

Development of mobile applications to
improve HIV care continuum for
adolescents and young adults:
The YGetIt? Project

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The YGetIt? Project

New York State Department of Health AIDS Institute



Department
of Health

AIDS
Institute

YGetIt? Overview

The New York State Department of Health AIDS Institute (NYS DOH AI) is one of ten demonstration sites awarded a HRSA SPNS Grant to create a social media intervention to engage HIV positive youth and young adults in the HIV care continuum. NYS DOH AI partnered with multiple stakeholders to create the YGetIt? Project. The primary aim of the Y Get It? Project is to facilitate the timely entry of young people (ages 18-34) into HIV care, the prevention of vulnerable youth from dropping out of care, and achievement of sustained viral load suppression among those in care. Y Get It? is comprised of a mobile application--developed in collaboration with Mt. Sinai App Lab—and Peer Engagement Education Professionals (PEEPs) placed Northwell Health's CART program.





Technology Development

- AppLab @ Mount Sinai Icahn School of Medicine
 - Familiarity with health care system
 - Data security
 - HIPPA compliance
- Built upon an existing template for initial frame work
- Survey of stakeholders to identify ideal form, function



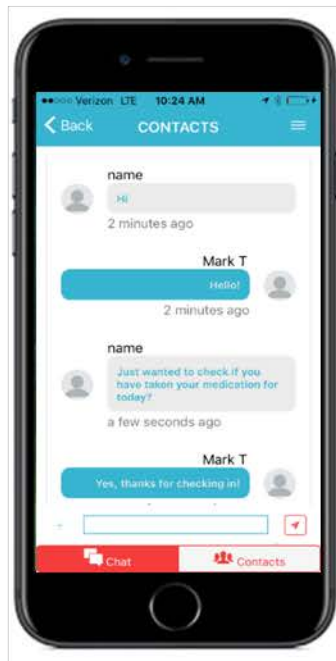


Features

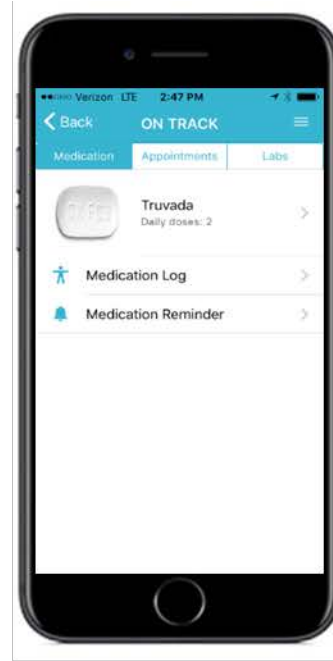
Security
Confidentiality



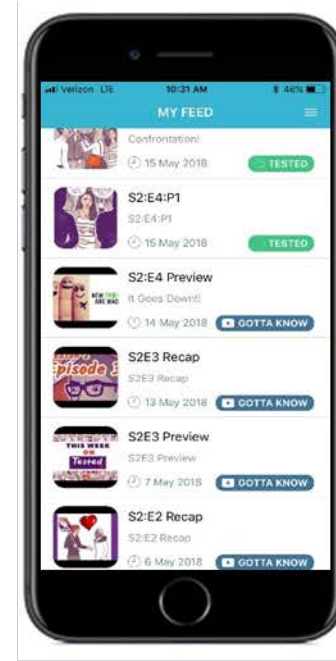
Messaging/ Human
Connection



Track
Medication/Labs
Manage Appointments



Health
Education
information



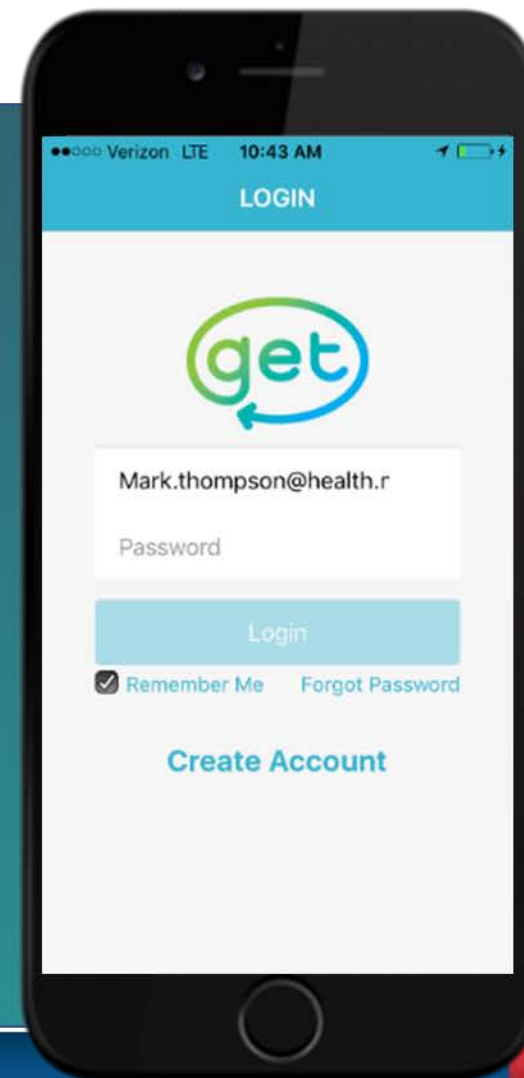
Inconspicuous
Design





Security

- Login every time
- Auto Logout
- Indiscreet design
- No data stored on device
- HIPPA Compliant Server

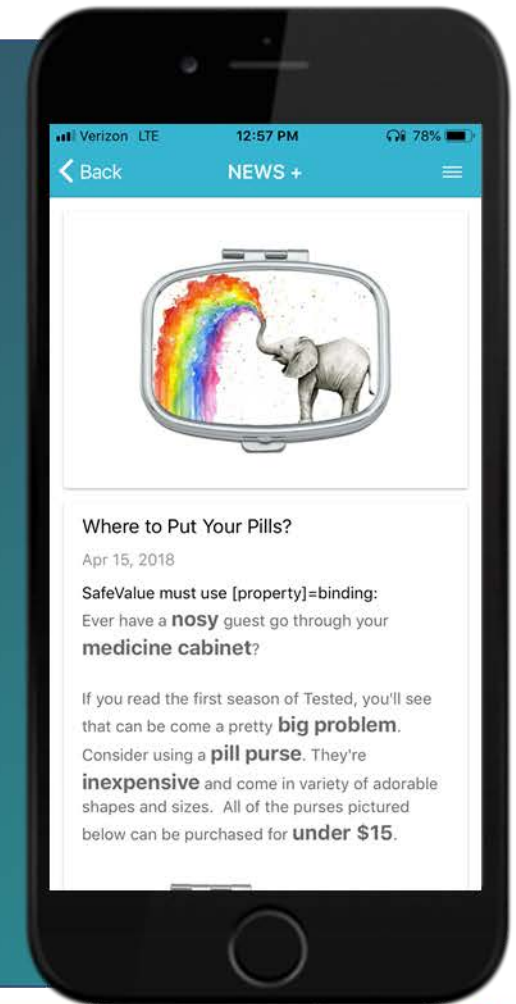




Information



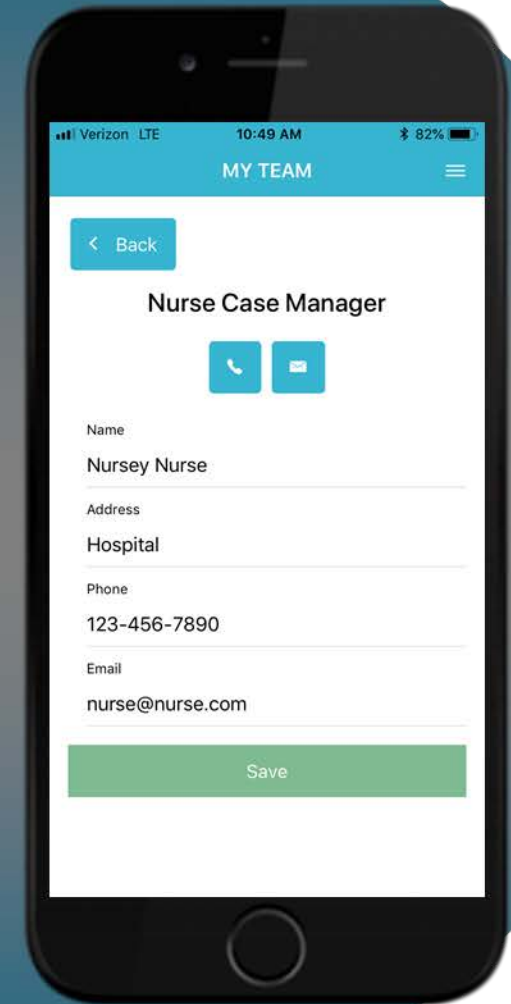
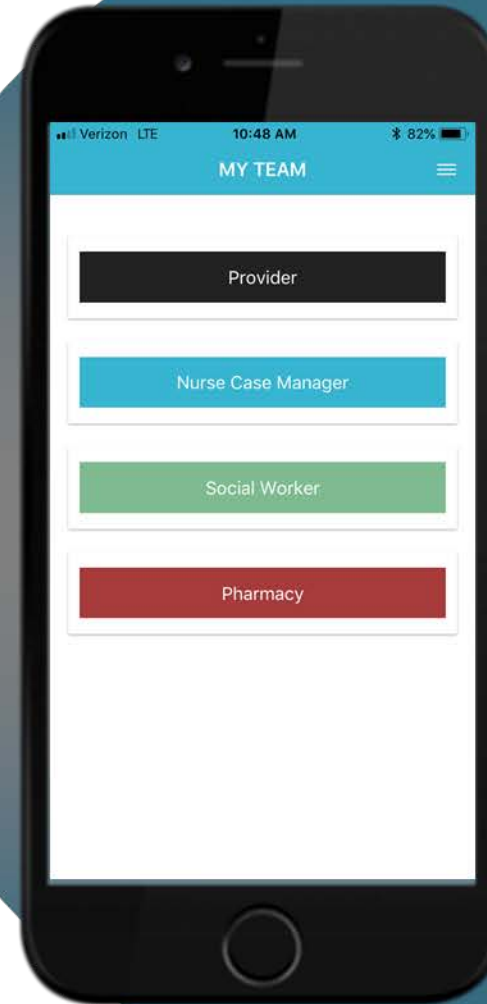
- HIV care
- Overall health
- Sexual health
- New developments in HIV treatment





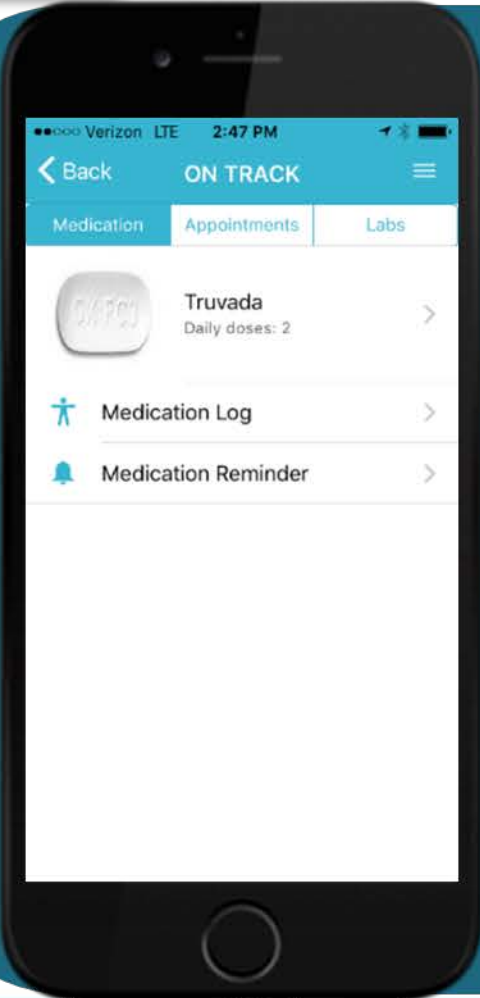
Your Team

- Care contacts in one place
- Call or email directly from





On Track



Meds

List of medication

Pill image

Medication dose

Reminders

Appointment

Location

Doctor

Date and time

Reminder

Labs

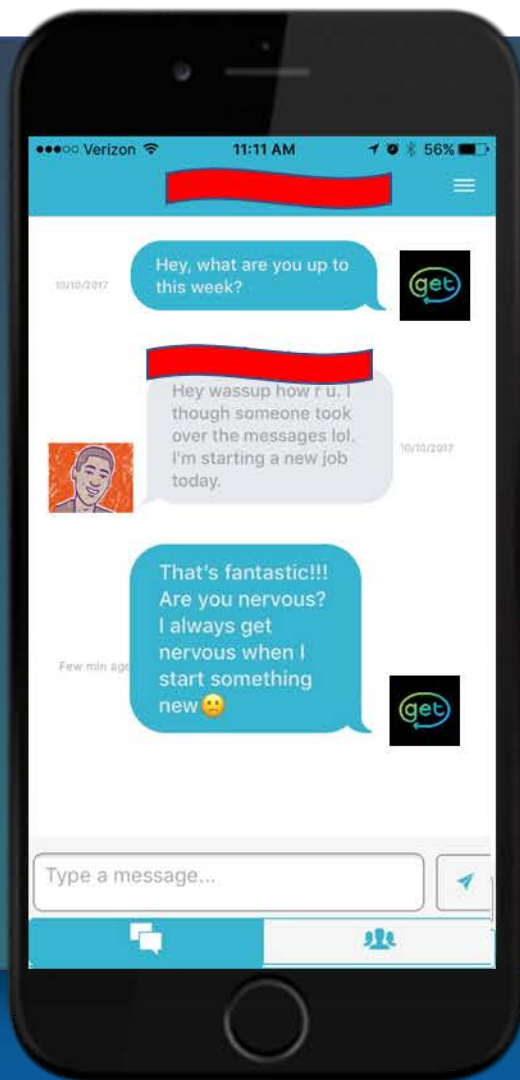
CD4 count

Viral Load

Entered by care provider



PEEP Messenger



Messaging Categories

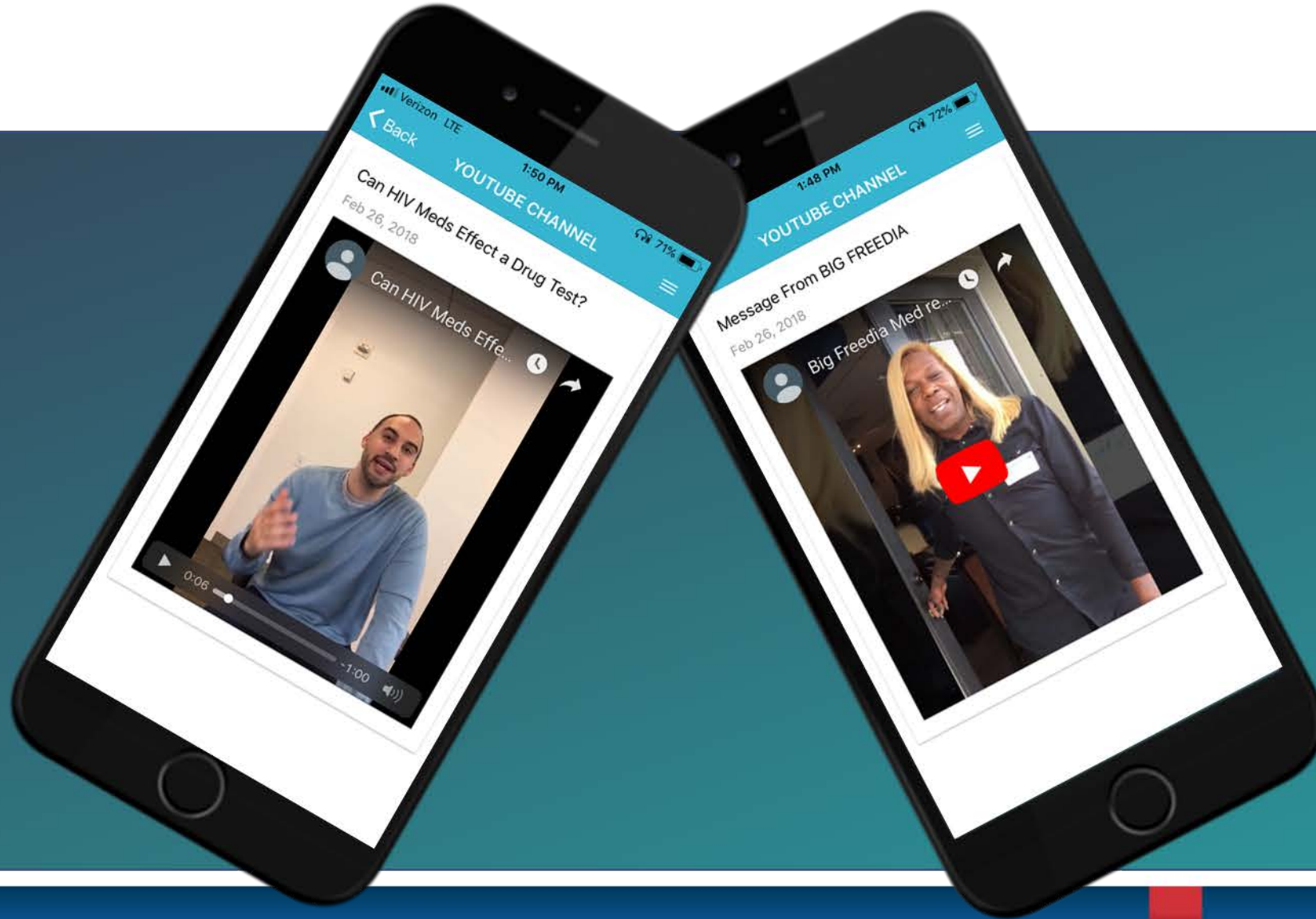
- Relationship building
- Emotional support
- Logistics of care
- Educational
- Social Services



Videos

Video Categories

- Health and wellness
- Specific topics as the arise
- Feature celebs and people with live experience
- Video recaps of serial





PEER INTEGRATION

- Find the right PEEPs
 - Health educator and peer navigator
- Acclimate PEEPs to new Technology
 - Train, train, and retrain
- Message content
 - Standardized and individualized



@YGetIt



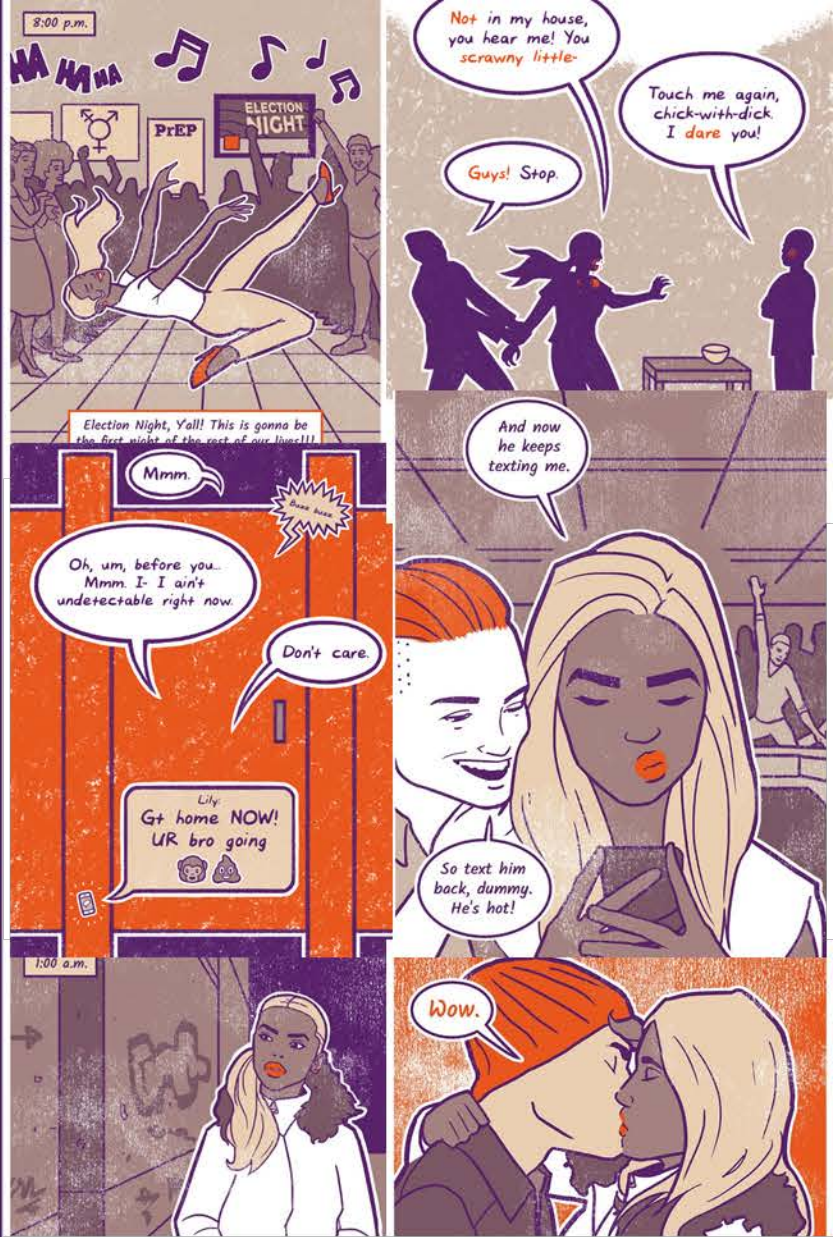


“ I’LL KICK YOUR ASS WITH HEELS ON. ”



Tested ✓

@YGetIt



YGetIt? Project

2018 NATIONAL RYAN WHITE CONFERENCE ON HIV CARE & TREATMENT



More Than A Comic



Video Preview
Recap Video
Topic/Resource

- Still Images
- Scroll through
- Comment to start moderated discussion with users



More Than A Comic



- Short video interviews
- People with lived experience
- Expand on themes from “Tested”
- Use everyday language

Questions?

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The logo features a large, stylized red graphic element on the left, resembling a thick vertical bar with a horizontal bar extending from its top and bottom, forming a partial frame. The text is positioned to the right of this graphic. The year '2018' is written vertically in light blue. 'NATIONAL' is in light blue, 'RYAN WHITE' is in large white letters, and 'CONFERENCE ON HIV CARE & TREATMENT' is in light blue at the bottom.

2018 NATIONAL
RYAN WHITE
CONFERENCE ON HIV CARE & TREATMENT