

Improving Viral Load Suppression with PL Cares® to End the HIV Epidemic

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Outline

- Implementation of the Tele-adherence Counseling (TAC) Program using PL Cares[®] as an Ending the HIV Epidemic (EHE) Initiative in West Palm Beach, Florida, a Part A Eligible Metropolitan Area (EMA)
- Features of PL Cares[®], an evidence-based mobile phone platform, designed for persons with HIV
- Success of the TAC Program in improving viral suppression among participants

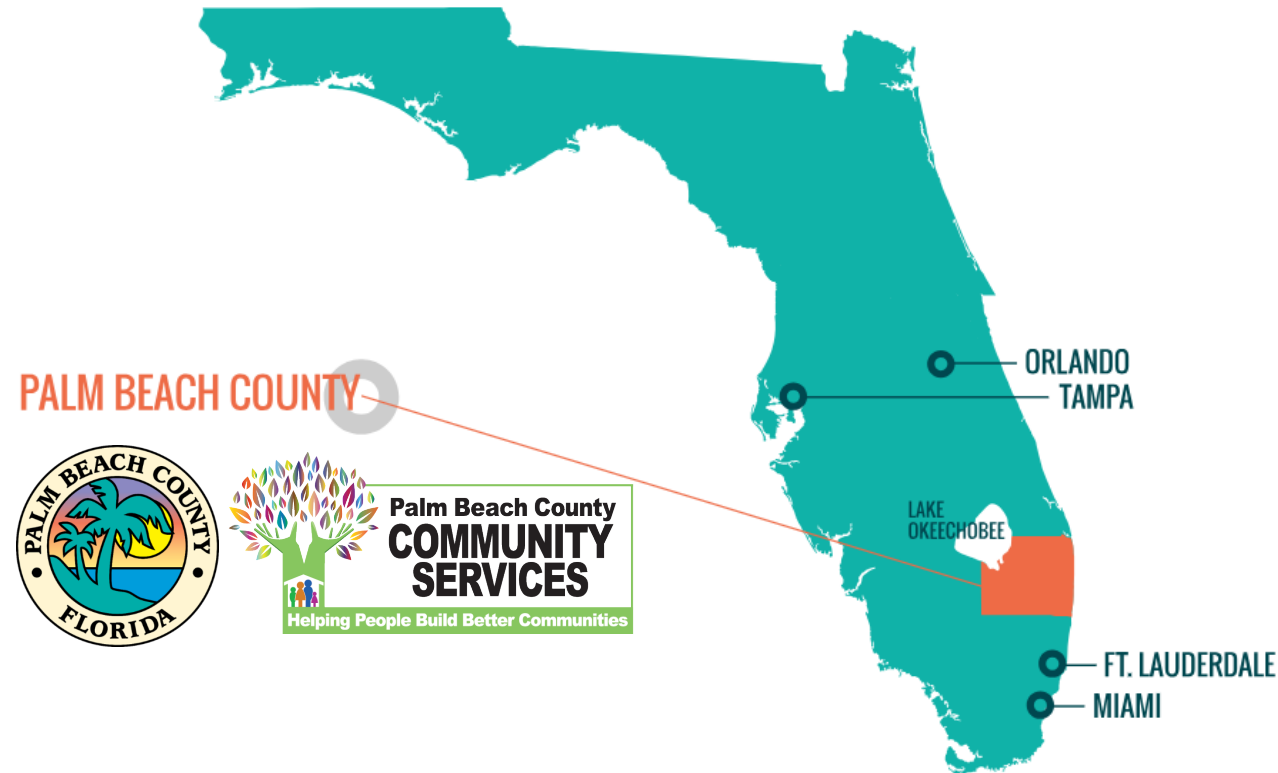
Implementation of the Tele-adherence Counseling (TAC) Program

Background of the TAC Program

- Ending the HIV Epidemic (EHE) from a care perspective requires reducing viral loads among persons with HIV (PWH), as HIV cannot be sexually transmitted among those with an undetectable viral load
- In West Palm Beach, Florida, a Part A/EHE Eligible Metropolitan Area (EMA), a literature review was conducted on interventions with proven success to reduce viral loads, and PositiveLinks, a mobile phone platform, was identified
- Palm Beach County worked with Warm Health Technology, Inc. to bring the platform, which is licensed as PL Cares® outside University of Virginia, through a sole source contract

West Palm Beach EMA

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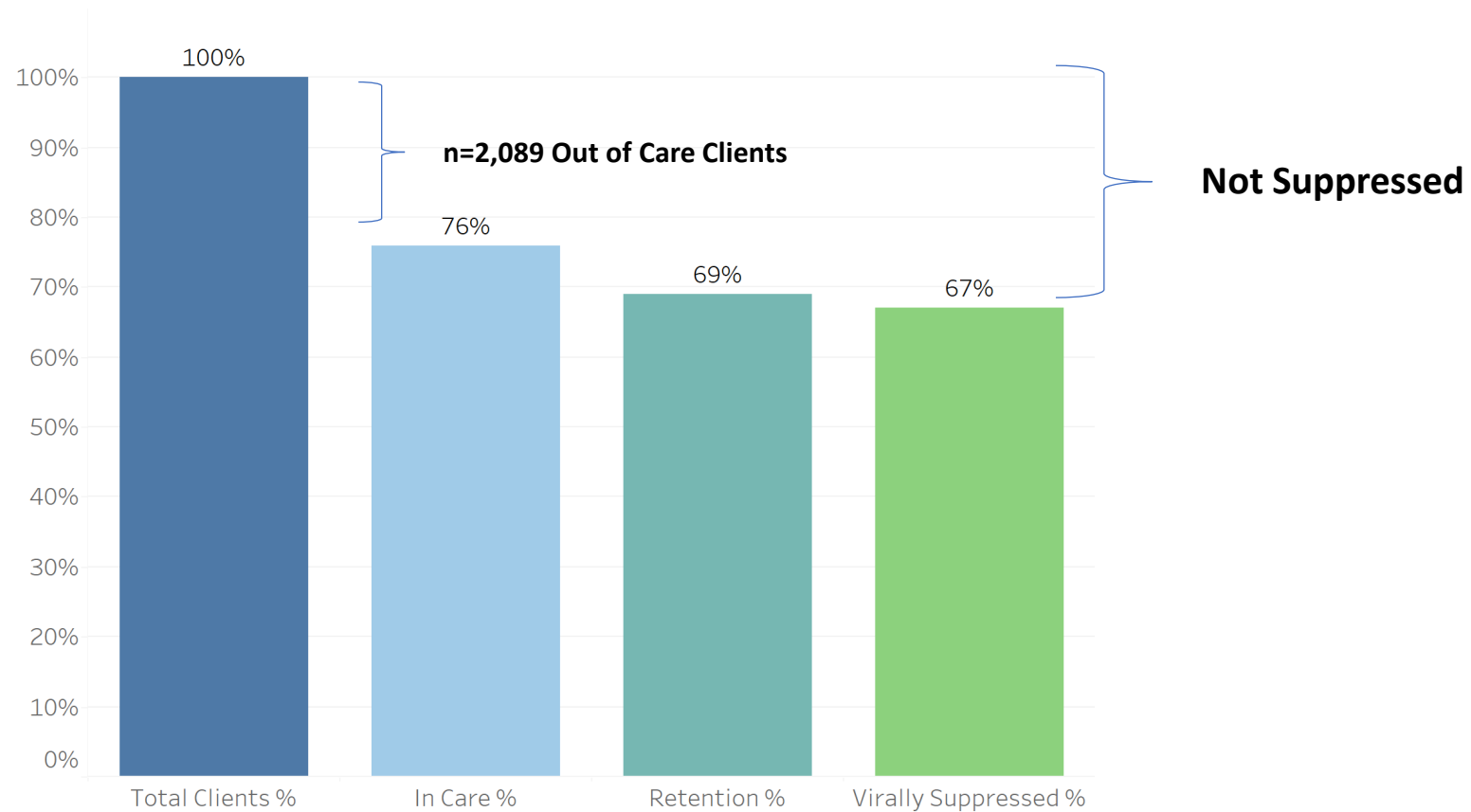


Shrinking Distance,
Expanding Connections



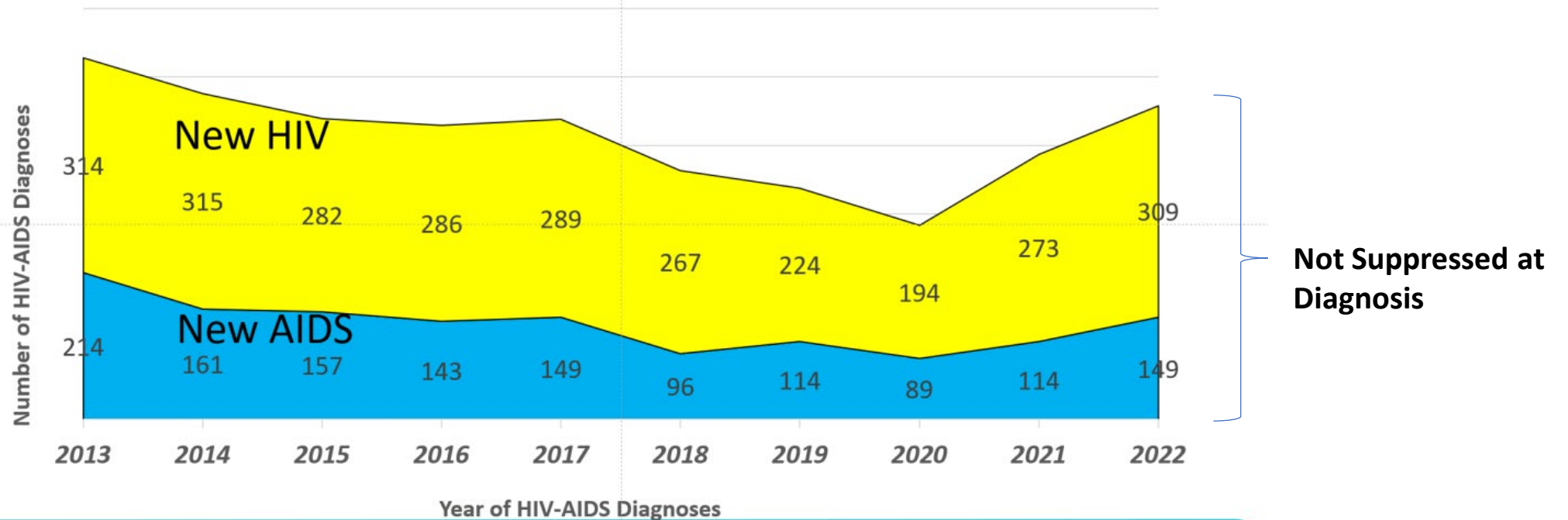
West Palm Beach EMA Continuum of Care

Palm Beach County Continuum of Care CY 2022



West Palm Beach EMA New Diagnoses

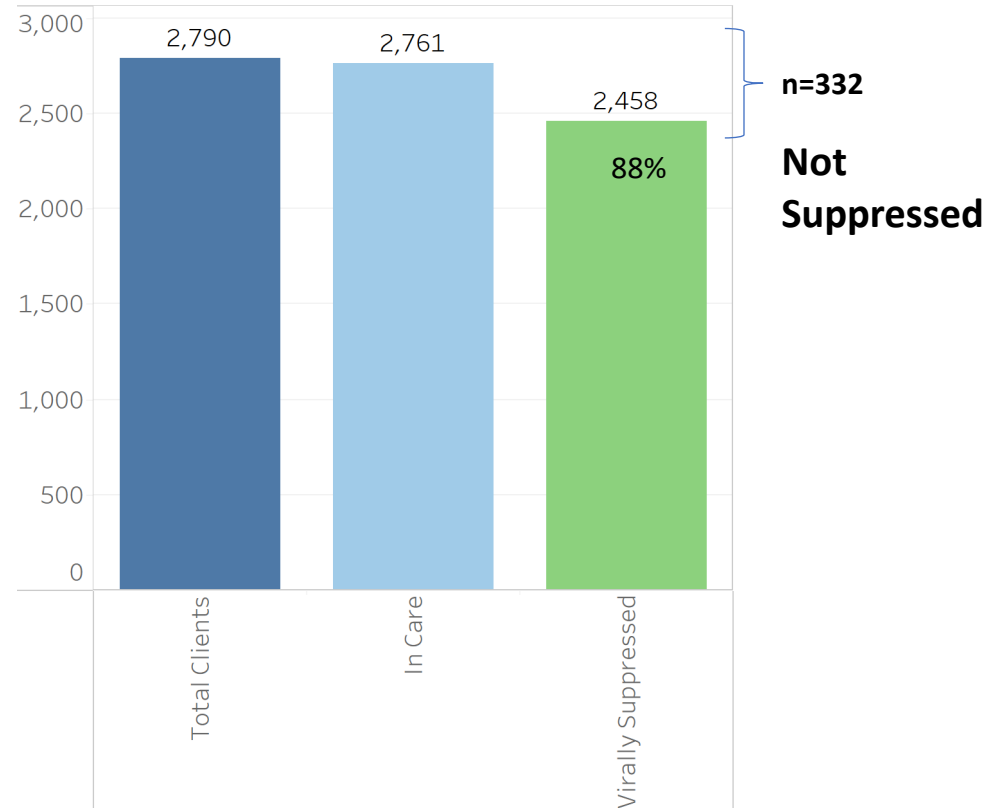
10 yr. Trend: New HIV-AIDS Diagnoses -2013-2022 Palm Beach



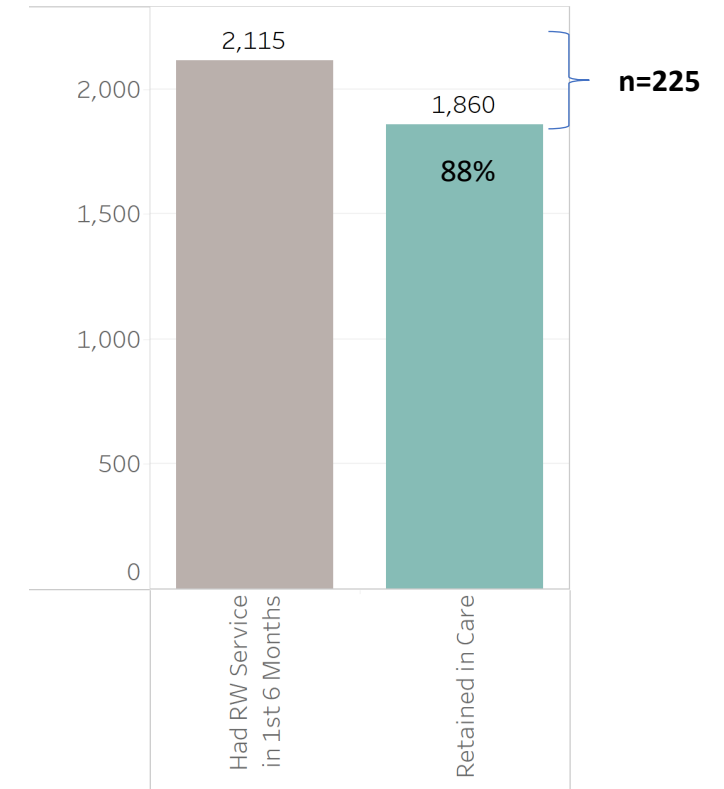
Ryan White Part A/MAI Continuum of Care

The largest gaps for West Palm Beach EMA Ryan White Part A/MAI are clients **who were not virally suppressed (n=332)**, followed by clients **who were not retained (n=255)**

Ryan White Part A/MAI In Care and Viral Suppression GY 2022



Ryan White Part A/MAI Retention GY 2022



Implementation of the TAC Program

- The TAC Program launched in October 2021 with bilingual Tele-adherence Counselor staff (English/Haitian Creole)
- The program enrolls individuals who are:
 - Newly diagnosed with HIV
 - Out of care coming (back) into care
 - In care but not virally suppressed
- Individuals who do not have a smartphone are provided one
- Participants who achieve a 71% monthly participation rate on daily check-ins receive phone and data plan support up to \$60 USD monthly for up to 24 months



From left to right:
Andres Correa, Casework Supervisor;
Sean Conklin, EHE Program Evaluator;
Daisy Krakowiak Wiebe, Quality Management Clinician;
Carline Blanc, Tele-adherence Counselor

Tele-adherence Counseling (TAC) Team

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Tele-adherence Counseling

- Tele-adherence Counseling is provided individually with clients
 - Via personal message (text within app)
 - Phone calls
 - Virtual/in-person meetings
- The focus is on improving participation in the app and improving adherence to medication
- Other needs/barriers are often brought up, most commonly housing needs
 - The Tele-adherence Counselor works to address with housing case managers in Ending the HIV Epidemic

Hi, it's Carline. How are you? I'm calling to check in to see how you are. You haven't checked in on the app in a few days. Is something going on? How can I help?

I noticed that every Tuesday, you aren't in a good mood. What's going on every Tuesday that could be causing this?

Oh, and I also noticed that your last lab was 5 months ago, do you have a doctor's appointment soon?

It's been great talking with you. I'll check in again in a few days. And in the meantime, call me if you need anything.



Carline Blanc
Tele-adherence Counselor



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Tele-adherence Counselor Other Responsibilities



- Receive and acknowledge referrals from case managers
- Enroll clients into PL Cares[®], including User Agreement Form completion with participants, smartphone set-up, and app installation
- Post on community board, including Motivational Monday inspirational quotes, events of interest and polls on various topics
- Oversee monthly phone and data plan credits for clients achieving 71% participation in the app, with a 3rd party fiscal agent and local telecommunications providers

Administrative Portal

 PL 

Summary

PL





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Invite Member

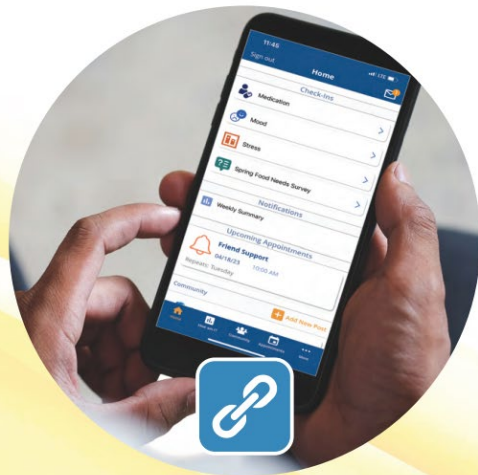
Appointments

Date/Time	Member	Provider	Zoom ID
April 04 10:00 AM	appytea	Sara Drew	
April 04 02:00 PM	missmoon	Greg House	
April 05 04:00 PM	Drum	Sara Drew	954699417

Recent Posts

Created at	Message
March 27, 9:35 AM	need a car  truvy <i>I am in need of a used car. I have about \$600. Any info or ideas on where to look would be apprec...</i>
March 27, 9:29 AM	stigma  truvy <i>I am going thru this right now. My last partner left after I told them. This time I feel it might...</i>
March 27, 9:16 AM	stigma  appytea <i>I too struggle and have lost people I loved over this. I agree 100% about disclosing. It is also ...</i>
March 27, 9:11 AM	stigma  missmoon <i>Drum you have to be you! If partners won't accept you for who you are, keep looking. Don't hide y...</i>

Focused Referral Brochures



Tele-Adherence Counseling (TAC) with PL Cares®

A smartphone-based program
that helps people connect to
care, find support, and keep
track of medications

What is PL Cares?

PL Cares is an engagement in care program for people living with an eligible chronic condition.

PL Cares delivers self-monitoring tools, medication adherence counseling, and social support at no cost to its members through a tailored app installed on the member's smartphone.

Who is PL Cares for?

PL Cares is designed for people with an eligible chronic condition who are:

- Recently diagnosed
- Returning after a gap in care
- Thinking about returning or coming into care
- Struggling with taking medication

How PL Cares works

Members use the PL Cares app for:

- **Self-Monitoring:** Daily Check-Ins to track medication adherence, mood and stress, and to track lab results over time
- **Medication Adherence Counseling:** Private messaging with a Tele-Adherence Counselor
- **Social Support:** Find and offer support to other people living with a chronic condition, in a private, anonymous digital support community

Tele-Adherence Counseling staff use the PL Cares platform for:

- **Sending** private messages to members within the secure app
- **Providing** members access to Tele-Adherence Counseling visits and additional resources to help manage care
- **Monitoring** anonymous community message boards

Benefits of PL Cares

PL Cares provides tools to support better chronic condition management for members.

Member benefits include:

- Tools to track medications, mood, and stress
- Secure messaging with a Tele-Adherence Counselor
- Access to a private community message board for people living with a chronic condition
- Medication reminders
- Telehealth visits with a Tele-Adherence Counselor
- Access to videos and other online resources

How can I join PL Cares?

To find out if you are eligible, ask your care manager, care provider, or contact us for more information.

Carline Blanc
Tele-Adherence Counselor
CBlanc@pbc.gov
561-779-7405



PL Cares uses warm technology to support living well with a chronic condition. This approach uses the power and reach of communication technology and keeps the focus on human connection and support.



For more information about PL Cares and relevant publications, please visit www.wht.care

What PL Cares® members say:

"New people who join will be motivated to be more positive in their lives in terms of what they're facing."

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

"When I see that I have those days in a row, six days a week, and that adherence, it makes me feel good."

"It also helps me to make the choice of whether I'm going to stay in that mood all day, if something went wrong, or choose to just move on."

"The videos are very, very helpful to me"

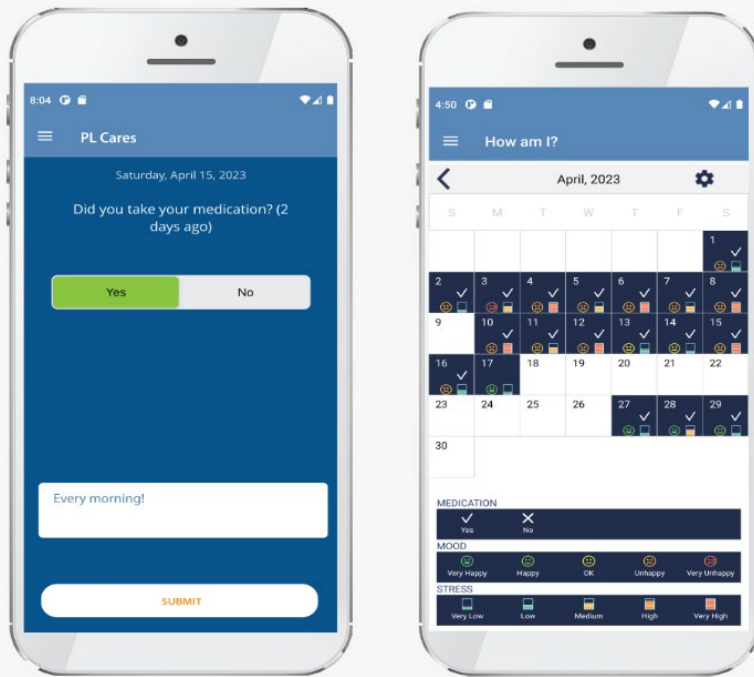
"I know somebody out there cares about how I'm feeling."

Features of PL Cares®

Self-Monitoring Features of PL Cares®

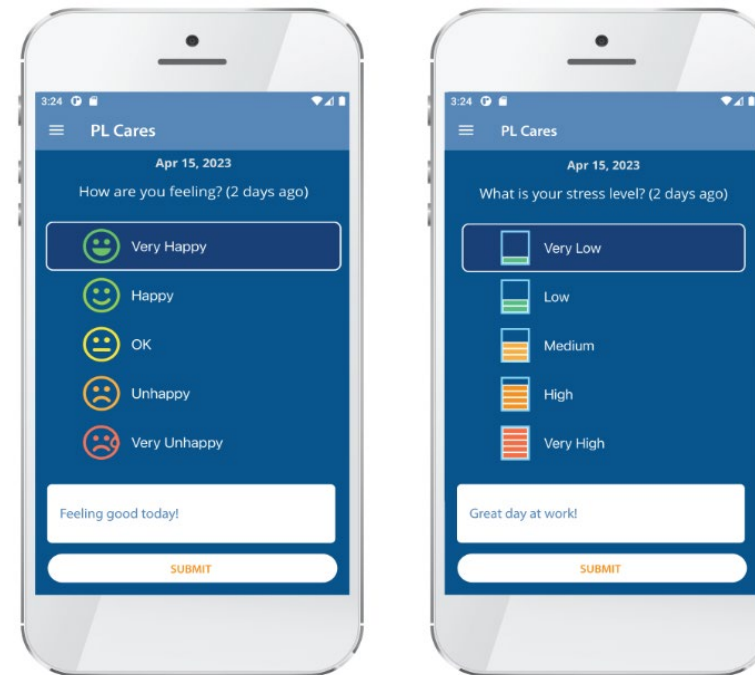
Medication Monitoring

Members receive daily Check-Ins asking about medication adherence. Timing of the 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

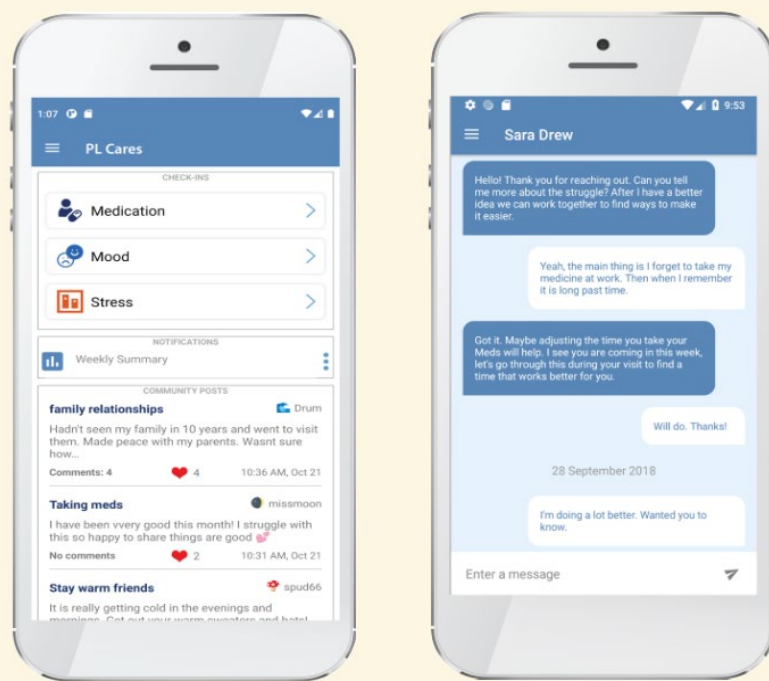
Members receive daily Check-Ins asking them to rate their mood and stress. Mood is rated from very happy to very unhappy. Stress is rated from very low to very high. Each emoji corresponds to a number rating.



Support Features of PL Cares®

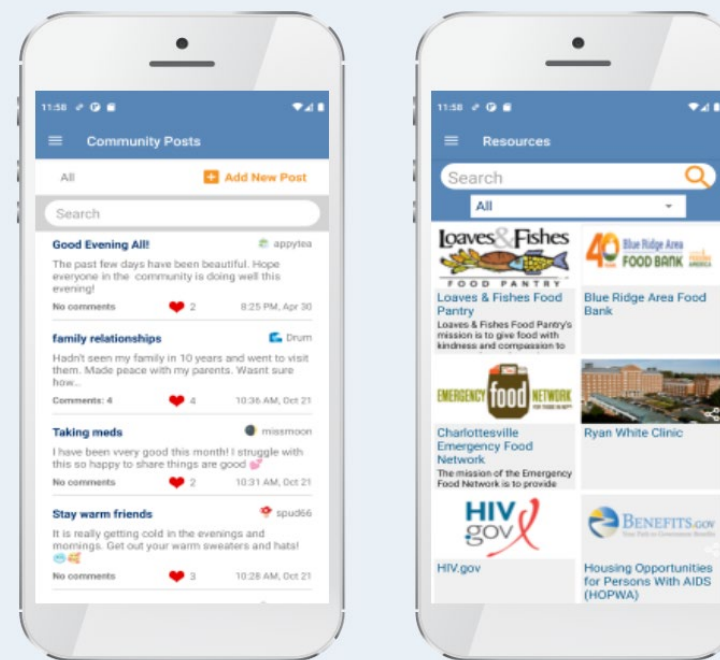
Appointment Reminders & Between Visit Care

Members receive reminders about appointments. Members use PL Cares® private messaging to ask questions between appointments.



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.



Lab Result Features of PL Cares®



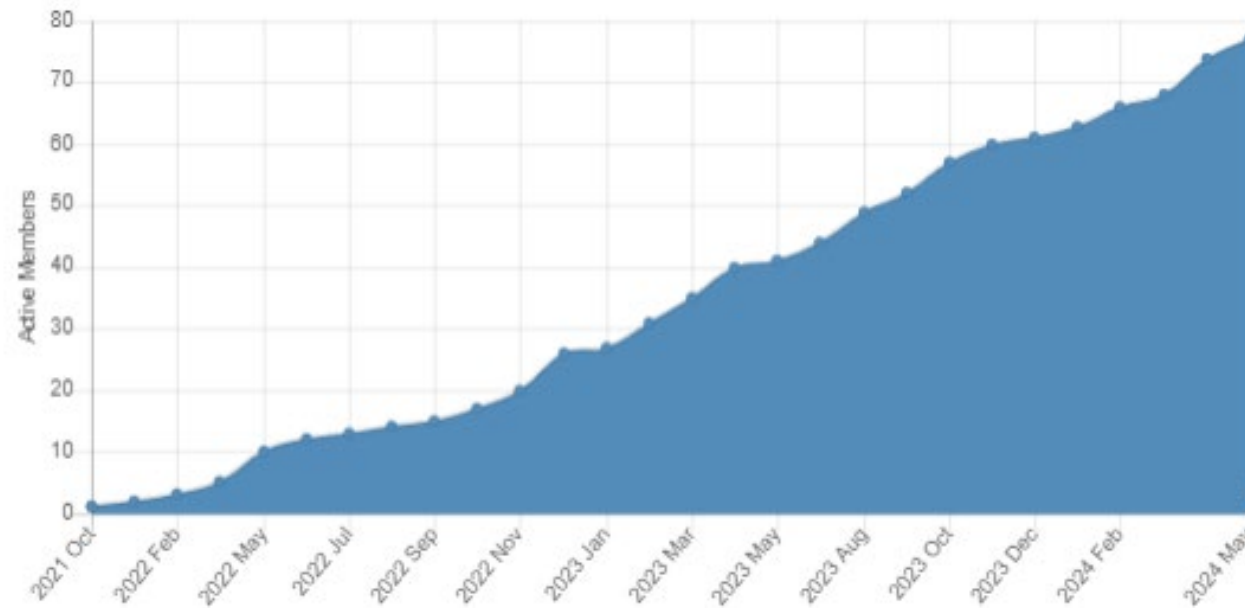
Success of Tele-adherence Counseling (TAC) Program

Enrollment Results

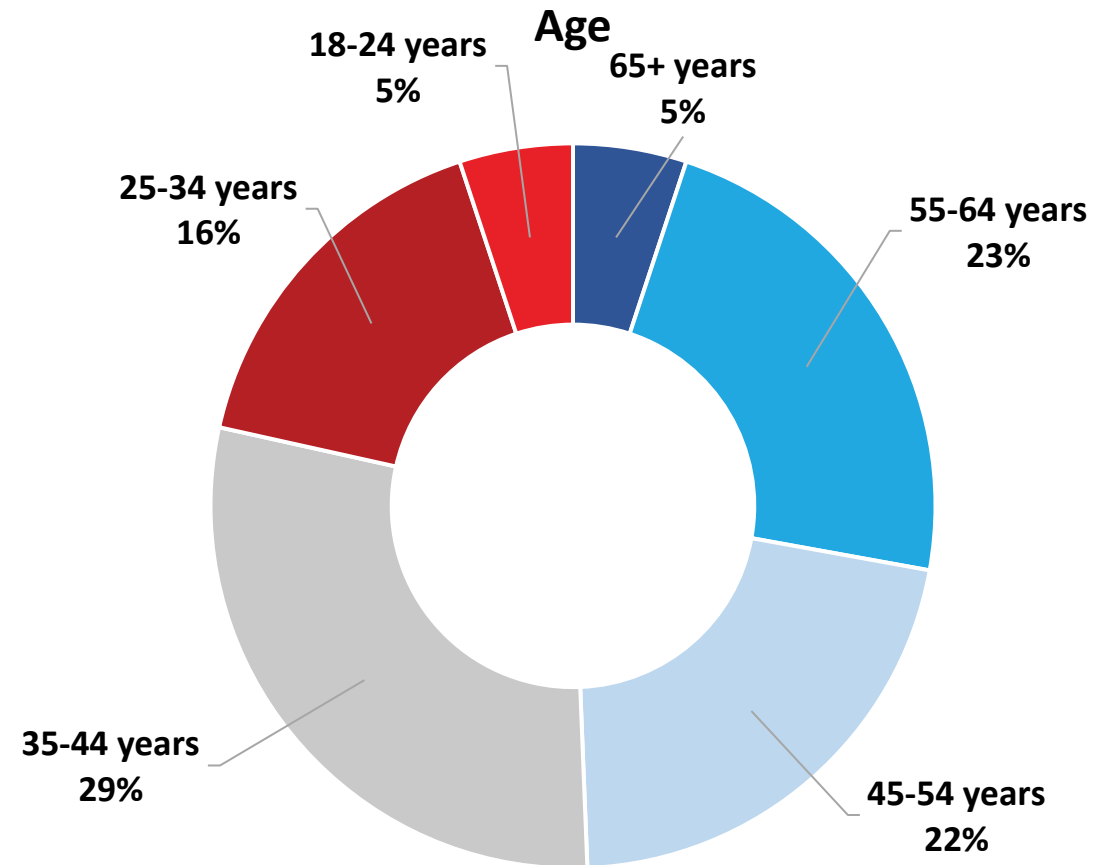
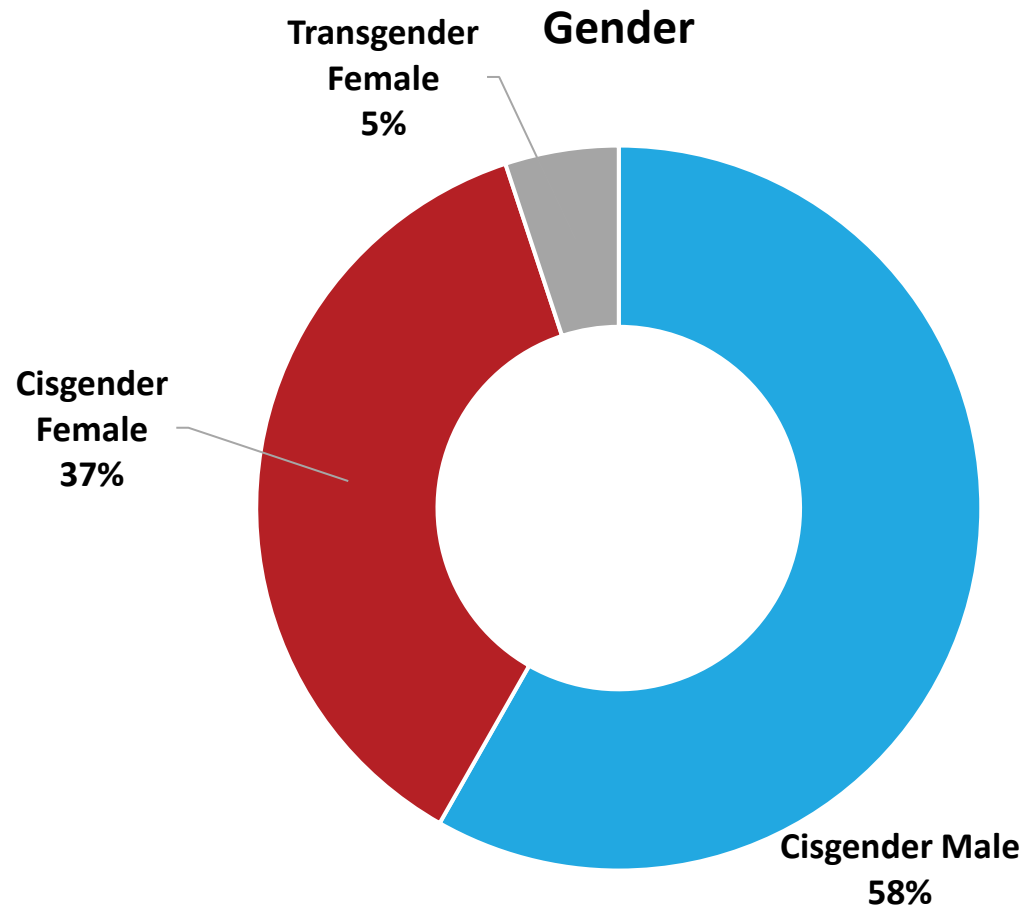
Members

Total: 167

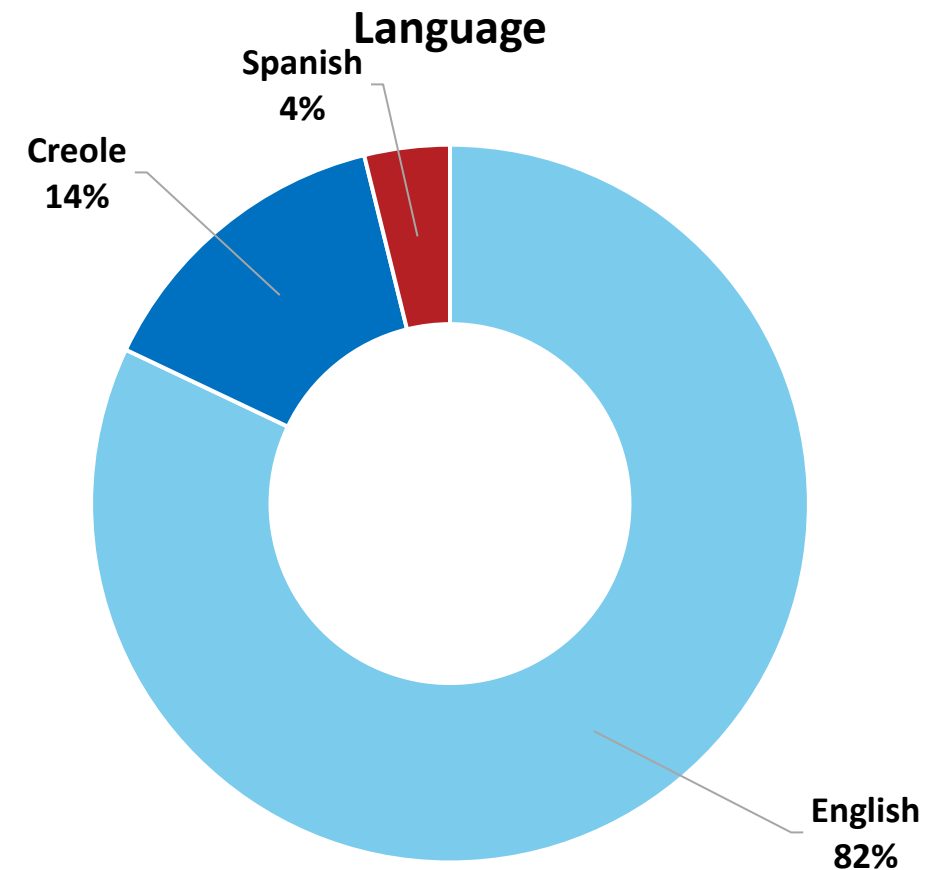
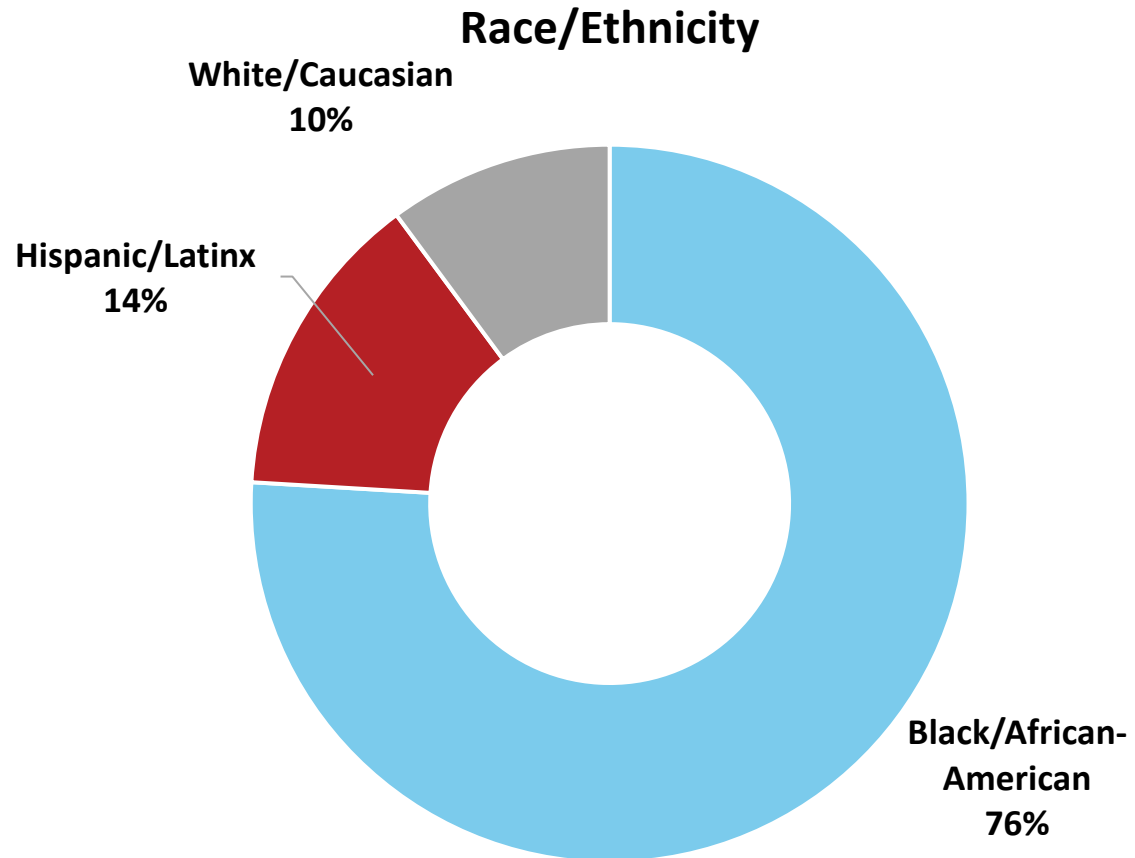
Active: 76



Demographics of Participants: Gender & Age



Demographics of Participants: Race/Ethnicity & Language



PL Cares® Reports

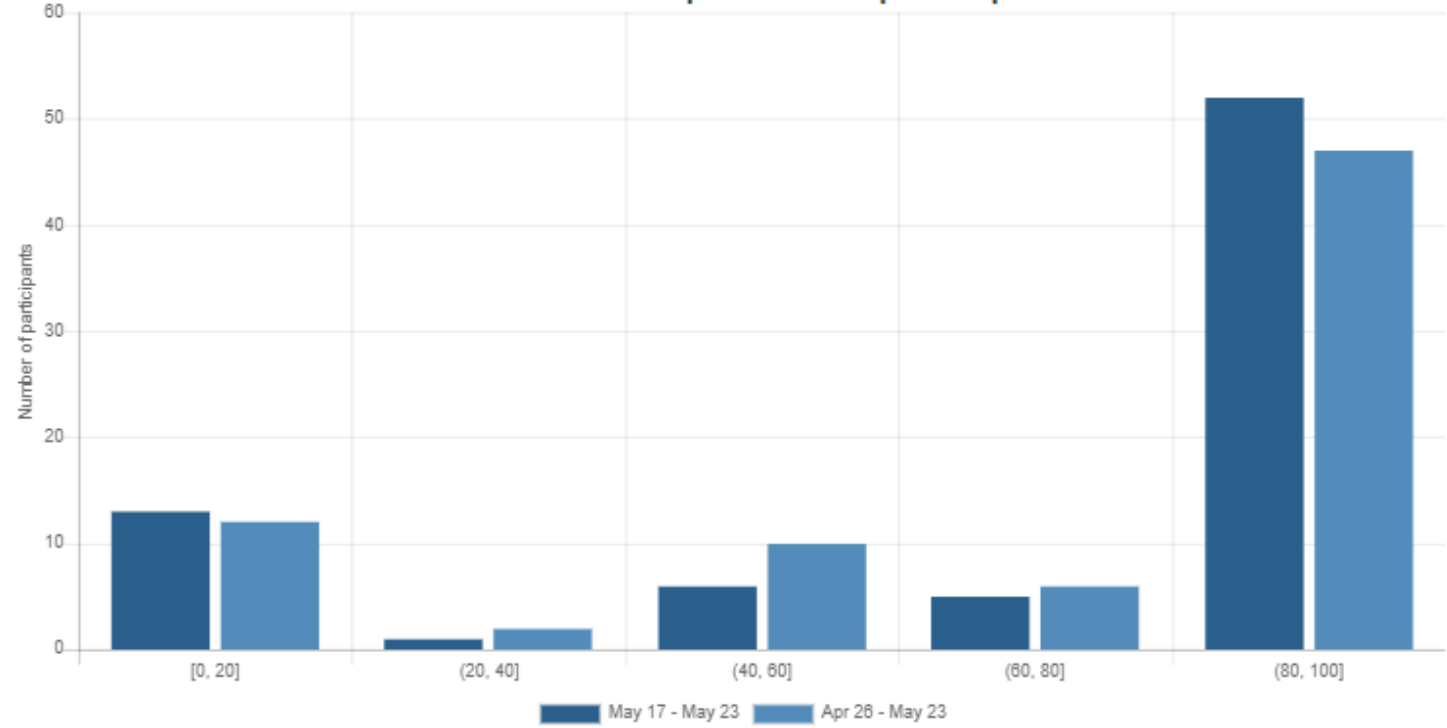
- Weekly report
 - Aggregate member activity
 - Response rate
 - Mood results
 - Stress results
 - Medication adherence results
- Retention report
 - Clients not completing check-ins in the prior week
- Viral suppression report
- Member activity

Member Activity (n=77)

Averages	May 17 – May 23	Apr 26 – May 23
Average Response Rate	73.7%	73.2%
Average Med Adherence	73.6%	72.4%
Average Mood	3.5	3.5
Average Stress	2.3	2.4
Average Community Posts	0.1	0.5
Community Posts	7	32
Average Quiz Responses	1.4	1.4
Average App Launches / week	5.1	4.8
Messages Received	10	124
Messages Sent	7	65

Meds Adherence

Medication adherence for prior week compared to prior month



	May 17 - May 23	Apr 26 - May 23
[0, 20]	13	12
(20, 40]	1	2
(40, 60]	6	10
(60, 80]	5	6
(80, 100]	52	47

- 100% Meds Adherence: 39 Members
- < 87% Meds Adherence: 38 Members
- 0% Meds Adherence: 13 Members

Retention Report

JUN
10

2024

Reporting Period:

May 31 - June 6

Summary

Entering Retention: 3

Removed from Retention: 1 Active in PL
0 Deactivated

In Retention: 17

Hospitalization: 0

Incarceration: 0

In Retention

Week 1: 3

Week 2: 5

Week 4: 9

Week 12: 0

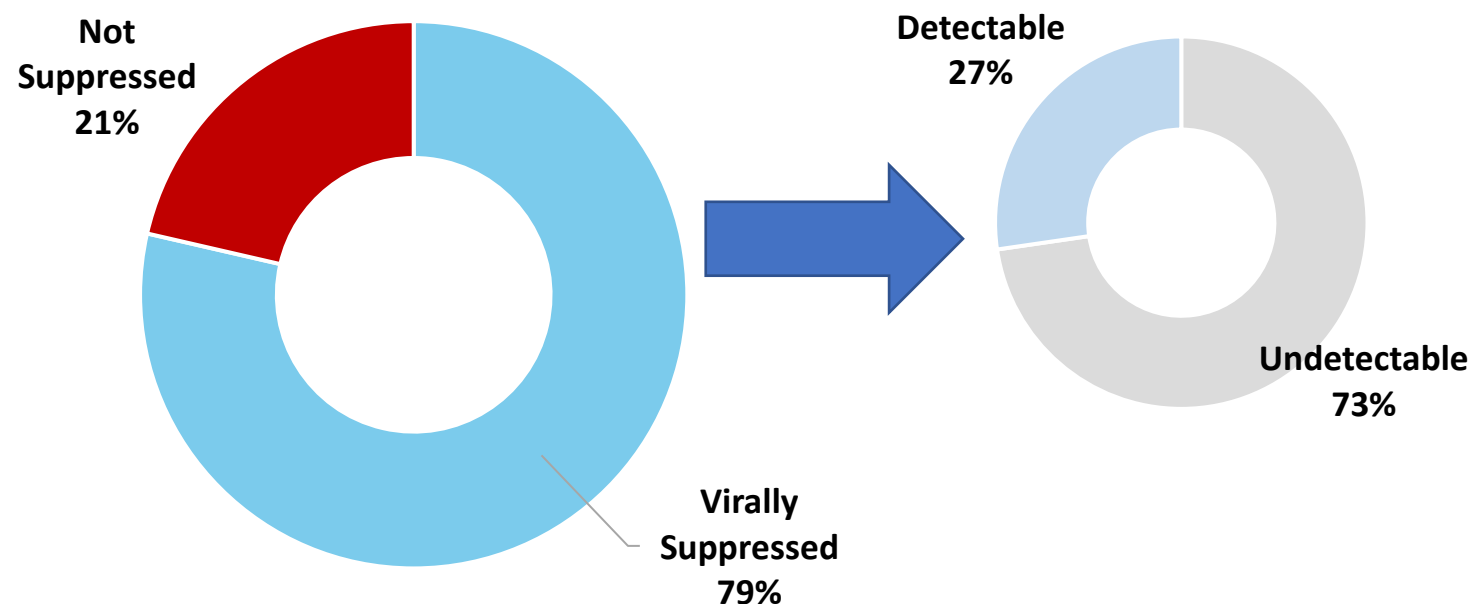
Week over Week Movement

	May 27	Jun 03	Jun 10	Jun 17
In Retention	14	15	17	16
Returned to Active	1	1	1	1
Deactivated	1	0	0	1
Entering Retention	3	2	3	1

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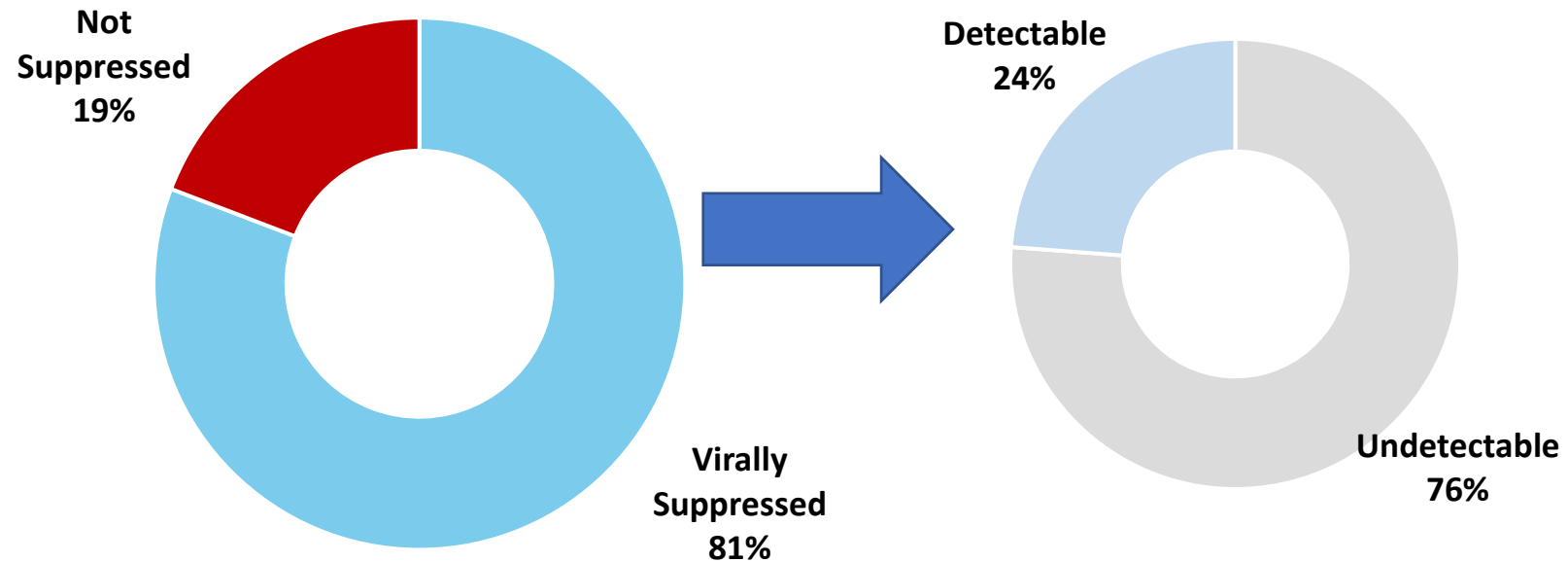
Viral Suppression Results from Abstract

From December 1, 2022 to November 30, 2023, 78.6% of active members with available lab results achieved a suppressed viral load of <200 copies/mL (44/55 PWH) and among those 72.7% achieved an undetectable viral load of ≤ 20 copies/mL (32/44 PWH)



More Recent Viral Suppression Results

In a more recent 12 month period (June 1, 2023 – May 31, 2024), 80.8% of active members with available lab results achieved a suppressed viral load of <200 copies/mL (63/78 PWH), and among those 76.2% achieved an undetectable viral load of ≤ 20 copies/mL (48/63 PWH)



Testimonial

“This [PL Cares®] app is life changing. I have been living with HIV the last 29 years and I have had this app for about two years. **It helps me understand HIV on another level.** I am able to talk with other individuals with HIV on the app and it makes me understand why I have to take my meds. **I learn from them and they learn from me.** I used to forget my medication, but now I check my phone, and I see, I have to take my med. I see my labs, I see my appointments. **It helps me live better and with my HIV. I have a structure to it.”**

- PL Cares® client living with HIV for 29 years

Testimonial Continued

- **It's [PL Cares®] like a friend to me, I can interact with other clients, they say how they feel, how to live better even though we have HIV. We still have lives and maintain positivity in our lives in order to be on the right track – and not use alcohol, drugs, and other things. I have a friend on the app she has been positive for 30 years and she has one extra year of experience that I can learn from. **My lab results, my numbers, have gotten better, as I have taken my medications more regularly. I now have an undetectable viral load.** ”**

- PL Cares® client living with HIV for 29 years

Lessons Learned

- **Logistics**

- Challenge: Payments for phone and data plans can be challenging if the program is operating out of a government entity as access to a credit/debit card may be restricted
- Solution: Contract with a 3rd party fiscal agent

- **Enrollment**

- Challenge: Enrollment into the program was slow at first
- Solution: Created a Quality Improvement Project (QIP) for Ryan White Part A/MAI for active linkage and referral into TAC using non-virally suppressed client lists

- **Technology**

- Challenge: Some clients were not very tech savvy and wary of participating
- Solution: Hands-on support from Tele-adherence Counselor to teach, demonstrate and remind how to use the app

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 - Co-authors: Carline Blanc, Andres Correa, Casey Messer
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 - Support staff: Ben Elliott, Jason Schwendinger, Alex Zolin, Michelle Hilgart
 - COO: Helen Boyd
- Tele-adherence Counseling clients in the West Palm Beach EMA

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Questions?

Brochures at the back of the room



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