

# It's About Me

Addressing Viral Suppression & Ending Health Disparities  
Among Vulnerable Populations:  
Initial Findings from an Incentive Program for Health Justice

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# Disclosures

Presenter(s) has no financial interest to disclose.

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# Learning Objectives

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

1. Identify key institutional **barriers** to increasing engagement and retention in care for PLWHA viral suppression.
2. Discuss research on the impact and sustainability of incorporating **incentives** in viral suppression initiatives.
3. Assess the **implications** of implementing targeted interventions for subpopulations of PLWHA to improving outcomes along the care continuum.

# Ice Breaker

How do communities benefit when we take care of our most vulnerable patients living with HIV?

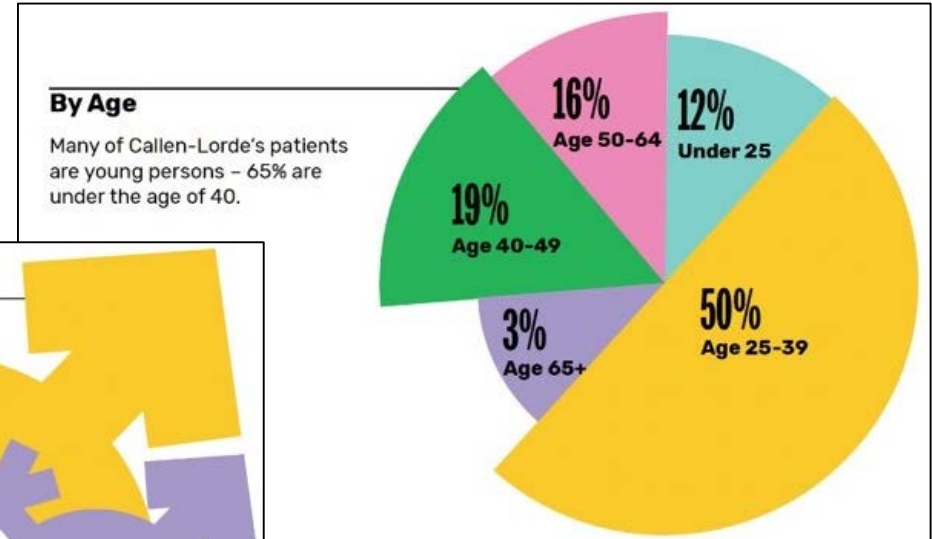
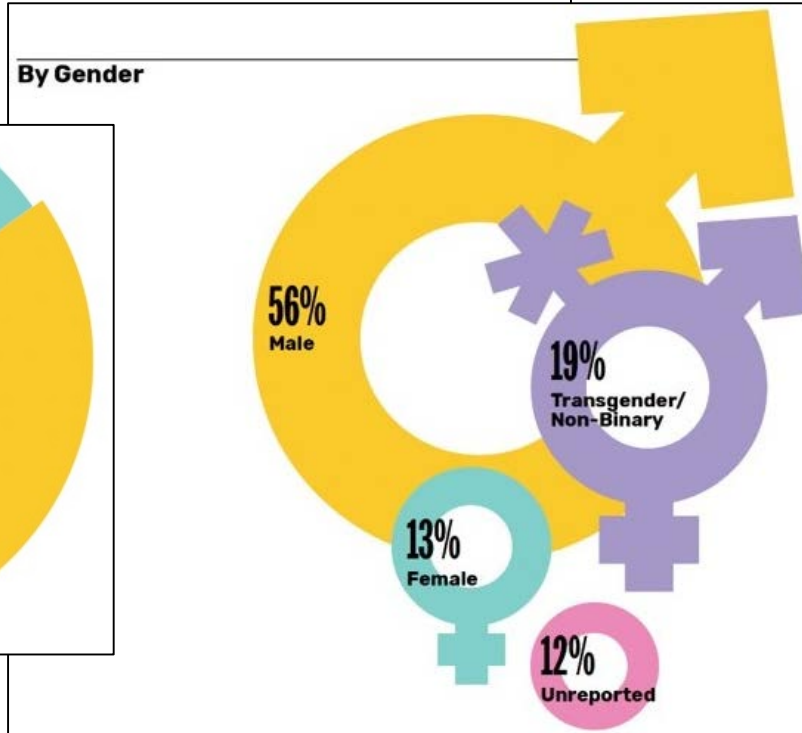
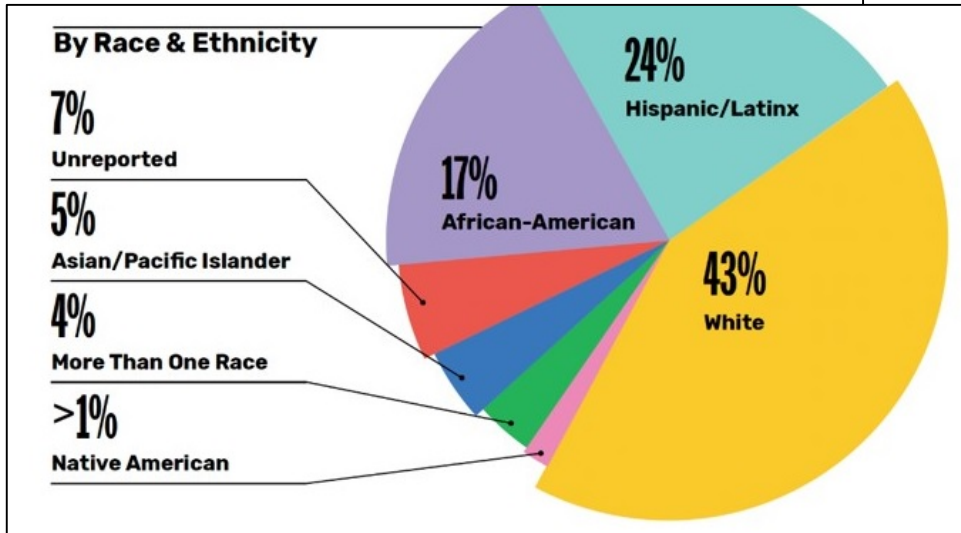
# Callen-Lorde: Our Mission

Callen-Lorde Community Health Center provides sensitive, quality health care and related services targeted to New York's lesbian, gay, bisexual, and transgender communities — in all their diversity — regardless of ability to pay.

To further this mission, Callen-Lorde promotes health education and wellness, and advocates for LGBT health issues.



# Callen-Lorde: Who Are Our Patients?



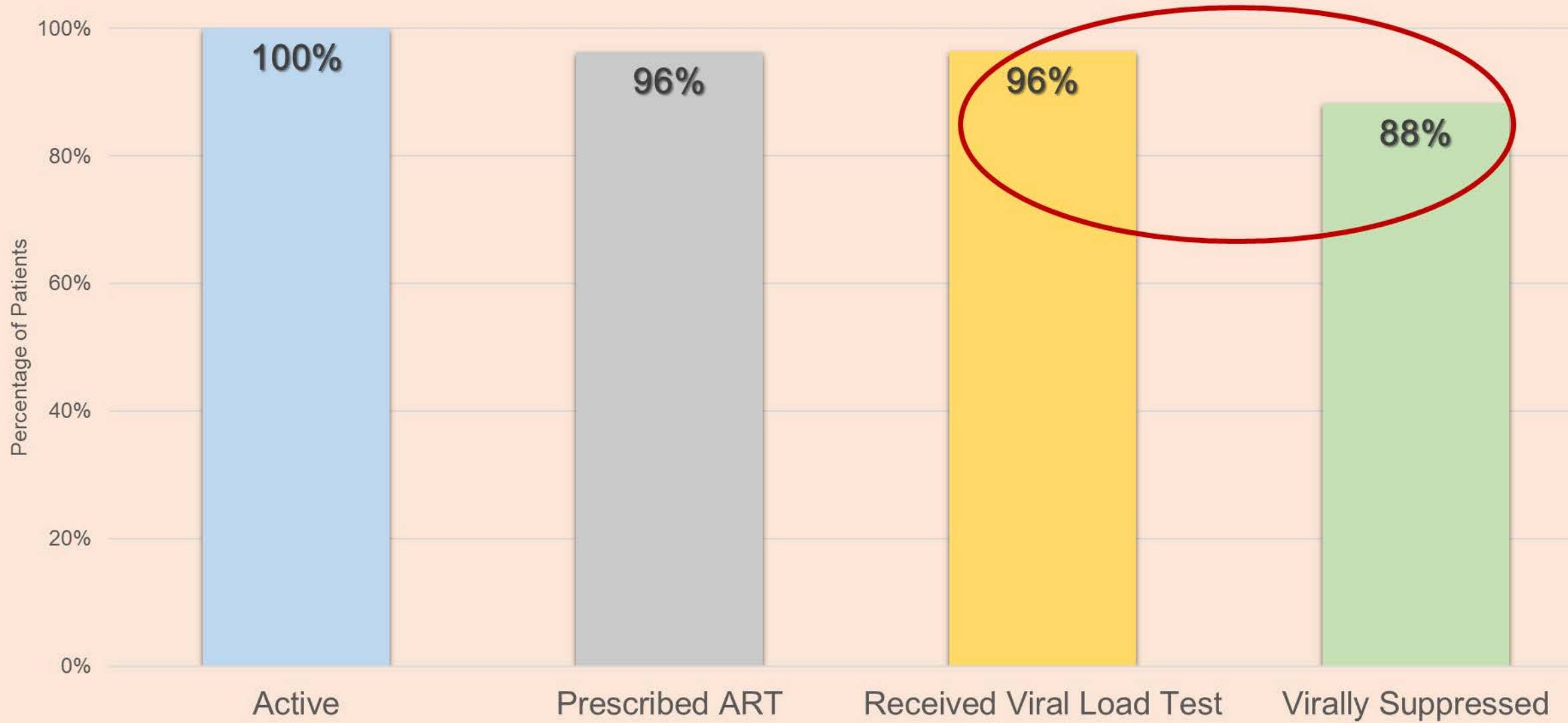
# Callen-Lorde Summary Quality Dashboard

Mar. 31, 2017

Category	Indicators (units)	All Patients	TGNB Patients
Quality of Care	Patients tested annually for HIV (monthly average)	65%	53%
	Diabetic patients age 18-75 whose most recent hemoglobin A1c level controlled	72%	76%
	Hypertensive patients age 18-85 with blood pressure controlled	64%	75%
	HIV+ adult patients retained in care (over 12 months)	80%	79%
	HIV+ patients with undetectable / suppressed viral load at last test	85%	79%

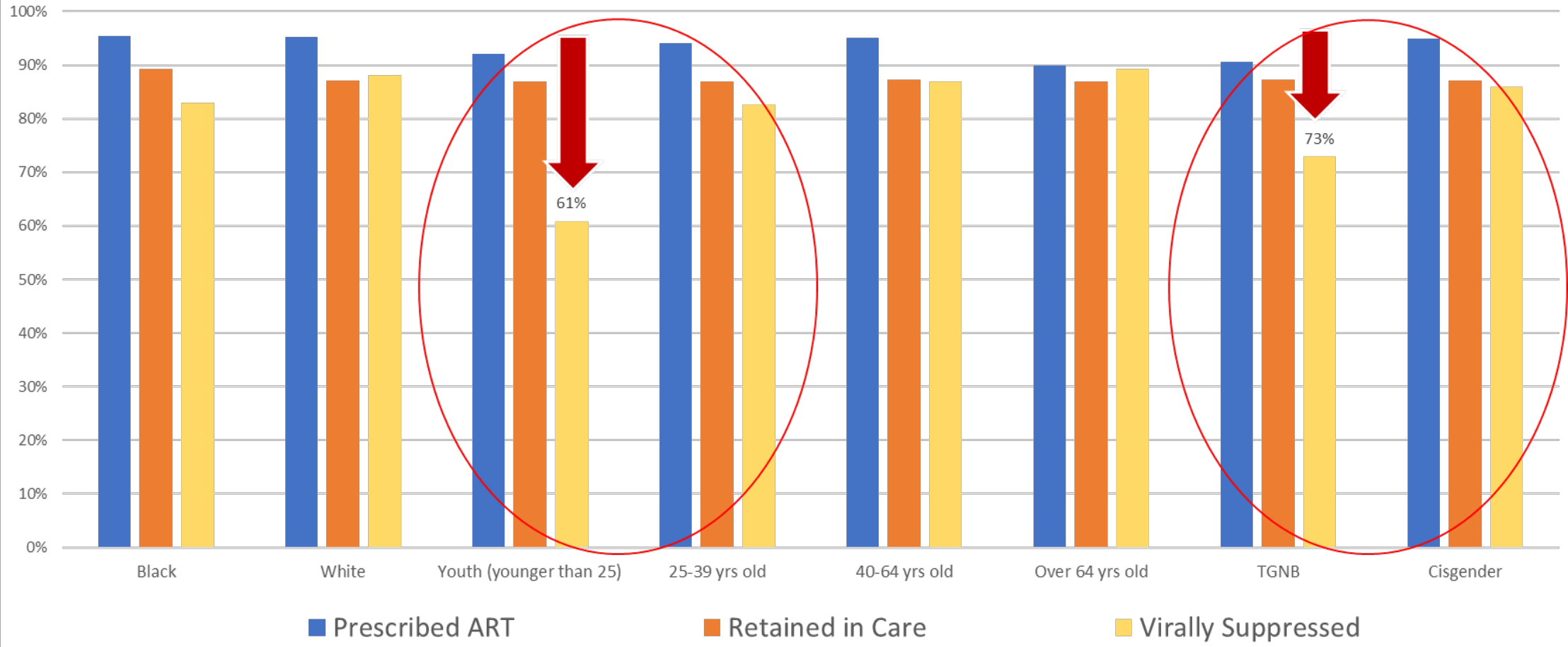


## Callen-Lorde HIV Treatment Cascade - 2017



# Equity in ART Rx & Retention; Disparities in Viral Suppression

TGNB = Transgender & Gender Non-Binary  
Cisgender = Sex Assigned at Birth Corresponds with Gender Identity



**To achieve viral load suppression,  
coming to Callen-Lorde is not enough for  
many youth & TGNB patients.**

# Barriers to Care

- Stigma in healthcare and in community

Lack of...

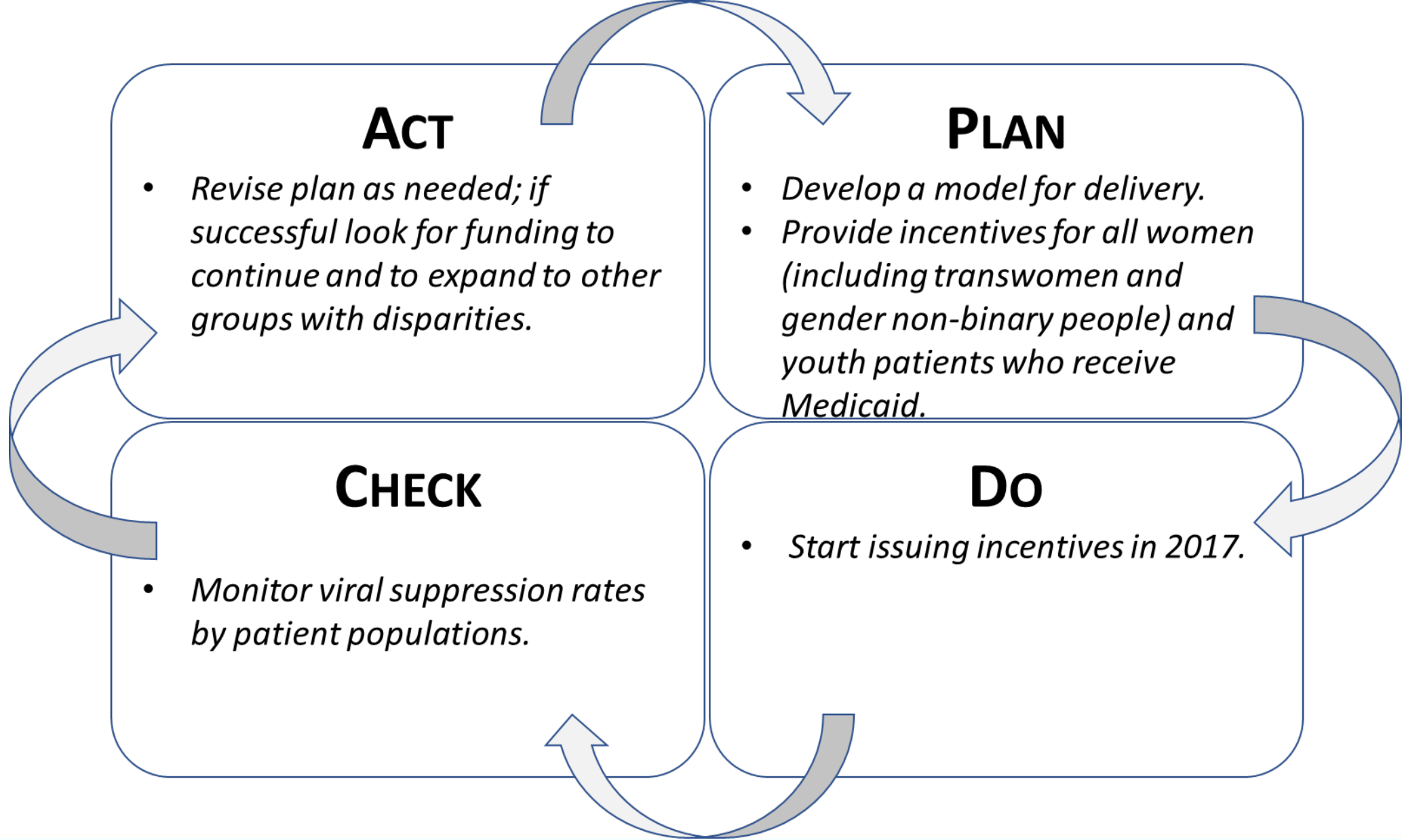
- Harm reduction approach
- Cultural humility across providers
- Follow up by care team
- Access to basic needs
- Housing resources

# How Project Started

- **Internal Quality Metrics** – Prioritized populations who needed extra support
  - **Disparity Calculator** available at HRSA’s Target HIV website:  
<https://targethiv.org/library/health-disparities-calculator>
- **Opportunity** – Funding opportunity from private source & internal support
- **Demonstrated Success** – Interest in building on another organization’s success

# Initial Project Planning

- Gathered the right players
- Developed materials
- Communication with other departments
  - Patient Education
  - Health Literacy
  - Medical Providers & Nursing
  - Front desk staff
- Staff training & buy in
- Working within funder's parameters



# Incentive Cards

- Using American Express for \$100 incentive cards
- Incentives given for health outcomes, not for engagement in care
- Incentive cards purchased by Finance, point people on program end identified
- Cards stored in locked safe at main clinic site



# Launching It's About Me!

- Launch of program targeting all PLWHA
  - October 2017 = gift cards
- Prioritized women and youth due to identified disparities in viral suppression
- Eligibility for gift card program enrollment:
  - ✓ Current Callen-Lorde patient
  - ✓ At time of admission patient is either: 18-24 years old or identifies as a woman
  - ✓ Viral load over 200 in last 3 months
  - ✓ Agrees to enroll in one of four Care Coordination supportive programs
  - ✓ Signs consent form & program agreement

# Enrollment Workflow

- Outreach performed to eligible patients by Care Coordination staff using established script
- Intake into one of the Care Coordination programs
- If patient eligible for incentive program:
  - ✓ Eligibility Checklist
  - ✓ It's About Me Incentive Program Agreement
  - ✓ It's About Me Enrollment Form

# Gift Card Distribution

- Case manager alerts an admin staff when their patient is ready to receive a gift card.
- Admin staff signs out the gift card to the case manager.
- Case manager and patient complete a Patient Incentive Card Sign Out form and obtain an incentive card from an admin staff person.
- Case manager and patient verify the amount on the card by phone or website.
- Patient signs out the card!
- Case manager provides all completed paperwork to admin staff, who logs it in a tracker.

# Program Termination

- Patients may be terminated for one or more of the following reasons:
  - Missing 2 consecutive labs for viral load testing.
  - Losing Medicaid coverage for more than 1 month.
  - Disenrollment from a Care Coordination program.
  - Loss of program funding.
  
- Patients may withdraw from the program at any time without penalty.

# Tracking Enrollment

<u>Enrollment Date</u>	<u>Patient Status</u>	<u>CM Program Enrolled in</u>	<u>Enrollment Detectable Viral Load Amount</u>	<u>Gender Identity</u>	<u>Race</u>	<u>Eligible Viral Load Amount</u>	<u>Eligible Viral Load Date</u>	<u>1st Incentive Date</u>	<u>Eligible Viral Load Date</u>	<u>2nd Incentive Date</u>	<u>Eligible Viral Load Date</u>
1/11/1900	Adult	ICC	402000	unanswered	white	29	4/23/2018	4/27/2018			
12/4/2017	HOTT	FAYS SCC	2570	male	declined	119	1/8/2018	3/16/2018	6/11/2018	7/10/2018	
11/9/2017	Adult	RAP	448	transfemale	black	<20	12/18/2017	12/20/2017	1/23/2018	3/2/2018	5/2/2018
11/21/2017	Adult	RAP	1870	unanswered	decline	<20	2/16/2018	5/10/2018	5/10/2018	due	10/18/2018

<u>Date</u>	<u>Gift Card Number</u>	<u>Distributor</u>	<u>Staff Signing Out</u>	<u>Staff providing to Patient</u>	<u>Status</u>	<u>Signed release on file?</u>
4/27/2018	RX414-912-872	AJ Rubin-DeSimone	Supreme Bain	Rachel Elzey	Adult	yes
3/16/2018	6219874308156960	AJ DeSimone	Gaines Blasdel	Gaines Blasdel	HOTT	yes
7/10/2018	RX414-912-877	AJ DeSimone	Gaines Blasdel	Gaines Blasdel	HOTT	yes
3/2/2018	6219874035764710	AJ Rubin-DeSimone	Ishalaa Ortega	Ishalaa Ortega	Adult	yes
5/8/2018	RX414-912-874	AJ Rubin-DeSimone	Ishalaa Ortega	Ishalaa Ortega	Adult	yes
12/20/2017	4847184831263890	AJ Rubin-DeSimone	Ishalaa Ortega	Ishalaa Ortega	Adult	yes
7/13/2018	RX414-971-879	AJ Rubin-DeSimone	Remmy Peterson	Remmy Peterson	Adult	yes

# ARE YOUR HIV MEDS A STRUGGLE?

**You Are Not Alone!**

Visit the 6th floor front desk and ask about the **It's About Me** campaign.



# ARE YOUR HIV MEDS A STRUGGLE?

**"At first it was hard.  
And then I got support."**

Visit the 6th floor front desk and ask about the **It's About Me** campaign.



# Concerns & Facts

- “Why pay patients to do what’s in their best interest?”
  - ✓ People have different priorities and know what’s best for them in the moment
- “Incentives decrease internal motivation.”
  - ✓ Patients in other incentive-based programs reported feeling sense of pride at being part of a larger effort to end the epidemic
- “Incentives are coercive.”
  - ✓ The incentives in the It’s About Me program are for health outcomes, not for being in care

# First Year Results: Challenges

- Dip in enrollments since May 2018
- Logistics such as access to incentives
- Messaging about program
- Delayed incentives for youth
- Tracking incentive distribution



# First Year Results: Successes

- Almost 20 patients enrolled in less than two quarters
- 15 patients achieved viral suppression at least once within first year of program
- 13 patients have a suppressed viral load as of November 2018 & have received at least one gift card
- Mean viral load at time of enrollment: 172,690 cc/mL
- Mean viral load at first time suppressed: 67 cc/mL

# Testimonial: A Happy Birthday

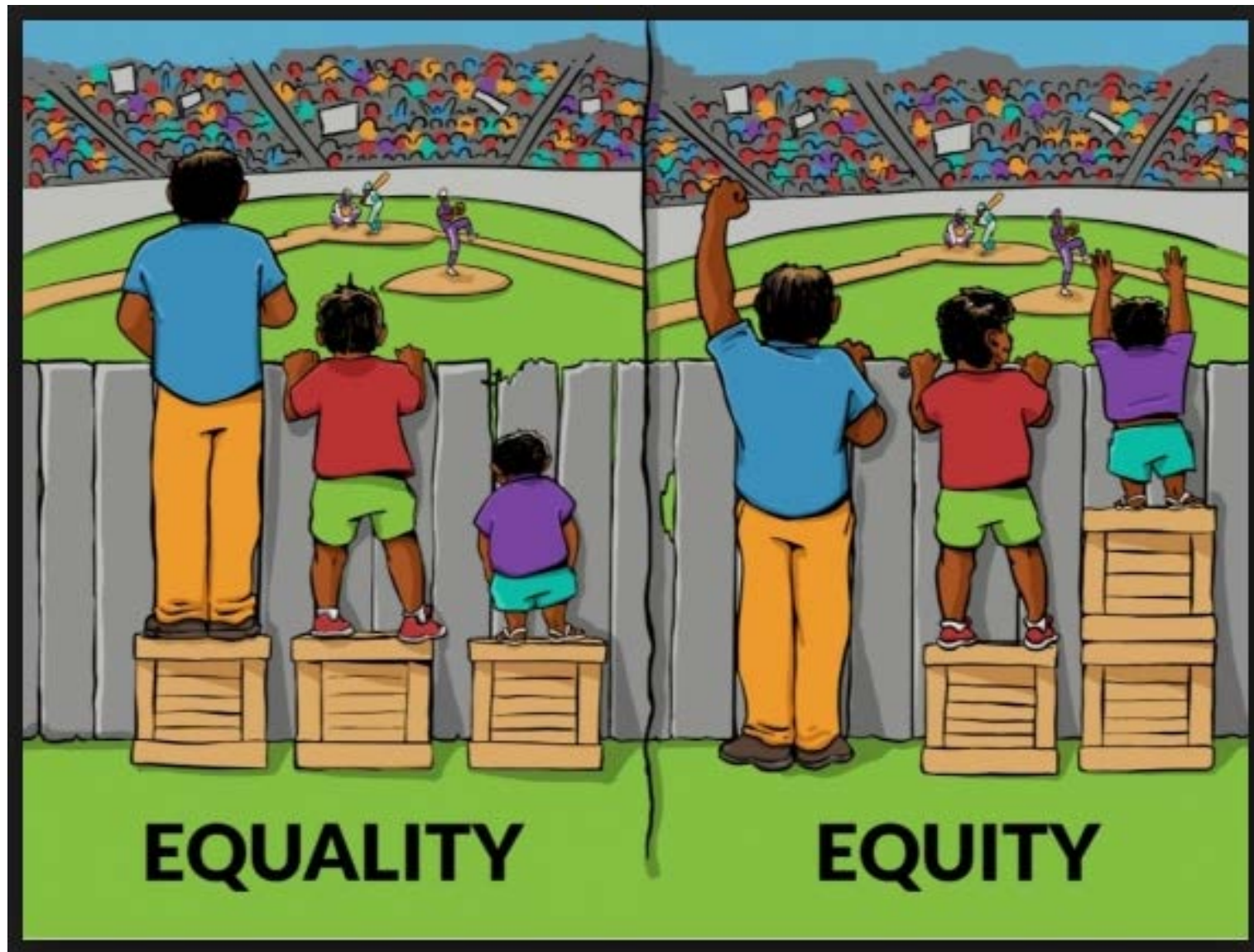
- Patient in early stages of recovery from crystal meth
- Struggling with loneliness and boredom without substance use as a social activity
- Worked with a Health Homes patient navigator for several months
- Started substance use treatment & became sober
- Reached viral suppression
- She celebrated her recent birthday by using the gift card to treat herself by shopping and enjoying sober birthday activities!

# Testimonial: The Extra Push Needed

- A youth patient in the Health Outreach to Teens program historically struggled to keep appointments and was not interested in taking ARVs
- Their case manager discussed the gift card program with the patient when they were contemplating medication adherence.
- This patient enrolled in the program with a viral load of 2570, achieved viral suppression soon after enrollment and received a gift card!

**Health equity does *not* mean treating everyone equally.**

**It means giving everyone what they need.**



# Closing Words

“In the end, for each individual, it is as rational to believe [they] will be among the survivors as it is to assume that [they] won’t.... We must fix our hearts and minds on a clear image of the day when AIDS is no more. Make no mistake about it; that day will come.”

-Michael Callen, *Surviving AIDS*, 1990

# Questions?

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