k on I got to wait for a new one and I get paid tomorrow sad 😞</i>
June 02, 2022 8:33 AM	June 03, 2022 4:46 PM	11	[REDACTED]	Hello Lady's And Good What Ever Time Of The Day You See This Post <i>so as you all know we have all been invited out to an event next Wednesday June 8th. I'd also like to add that I am very excited about going and seeing you lady's face to face with the event being right around the corner if there are any barriers that could prevent anyone from attending please l..</i>
June 02, 2022 11:22 AM	June 03, 2022 4:44 PM	2	[REDACTED]	Hello <i>Hello sis I can't wait to meet all my sisters on June 8th so let's all come out and have a good time like one big family so please RSVP on the app or call Ms.Lucy and let her know you coming</i>
June 03, 2022 11:31 AM	June 03, 2022 11:31 AM	0	BWOW! Team	HAPPY FRIDAY <i>'Our unity is our strength, and our diversity is our power.' By KAMALA HARRIS</i>
June 03, 2022 10:21 AM	June 03, 2022 10:21 AM	0	BWOW! Team	Resource <i>HELPING MAMAS ATLANTA FREE DIAPERS & MORE SATURDAY, JUNE 4 11Am - 1Pm OAK HILL CHILD, ADOLESCENT AND FAMILY CENTER 2805 METROPOLITAN PKWY SW ATLANTA, GA 30315</i>
June 02, 2022 11:02 AM	June 02, 2022 1:34 PM	1	[REDACTED]	question <i>Do we have to dress up For the event</i>
June 01, 2022 8:59 PM	June 01, 2022 8:59 PM	0	[REDACTED]	June 8 Event <i>The color for the event is Black with a pop color</i>
June 01, 2022 5:32 PM	June 01, 2022 8:56 PM	3	[REDACTED]	BWOW EVENT ALERT <i>HEY LADIES THIS A REMINDER ON OUR EVENT JUNE 8TH 4-7 PM WE GREET & MEET EAT AND STORIES WILL BE SHARED WE IN THIS TOGETHER AND U ARE NOT ALONE.....</i>
June 01, 2022 1:41 PM	June 01, 2022 1:41 PM	0	[REDACTED]	All The Ladies <i>All Ladies Please I et's Come Show Out For the Bow Staff for all there help & encouragement</i>

PL Cares Live (6)

June 09, 2022 9:00 AM	June 10, 2022 7:53 AM	3	████████	LADIES YOU WERE AWESOME!!!! <i>My heart was so full on last night event with my sisters. You were so amazing and so beautiful. I enjoyed spending time with each one of you. BWOW was in the house and you ladies did it. LOVE YOU LADIES!!!!</i>
June 08, 2022 8:32 PM	June 10, 2022 7:13 AM	1	████████	everyone <i>I hope everyone is having a great day</i>
June 08, 2022 9:04 PM	June 10, 2022 7:13 AM	3	████████	Tonight <i>I really appreciate and enjoyed yall ladies tonight yall looked so beautiful I can't wait til the next event....I love yall sister's</i>
June 09, 2022 8:36 AM	June 10, 2022 7:12 AM	2	████████	Good Morning <i>I would like to thank the BWOW staff for last night the event was great I really enjoyed myself I enjoyed meeting new people the food was awesome the whole event was just great I can't wait til the next event and I hope I get to meet all my sister's at the next event.....THANKS YALL ARE THE BEST</i>
June 09, 2022 7:51 PM	June 10, 2022 7:09 AM	1	████████	BWOW STAFF <i>THANKS FOR ALL THE SUPPORT & LAST NIGHT WAS SO BEAUTIFUL</i>

Client Case Study

Queen 1

In her mid-40's with a history of suicide attempts, bipolar, PTSD, and schizophrenia. Stopped taking medications 3 years ago. Alcohol user and 3 weeks sober from crack/cocaine. She did a year of rehab.

She is growing everyday in the program, engages at 100% taking medications for her behavioral health diagnoses and attends her Center for Well-Being appointments, enrolled in the Fresh Food Cart program and is undetectable.

Queen 2

In her mid-40's, joined in Summer 2021 enrolled one month after being diagnosed.

She was 100 pounds when referred, she is now 148 lbs. Initially, engagement was low for months due to no housing. With help from BWOW she is now stably housed and engaging at over 90% in PL Cares and undetectable.

Queen 3

In her late 30s, diagnosed with HIV after an ER visit for abdominal pain caused by a cyst on her cervix, a month later she was diagnosed with cervical cancer. After completing chemo and radiation for the cervical cancer she received news that she now has liver cancer.

Her Patient Navigator checks in with her weekly and she receives a lot of support and encouragement from the PL Cares Community Board. She continues to remain undetectable and we're currently working on assisting her with housing and keeping her spirits up.

Intervention Highlights



Grady POSITIVE IMPACT HEALTH CENTERS

Resilient. Black. & Graceful
A NIGHT OF A THOUSAND WORDS
 Wednesday, June 8, 2022

NEGRIL ATL
 30 NORTH AVENUE NE
 ATLANTA, GA 30308
4PM-7PM

FREE FOOD | FREE HEADSHOTS
 FILM SCREENING

RSVP:
bit.ly/NewNickels

ARE YOU A MELANATED QUEEN?

Do you need a little support with your care?
 Do you want to meet other queens like you?

CALL TO SEE IF YOU ARE ELIGIBLE

B.W.O.W.
 Black Women Organized for Wellness

Call/Text Lucy @ (470)-270-3767
 Call/Text Allannah @ (404)-764-6812

Stronger Together



Thank you!

Allanah Lewis-Chery, MPH, Program Manager

Grady Health Systems

Salewischery@gmh.edu

Lucy Smith-Warren, Patient Navigator,

Grady Health Systems

Lwarren@gmh.edu

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Jdavenport@gmh.edu

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Disclosures

Lucy Smith-Warren has no relevant financial interests to disclose.

Justine Davenport has no relevant financial interests to disclose.

Disclosure will be made when a product is discussed for an unapproved use.

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