Ending the HIV Epidemic: A Plan for America

Ready, Set, PrEP

January 29, 2020
Office of Infectious Disease and HIV/AIDS Policy
Welcome and Introductions

Harold Phillips, Chief Operating Officer, Ending the HIV Epidemic Initiative (EHE), Office of Infectious Disease and HIV/AIDS Policy (OIDP)
Welcome

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Agenda

• Welcome and Introductions – Harold Phillips, Chief Operating Officer, EHE, OIDP
• EHE: The Prevention Pillar and PrEP – Harold Phillips
• What is Ready, Set, PrEP? – Tammy Beckham, Director, OIDP
• Ready, Set, PrEP Resources – Todd Post, Senior Public Affairs Advisor, OIDP
• Integrating Ready, Set, PrEP into the PrEP Care System – Harold Phillips
• What Role Do Health Centers Play in HIV Prevention? – Jennifer Joseph, Director, Office of Policy and Program Development, Bureau of Primary Health Care, Health Resources and Services Administration
• Questions, Answers, and Discussion
• Closing and Call to Action – Harold Phillips
Ending the HIV Epidemic: The Prevention Pillar and PrEP

Harold Phillips, OIDP
Ending the HIV Epidemic: A Plan for America

**GOAL**

- **75%** reduction in new HIV infections in 5 years and at least **90%** reduction in 10 years.

**ACHEIVING THE GOALS**

- **Diagnose**
  All people with HIV as early as possible after infection

- **Treat**
  People with HIV rapidly and effectively to reach sustained viral suppression

- **Prevent**
  New HIV transmissions by using proven interventions, including pre-exposure prophylaxis (PrEP) and syringe services programs

- **Respond**
  Quickly to potential HIV outbreaks to get needed prevention and treatment services to people who need them
What is HIV PrEP?

- PrEP is when people without HIV take HIV prevention medications.
- If taken as prescribed, PrEP medications block getting HIV during sex by up to 99%.
- HIV PrEP for people without HIV and treatment as prevention (U=U*) for people with HIV work together to reduce new HIV infections in the US.

*Undetectable=Untransmittable: [https://www.preventionaccess.org/](https://www.preventionaccess.org/)

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PREVENT
HIV PrEP: Underutilized and Effective Prevention Tool

More than 1 Million persons who might benefit from PrEP medications

Only about 10% who could benefit from PrEP medications are using them

Encouraging Trends among MSM at risk Between 2014 – 2017

Use - 6% ↗ 35%
Awareness - 60% ↗ 90%

SOURCE:

note: source of this data is the NHBS and is non-representative sample
What is Ready, Set, PrEP?

Dr. Tammy Beckham, Director, OIDP
PrEP Donation

Gilead donated Truvada™ for PrEP to HHS to expand access for uninsured patients in the U.S.

- Announced May 9, 2019

- Provides medication for individuals who are at risk for HIV and who are uninsured.
- Medications for up to 200,000 people per year
- HHS bears all other costs: verifying patient eligibility, enrolling eligible patients, building a network of participating pharmacies, distributing the donated medication, and processing claims
- Gilead also manufactures Descovy® (emtricitabine/tenofovir alafenamide), which was approved by the FDA as pre-exposure prophylaxis against HIV, in October, 2019. The donation from Gilead may also include Descovy®.

- Given the urgent need to reach those at risk for HIV, HHS awarded Gilead a six-month contract to administer the distribution of donated PrEP medication to eligible recipients
- During that six-month period, HHS will hold a full and open competition to select a longer-term contractor or contractors

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PrEP Medication Distribution – Procurement Mechanisms

• Initial Procurement Mechanism
  o September, 2019 – HHS award to Gilead for PrEP dissemination
  o Gilead to utilize its pre-existing patient assistance program
  o 6 month POP; 4,250 recipients
  o $6M total value; costs for reimbursement of Gilead’s vendors

• Future Procurement Mechanism
  o In process of developing scope of full and open competition for PrEP dissemination efforts
  o Options for in kind donation of services are being explored
PrEP Education & Awareness Campaign

**EHE Implementation: Education and Awareness**
Award to Brunet-Garcia
- Phase I:
  - Provider and community education and awareness campaign
- Branding
- Create materials
- Phase II:
  - Extended education and awareness campaign
  - Jurisdiction support
  - Community focus groups

**Tailored for Maximum Impact**
- Focus groups
- Other feedback mechanisms

**Integrated Approach**
- Owned Media: Webinars, podcasts, mobile apps, and newsletters
- Earned Media: Press releases, speaking engagements, media outreach
- Shared Media: Facebook, Twitter, YouTube
- Paid Media: Social media ads, sponsored posts/content, in-app ads
This program makes PrEP medications available at no cost for qualifying recipients.
Who is Eligible for PrEP through Ready, Set, PrEP?

- The Ready, Set, PrEP program provides access to PrEP medications at no cost to people who qualify.
- To receive PrEP through the program, you must:
  - Test negative for HIV;
  - Have a valid prescription from your healthcare provider; and
  - Not have health insurance coverage for outpatient prescription drugs.
- If you receive PrEP medication through the Ready, Set, PrEP program, you will not have to pay for the medicine.
- The costs of clinic visits and lab test costs may vary depending on your income.
Ready, Set, PrEP – Launch December 3, 2019

• “Go Live” of HHS PrEP Program: Ready, Set, PrEP!

• Call-In Center: (855) 447-8410

• Online Portal: GetYourPrEP.com
Ready, Set, PrEP – Nationwide

• Ready, Set, PrEP is accessible at thousands of pharmacies across the U.S. (50 states, the District of Columbia, and Puerto Rico), including national chains and independent operators.

• HRSA will support the program by working closely with healthcare professionals at service sites and health centers nationwide.
Ready, Set, PrEP – Dispensing Service Donations

- Recognizing the importance of expanded access to HIV PrEP medications, CVS Health, Walgreens, and Rite Aid have donated their dispensing services to HHS.
- No later than March 30, 2020, as part of these donations, qualified patients can obtain the PrEP medications at the more than 21,000 combined CVS Health, Walgreens, and Rite Aid locations throughout 50 states, the District of Columbia, Puerto Rico, and the U.S. Virgin Islands or through mail order—all at no cost to patients.
- CVS Health, Walgreens, and Rite Aid will also provide patient counseling and take steps to promote patient adherence to the regimen.
- Between now and March 30, 2020 patients will be able to access PrEP medications at thousands of participating pharmacies nationwide.
Ready, Set, PrEP Resources

Todd Post, Senior Public Affairs Advisor, OIDP
READY SET PrEP

What if there was a pill that could help prevent HIV?

There is...
Pre-exposure prophylaxis (PrEP) is a way to protect people who do not have HIV from getting infected with the HIV virus, by taking one pill every day as prescribed.
Ready, Set, PrEP Online

- **HIV.gov:** Basic information about the program, eligibility and enrollment instructions

- **Enrollment Page:** Portal for patients and providers for eligibility determination and enrollment
  - Call center also available at 855.447.8410
Ready, Set, PrEP Materials

- Fact Sheets
  - Consumer
  - Healthcare Provider
  - Indian Health Service

- Posters

- Information Card

- Social Media Toolkit

- Shareable Graphics
Ready, Set, PrEP Social Media

- **Social Media**: HIV.gov's Facebook, Twitter and Instagram channels, as well as shareable content for federal partners and stakeholders

- **Campaign Hashtags**: #ReadySetPrEP; #PrEP; #PreventHIV; #HHSPrEP; #GetTested #KnowYourStatus; #HIVPrEP; #PrEPHIV; #HIVPrevention

- **Blog Posts**: HIV.gov Blog Post and Listserv Blast Email

- **Digital and radio advertisements**
Integrating Ready, Set, PrEP into the PrEP Care System

Harold Phillips, OIDP
PrEP Care System and Delivery Models

The PrEP Care System includes:

- Engaging persons at risk;
- Assessment of indications for PrEP use;
- Laboratory and testing services;
- Risk-reduction support;
- Provision of clinical services; and adherence support.

PrEP Delivery Models

- PrEP delivery can be done using the clinic-based model or the collaborative model.
- Health departments, community based organizations (CBOs), and healthcare providers each play a role in PrEP delivery including promoting awareness and integration of Ready, Set, PrEP.
PrEP Delivery Models: Clinic-Based Model

- Full spectrum of services within the PrEP Care System at a single location.
  - Healthcare organizations would manage most or all aspects of the PrEP Care System.
  - CBOs might provide in-house counseling.
  - Health departments may assist with lab services, such as HIV and STI testing.
PrEP Delivery Models: Collaborative Model

- Health departments, CBOs, and healthcare providers partner to provide PrEP care system services.
What Role Do Health Centers Play in HIV Prevention?

Dr. Jennifer Joseph, Director, Office of Policy and Program Development, Bureau of Primary Health Care, Health Resources and Services Administration (HRSA)
Health Center Program Fundamentals

Serve High Need Areas
- Must serve a high need community or population (e.g. HPSA, MUA/P)

Patient Directed
- Private non-profit or public agency that governed by a patient-majority community board

Comprehensive
- Provide comprehensive primary care and enabling services (e.g. education, outreach, and transportation services)

No One is Turned Away
- Services are available to all with fees adjusted based upon ability to pay

Collaborative
- Collaborate with other community providers to maximize resources and efficiencies in service delivery

Accountable
- Meet performance and accountability requirements regarding administrative, clinical, and financial operations

The Health Center Program is authorized under Section 330 of the Public Health Service (PHS) Act.
Increasing Access to Primary Health Care Nationwide

Through 1,400 grantees providing a comprehensive range of services at ~12,000 sites nationwide

- 1 in 12 nationally
- 1 in 9 children
- 1 in 5 rural residents
- 1 in 5 Medicaid beneficiaries
- 1 in 5 uninsured
- 1 in 3 people living in poverty
- More than 1.2 million homeless
- More than 385,000 veterans
- More than 800,000 at schools
- Nearly 1 million agricultural workers

Source: Uniform Data System, 2018
Ending the HIV Epidemic: Health Center Program

- 2.4 million HIV tests conducted annually

- More than 190,000 patients with HIV receive medical care services at health centers, including many sites co-funded by the Ryan White HIV/AIDS Program

- Nearly 600 health centers purchase Pre-Exposure Prophylaxis (PrEP) through the 340B Program

- FY 2020: $50 million to support increased outreach, testing, care coordination, and HIV prevention services, including PrEP, in targeted counties/cities and States.
**Health Centers: Ending the HIV Epidemic Flowchart**

**Respond** rapidly to detect and respond to growing HIV clusters and prevent HIV infection (CDC)

- High risk referrals of new patients (CDC, S/LHDs)

**Targeted health centers**

Serve the identified counties and states

**Health center in reach to identify high-risk current patients**

**Diagnose** all people as early as possible after infection

**Test**

**Link to Prevention and Care**

**HIV+**

- **Engage and Treat**
- **Retain**
- **Viral suppression**

**HIV-**

- **PrEP**

**Prevent** HIV using proven prevention interventions, including PrEP

**Treat** the infection rapidly and effectively to achieve viral suppression
Health Center Promising Practices

**Diagnose**
- Community outreach team
- Mobile vans
- Youth peer educators
- Collaboration with community based organizations
- Routine opt-out HIV testing
- EHR alerts and reminders

**Prevent**
- Same day PrEP starts
- TelePrEP
- PrEP navigators
- PrEP standard order sets
- Easy access follow-up PrEP clinics

*Bring Care to Where People Are*
Health Center Program Listening Sessions
Key Issues from the Field

- Addressing stigma
- Engaging the faith-based community
- Building health center workforce capacity and expertise (i.e., creating a welcoming environment, addressing patients concerns)
- Collaborating with community based organizations, health departments, social service organizations
- Helping patients navigate the system and address cost concerns
Questions, Answers, and Discussion
How to Ask a Question

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Closing and Call to Action

Harold Phillips, Chief Operating Officer, EHE, OIDP
Help Increase PrEP Uptake through Ready, Set, PrEP

• Spread word of Ready, Set, PrEP through social and other media.
• Incorporate the Ready, Set, PrEP resources including fact sheets, posters, social media toolkit into programs materials.
• Ensure those who could benefit from PrEP are aware of Ready, Set, PrEP as an additional option to access PrEP medications at no cost.
• Educate PrEP Navigators and other potential providers about Ready, Set, PrEP.
• Build partnerships with local health departments, CBOs, healthcare providers, and others to work together to provide PrEP services.
• Provide feedback on ways to engage communities that can benefit from PrEP.
• Become more knowledgeable about HIV prevention by going to CDC.gov/HIV and HIV.gov.
Questions About Ready, Set, PreP?

- If you have additional questions about Ready, Set, PrEP, please contact:
  
  ReadySetPrEP@hhs.gov
Thank you for joining today’s call.

• For more information, sign up for the Ending the HIV Epidemic listserv on HIV.gov and visit: https://www.hiv.gov/federal-response/ending-the-hiv-epidemic/overview

• Please give us your feedback on today’s webinar: https://www.surveymonkey.com/r/CXL2MBW