

# Introducing the TelePrEP Online Learning Series

**February 22, 2023**

# Webinar Outline

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Background of the Series

Series Offerings and Format

Technical Assistance Opportunities

Presentation: Philly Keep on Loving

Q+A

# TelePrEP Access Team



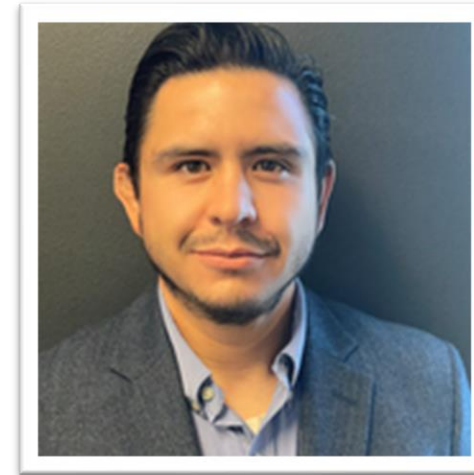
**Dr. Brittany Sanders**

Consultant, TelePrEP Access  
- TelePrEP learning collaborative



**Cody Shafer-Fritz**

Consultant, TelePrEP Access  
- TelePrEP learning collaborative



**Ralph Moreno**

Consultant, TelePrEP Access  
- TelePrEP learning collaborative  
- 340B

# Background: TelePrEP Online Learning Series

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- Follows the completion of NASTAD's TelePrEP Learning Collaborative
  - Cohort 1: October 2020- March 2021
  - Cohort 2: April 2021-October 2021
- Makes all the resources and materials from the live collaborative available to a wider audience
- Self-paced

TelePrEP is here to stay!

# Learning Objectives

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**By the end of the TelePrEP Online Learning Series, participants will be able to:**

1. Develop, influence, and support the creation of a telePrEP program's policies and procedures.
2. Identify strategies to implement telePrEP programming within their jurisdiction.
3. Evaluate current capacity and identify opportunities to leverage resources to support telePrEP implementation and/or to scale up telePrEP programming.
4. Identify additional places to acquire resources or to request peer-to-peer technical assistance.

# Prospective Participants

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Available for any Health Department, Community Based Organization, or Community Health Center looking to expand, strengthen, or develop a telePrEP program.

## Example Participants:

- PrEP Program Coordinator
- PrEP Navigators
- Prevention Managers
- EHE Program Coordinators

# Learn at your Own Pace!

Introduction  
to TelePrEP

Tailoring  
TelePrEP  
Programs

TelePrEP  
Financing

Tying it all  
Together

## Topics covered, include:

- TelePrEP regulations
- TelePrEP delivery models
- At home testing and lab contracts
- Promotion and education
- Best practices in engaging youth in PrEP
- TelePrEP Navigation
- Equitable approaches to TelePrEP
- Use of the 340B program for PrEP
- Cost analysis, budgeting and scalability
- Contract pharmacy relationships and inter-agency partnerships
- Financial forecasting and program sustainability
- TelePrEP program operations review
- Service quality improvement and program evaluation

# Online Learning Series Format

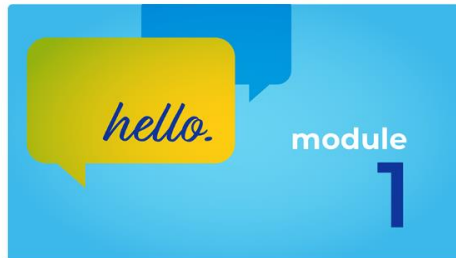
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- Thinkific Platform
- Topics covered in the learning series are referred to as “modules”
- Each module includes:
  - An Executive Summary
  - Pre-recorded videos (no longer than 20 minutes)
  - Interactive knowledge checks
  - Supplemental Materials
  - Brief evaluation
- Learning Series Workbook
- Supplemental TA opportunities





# Current Live Modules



## Module 1: Introduction to NASTAD's TelePrEP Online Learning Series

📖 Course • 3 lessons

This module will provide an overview of the TelePrEP Online Learning Series.



## Module 2A: Overview of State Telehealth and Telemedicine Laws and Policies

📖 Course • 5 lessons

This module will provide an overview of telehealth and telemedicine, including variations on state laws and policies.



## Module 2B: TelePrEP Delivery Models

📖 Course • 9 lessons

This module will provide an overview of telePrEP program goals and models, policies and regulations that impact...



## Module 3: At-Home Testing and Lab Contracts

📖 Course • 13 lessons

This module will provide an overview of PrEP laboratory required studies and intervals and challenges and...



## Module 4: TelePrEP Promotion and Education

📖 Course • 9 lessons

This module will provide an overview of telehealth and explore barriers, internal promotion methods, client...











## Module 8: Use of 340B Program for PrEP

📖 Course • 9 lessons

This module will provide an overview of why 340B is an essential program for PrEP and telePrEP, identify barriers to...

# Course Curriculum

## TelePrEP Delivery Models

-  Course Notebook
-  Executive Summary
-  TelePrEP Definition and Goals (3 min)
-  TelePrEP Policy and Regulation Considerations (2 min)
-  TelePrEP Delivery Models (20 min)
-  Commonly Used Technologies (2 min)
-  Evaluation Opportunities (3 min)
-  Course Feedback Survey



module  
**2B**

### About this course

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 8 lessons

# Upcoming Modules

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Additional modules will be released throughout the first half of 2023



# TelePrEP Office Hours

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## Save the date:

Wednesday, March 22

3:00- 4:00 PM

Topic: TelePrEP Regulations

Registration link forthcoming

More office hour dates  
will be announced  
soon!

# Presentation: Philly Keep on Loving TelePrEP Program

Department of  
Public Health

ARE YOU READY TO  
**START PrEP?**

**Philly, Keep On Loving TelePrEP is  
just for you!**

We're here to answer your questions and help you get on  
PrEP easily, for free, and with no in-person anything.


# Today's Speakers

## Brian Hernandez

Project Coordinator, TeleHealth  
Philadelphia Department of Public Health


## Naomi Correa

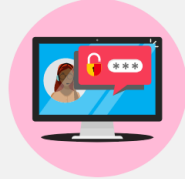
TelePrEP Program Supervisor  
Einstein Healthcare Network





Philly Keep on Loving  
**TELE PrEP**

**GET PrEP FOR FREE,  
WITH NO IN-PERSON ANYTHING**

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100% free, no insurance required
- 

Private, all online or over the phone
- 

Discreet delivery or pick it up
- 

Available to anyone living in Philly

[GET STARTED](#)



Department of  
**Public Health**  
CITY OF PHILADELPHIA

# Division of HIV Health:

Philadelphia TelePrEP Program on Philly Keep On Loving



**Brian Hernandez**

Philadelphia Department of Public Health  
Division of HIV Health  
Telehealth Project Coordinator  
[Brian.Hernandez@phila.gov](mailto:Brian.Hernandez@phila.gov)



**Naomi Correa, LSW**

Albert Einstein Medical Center  
TelePrEP Program Supervisor  
[Naomi.Correa@jefferson.edu](mailto:Naomi.Correa@jefferson.edu)





# AGENDA

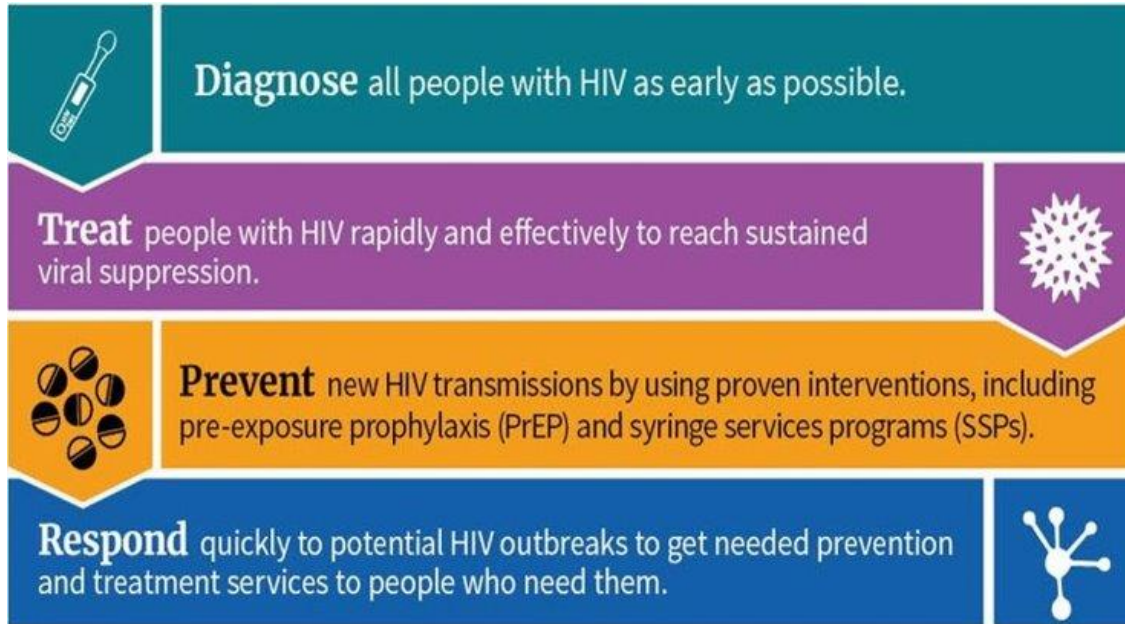
What we'll present today

- How we got here
- How it works
- Program Updates
- Successes & Challenges
- What's next?



# HOW WE GOT HERE

# WHY TELEPREP?



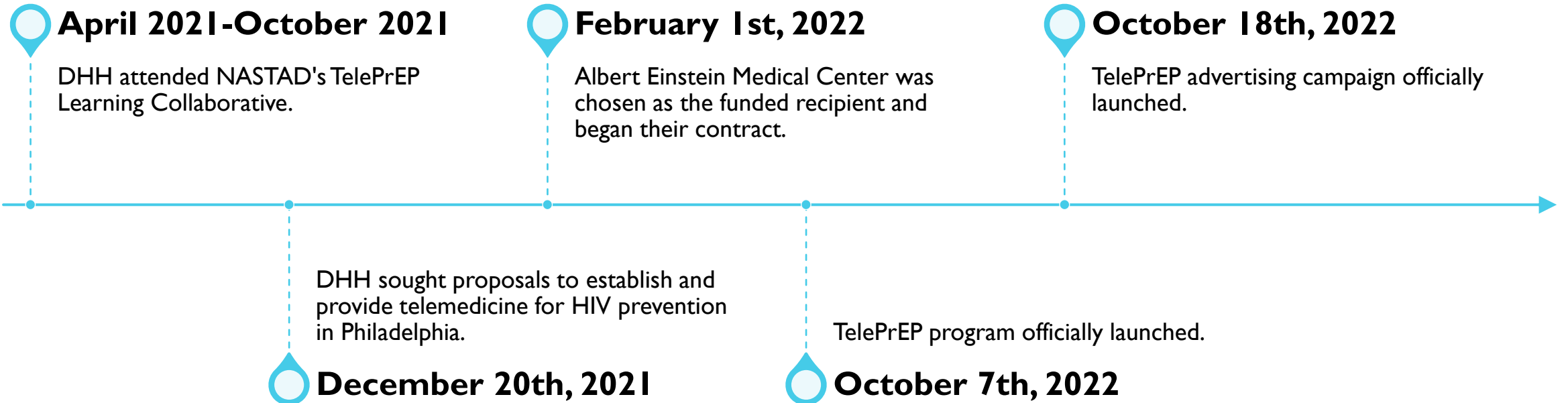
## Pillar 3: Prevent

*Goal 3: By 2025, 50% of people with a PrEP indication will be prescribed PrEP, and 100% of people seeking nPEP will be prescribed treatment.*

**Strategy 3.1: Increase access to low-threshold pre- and post-exposure prophylaxis (PrEP/nPEP) for priority populations.**



# PROGRAM LAUNCH TIMELINE



# PHILLY KEEP ON LOVING REDESIGN



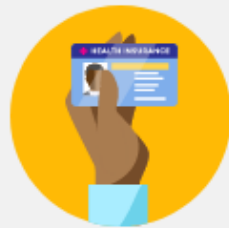
\*TelePrEP logo\*

- PDPH DHH's online sexual wellness platform, Philly Keep On Loving, will serve as the primary entry point for Philadelphians interested in TelePrEP.
- Philly Keep On Loving has been redesigned to feature TelePrEP and accommodate the patient entry process.
  - New copy/content will help website visitors understand the benefits of TelePrEP and how it works, to motivate enrollment.
  - A new section focusing on PrEP for women to help this demographic understand the importance of getting on PrEP.

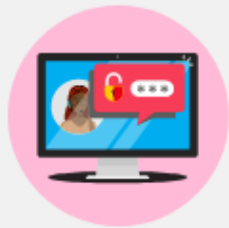
Philly Keep on Loving

# TELE PrEP

**GET PrEP FOR FREE,  
WITH NO IN-PERSON ANYTHING**



**100% free, no insurance required**



**Private, all online or over the phone**



**Discreet delivery or pick it up**



**Available to anyone living in Philly**

**GET STARTED**

# ARE YOU READY TO START PrEP?

**Philly, Keep On Loving TelePrEP is  
just for you!**

We're here to answer your questions and help you get on  
PrEP easily, for free, and with no in-person anything.



TELEPrEP

STILL DECIDING?

HOW TELEPREP WORKS

**CONNECT WITH OUR PHILLY KEEP ON LOVING TEAM TO GET STARTED ON PrEP  
OR FEEL FREE TO ASK QUESTIONS FIRST.**



**Text "PrEP" to 1-215-709-7826**

Ask us questions or we can help you schedule a  
video appointment with a doctor



**Ready to start?  
Schedule video call with a doctor**

**PrEP IS RECOMMENDED FOR  
SEXUALLY ACTIVE WOMEN,  
REGARDLESS OF  
GENDER IDENTITY  
OR SEXUAL  
ORIENTATION**

**And is 99% effective at preventing HIV transmission**

Yet women are less likely to be told about PrEP by their healthcare providers. So let us fix that.



**WE'RE PHILLY  
LOCAL,  
CONVENIENT &  
HASSLE-FREE.**

- No traveling or office visits needed, unless you want to.
- No insurance needed. No money needed. Yes, it's 100% FREE to everyone in Philly.
- No awkward conversation with doctors who don't understand your sexual health needs.
- It's totally private. You can chat, text, call or video chat from anywhere you find privacy.





# ADVERTISING CAMPAIGN

**PHILLY**  
KEEP ON LOVING  
TELE PrEP

**GETTING ON PrEP JUST GOT A WHOLE LOT EASIER**

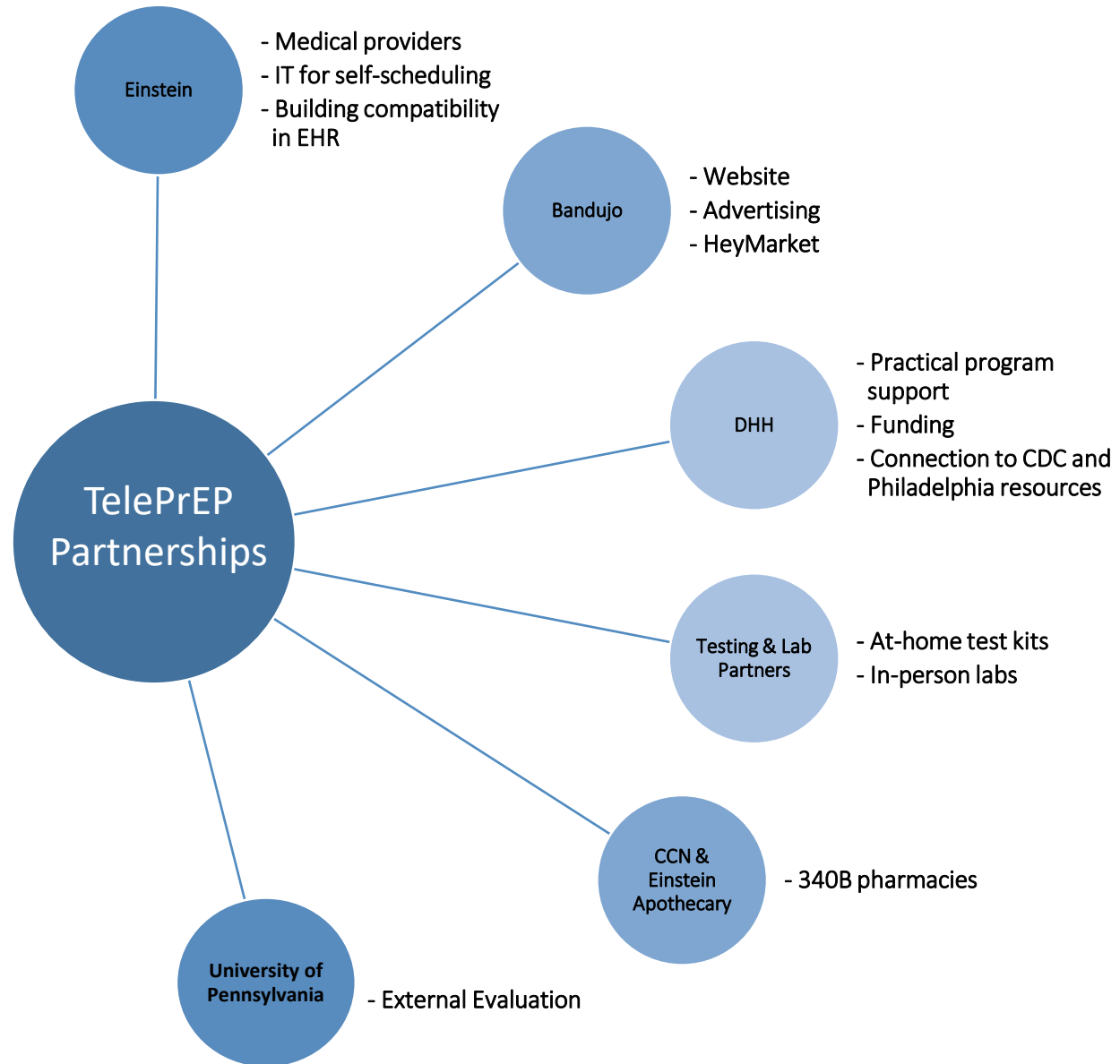
No in-person anything.

100% free, even without insurance.

**GET PREP**

\*Google Display Ad\*

- Campaign goal:
  - Build awareness and trust in the program
  - Motivate patient enrollment
- Ads are featured on:
  - Dating apps
  - Google display
  - Facebook and Instagram



# AEMC PREPARATION

Personnel

Writing  
policies/workflows

Contracting with  
Testing Vendor

Modifying EHR

Building schedules

Training residents

Research & data  
collection

# AEMC TELEPREP TEAM

## Navigator

- Outreaches to patients within 8 business hours
- Assists with program navigation
- Connects to ancillary services

## RN

- Places orders for lab kits
- Coordinates in-person labs
- Administers PrEP injections
- Follows up on medication initiation

## PSR/Admin Coordinator

- Registers patients for visits
- Assists with grant management for patient bills
- Assists with documentation in CareWare

## CQI Coordinator

- Reviews and submits CW data for standard reporting

## Medical Providers

- Supervised by medical director Hussein Safa, MD
- Comprised mainly of residents at 2 locations and a partnership with Einstein's Teen Clinic



# HOW IT WORKS

# TelePrEP Patient Journey for Oral PrEP

## Awareness

Ads run by Bandujo in Philadelphia to direct patients to PKOL website



## First Contact – PKOL website

Patient can connect with the program by speaking to a Navigator or directly self-scheduling their first appointment



## Getting the First Script

Complete telehealth visit with one of Einstein's providers

Complete labs either with kit that is mailed directly to the home or in-person



## Getting PrEP

Once both of the previous steps are completed, the script is sent to the pharmacy

Our 340B partners can ship medication directly to the home or patients can pick them up at Einstein

Patients can also have meds sent to a local pharmacy of their choice for pickup

# TelePrEP Patient Journey for Injectable PrEP

## Awareness

Ads run by Bandujo in Philadelphia to direct patients to PKOL website



## First Contact – PKOL website

Patient can connect with the program by speaking to a Navigator or directly self-scheduling their first appointment



## Getting the First Script

Complete telehealth visit with one of Einstein's providers

RN Johanny reaches out to begin prior authorization process



## Getting PrEP

Once both of the previous steps are completed, the script is sent to the pharmacy

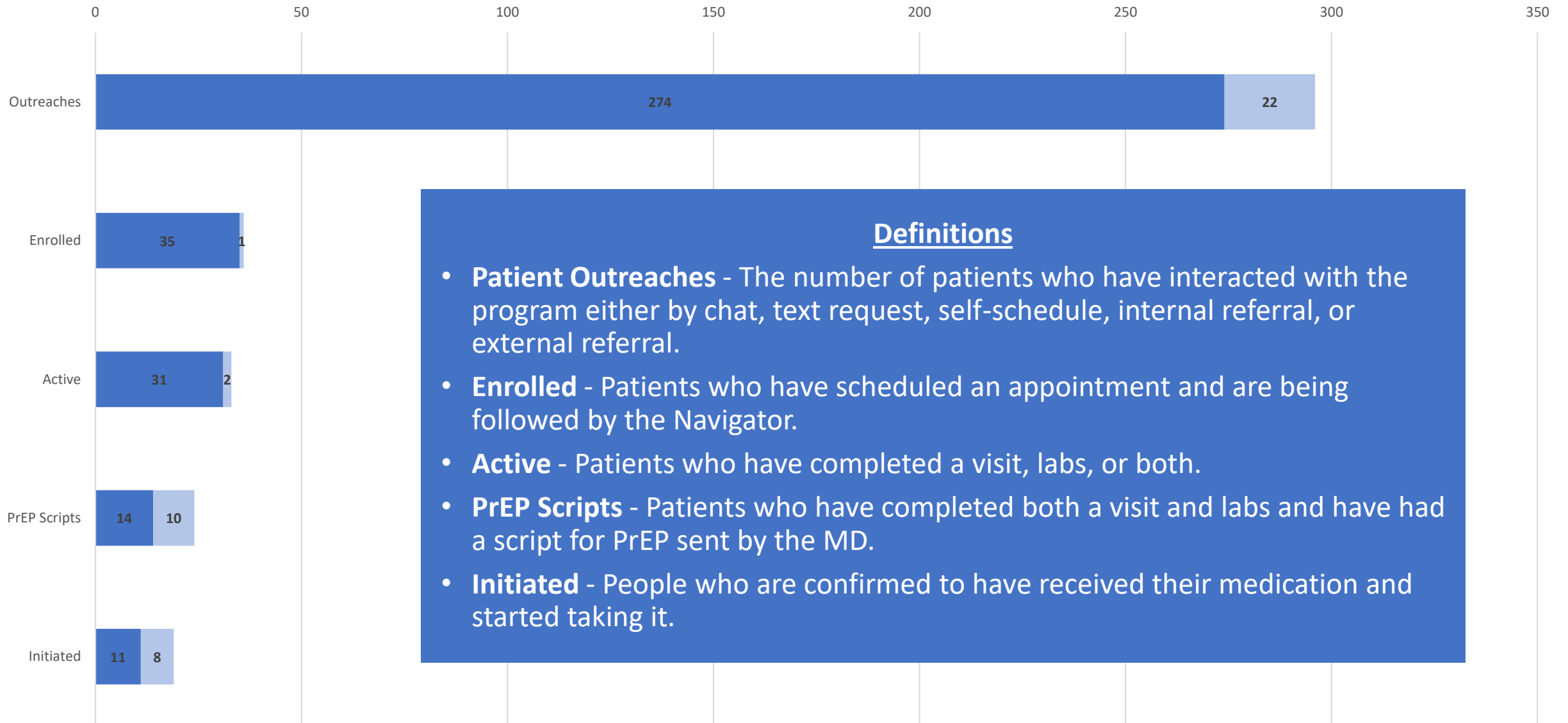
Patient can schedule an appointment to come in for the labs and injection at the same time



# PROGRAM UPDATES



# TelePrEP Continuum



## Definitions

- **Patient Outreaches** - The number of patients who have interacted with the program either by chat, text request, self-schedule, internal referral, or external referral.
- **Enrolled** - Patients who have scheduled an appointment and are being followed by the Navigator.
- **Active** - Patients who have completed a visit, labs, or both.
- **PrEP Scripts** - Patients who have completed both a visit and labs and have had a script for PrEP sent by the MD.
- **Initiated** - People who are confirmed to have received their medication and started taking it.

# Outreach Methods

	Chat	Self-Schedule	Text Request	Total Outreaches
October	2 (18.5%)	2 (18.5%)	7 (63%)	11
November	18 (46%)	4 (11%)	16 (43%)	38
December	62 (36%)	12 (7%)	96 (56%)	170
January	26 (38%)	5 (7%)	38 (55%)	69

# Demographics

Race	Gender/Sexuality	Age
Asian – 6%	Cis-male – 80%	15-24 – 19%
NH Black – 22%	Cis-female – 14%	25-34 – 53%
NH White – 28%	Trans FtM – 4%	35-44 – 15%
Hispanic – 14%		45-54 – 6%
Other – 8%	50% of our patients have MSM as their PrEP risk factor	55-64 – 6%
Unverified – 22%		65-74 – 2%



# SUCCESSSES & CHALLENGES

# SUCSESSES

- Program launched within 1 year of completing NASTAD's TelePrEP Learning Collaborative
  - Utilizing NASTAD's technical assistance expertise
  - Intentionality with program planning
- Advertising campaign has shown to be effective at increasing website traffic to Philly Keep On Loving
- Uptake in use of other DHH prevention programs

# CHALLENGES

- Chat operation challenges
- Advertising as the main funnel of patient enrollment
- Self-scheduling feature required new structures to be built in AEMC scheduling software
- Delays in contracting with the testing vendor



WHAT'S NEXT?

## WHAT'S NEXT?

- Restructure the self-scheduling feature to increase patient enrollment
- Hire additional staff for chat operations
- Develop new wireframes for Philly Keep On Loving
- Continue to assess advertising efforts and identify new ways to increase awareness

Questions?





## Contact Information + Next Steps

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Create an account and start a module:

<https://telepreonlinelearningseries.thinkific.com/>

For more PrEP Access Updates, join [NASTAD's PrEP Access Listserv!](#)



[PrEP@NASTAD.org](mailto:PrEP@NASTAD.org)