



Differentiated Service Delivery for Key Populations

Virtual Meeting: August 25-26 and 30-31, 2021

Going Online to Accelerate the Impact of HIV Programs

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HIV Learning Network
The CQUIN Project for Differentiated Service Delivery



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Background

Why go online?

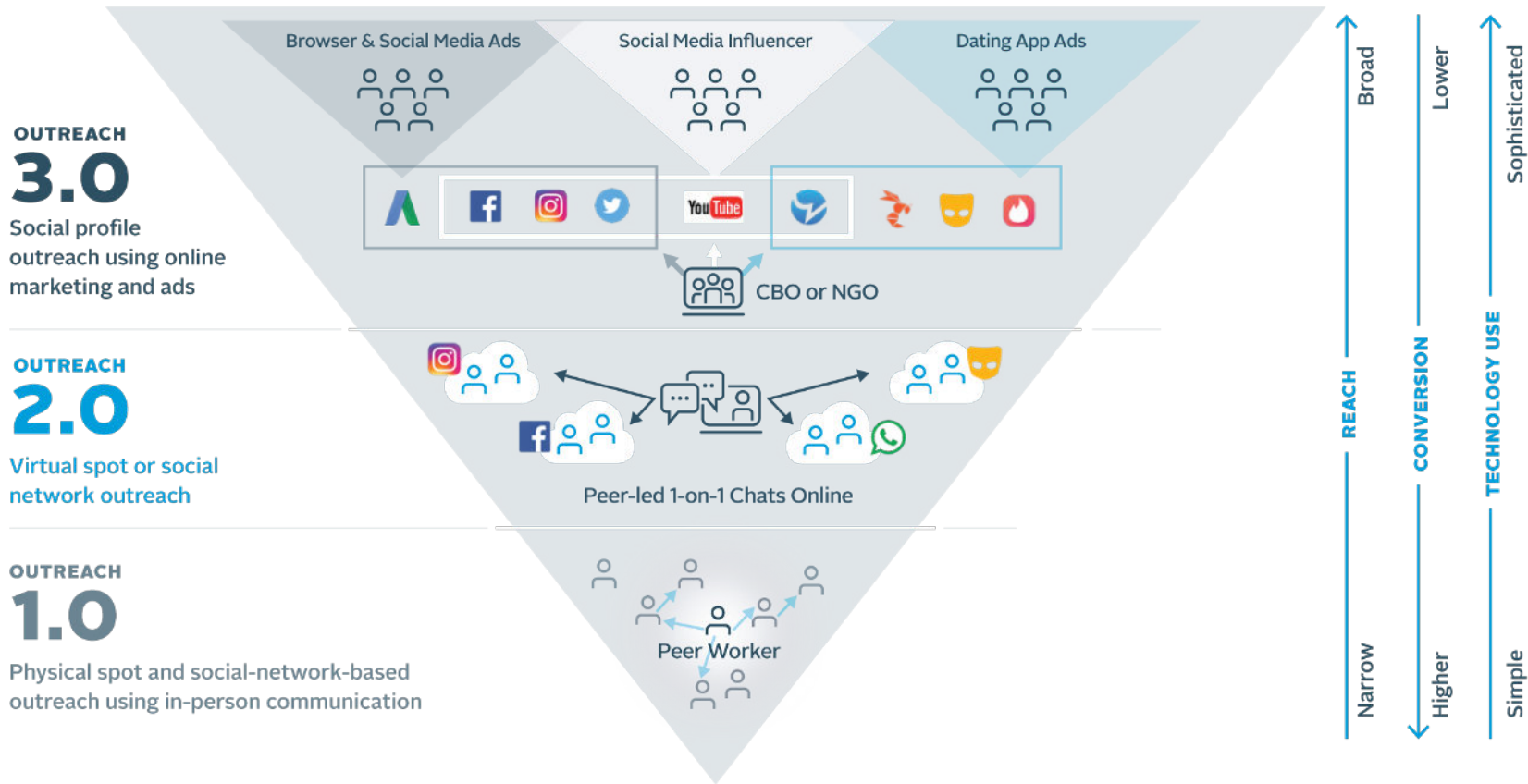


Why go online?

- Broaden outreach to previously unreached audiences
- Connect with the growing mobile generation
- Improve targeting
- Provide new options
- Self-care
- Mitigate impact of COVID-19



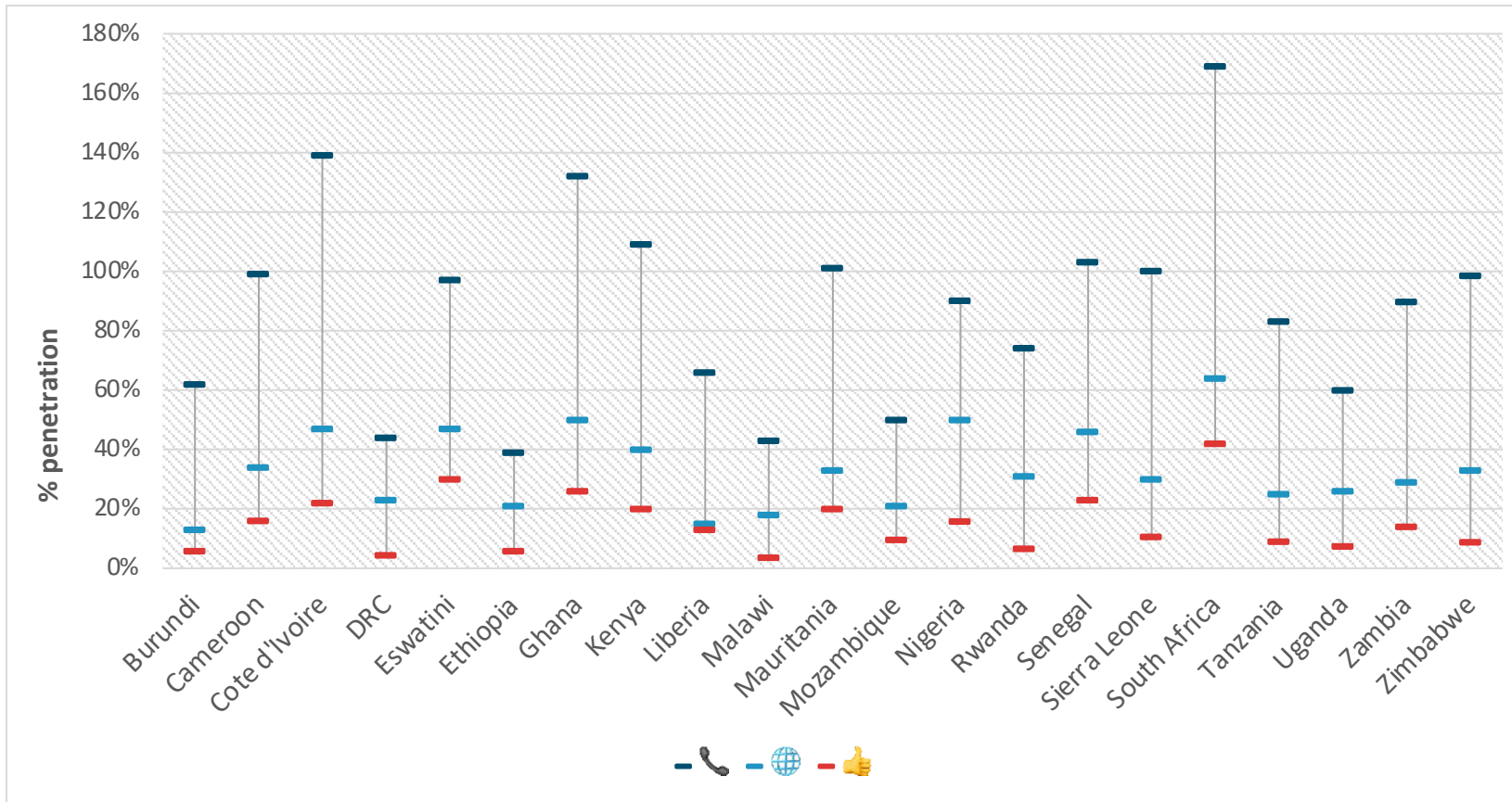
Generations of outreach to KP



NOTES

- Virtual outreach and online marketing can reach broader audiences
- Some online outreach and marketing may result in lower conversion to uptake of services than in-person outreach

Connectivity by country (CQUIN Countries)



NOTES

Global

- 📞 66% mobile penetration
- 🌐 60% internet penetration
- 👍 54% social media penetration

Source:

<https://wearesocial.com/digital-2021>

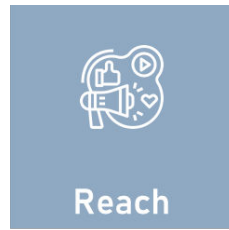
Framework

Framework and set of approaches for going online





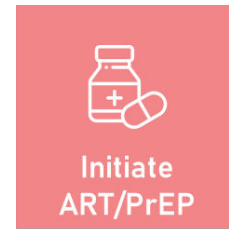
Identify



Reach



HIV Test



Initiate
ART/PrEP



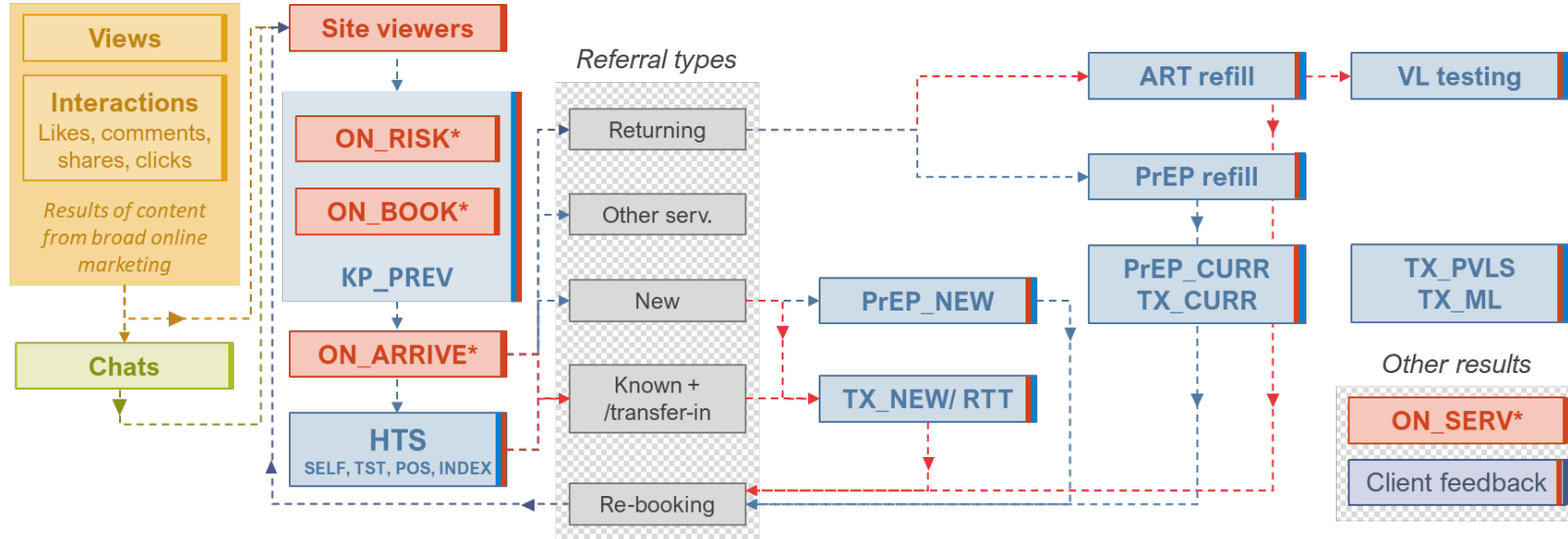
Sustain
ART/PrEP



Suppress VL/
Remain HIV-

Results / Indicators

- GO Report
- GO Plan
- Targets



Tracker Tools



Advertising platforms for social media, dating apps, and search engines can track views and interactions



Excel tracker of individual client chats (optional)



ORA can collect and report some custom* and standard program indicators which can support broader program monitoring

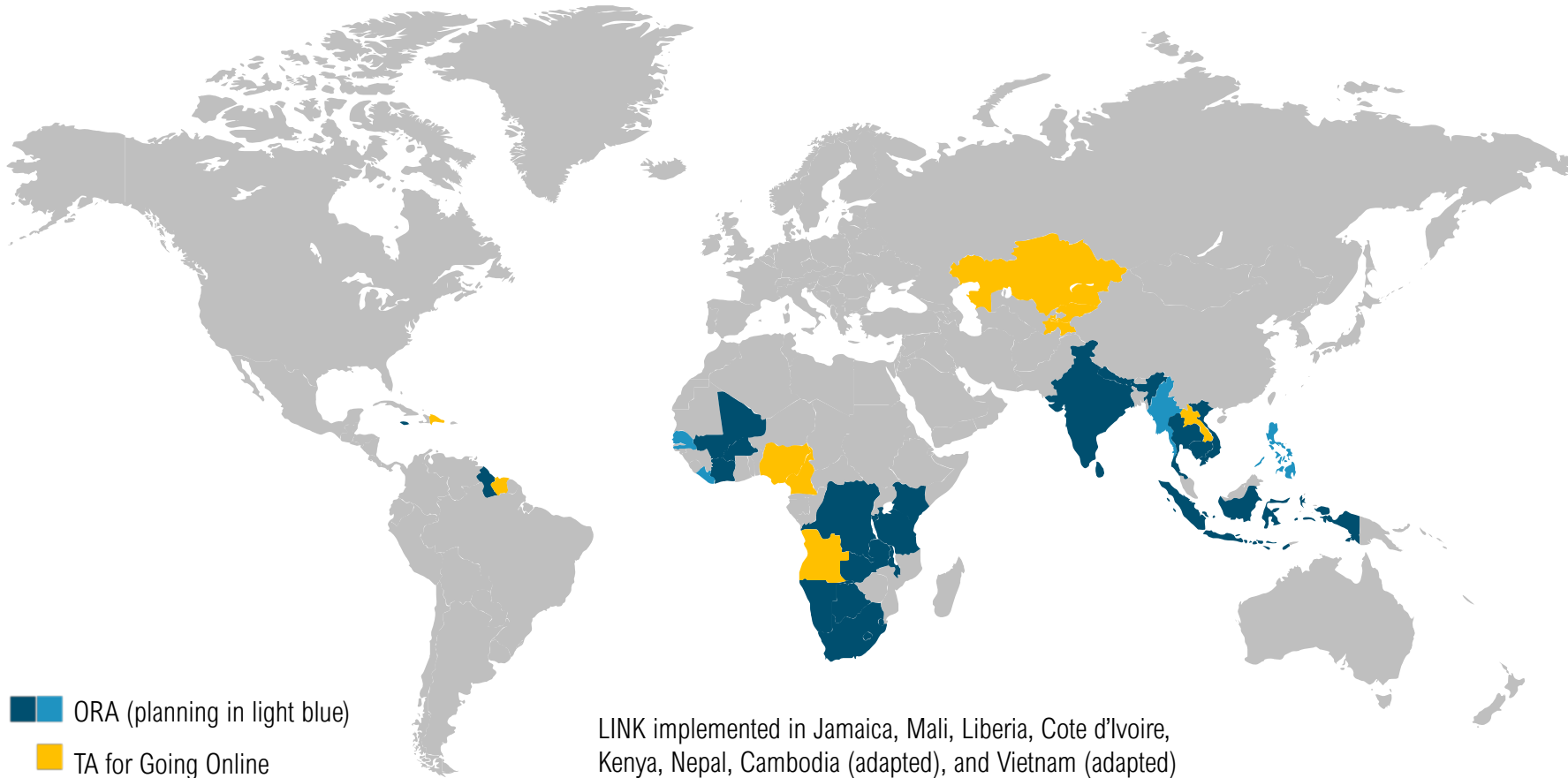


DHIS2 Tracker or other HMIS collects and reports standard indicators comprehensively across service providers



Online survey tool or ORA to collect client feedback (LINK)

Global reach



NOTES

- Impact across ~35 countries
- 27 countries investing in ORA in FY21
- 24 currently under FHI 360 supported HIV projects
- QuickRes used by 10 countries
- 4 planning ORA rollout (Senegal, Liberia, Philippines, and Myanmar)
- LINK electronic client feedback used in 8 countries

About ORA

- ORA web-app was developed by FHI 360 and is now used in 27 countries
- ORA has a global deployment for quick rollout and country-specific deployment
- Client interface for risk assessment, service booking, chat support, client referral, client feedback
- Provider interface for viewing appointments booked at their clinic, reporting services, and referring clients for diagnostic services and drug distribution through secondary providers
- Case manager interface for viewing appointment for clinic in their cohort across providers
- Program interface for data visualization and user management

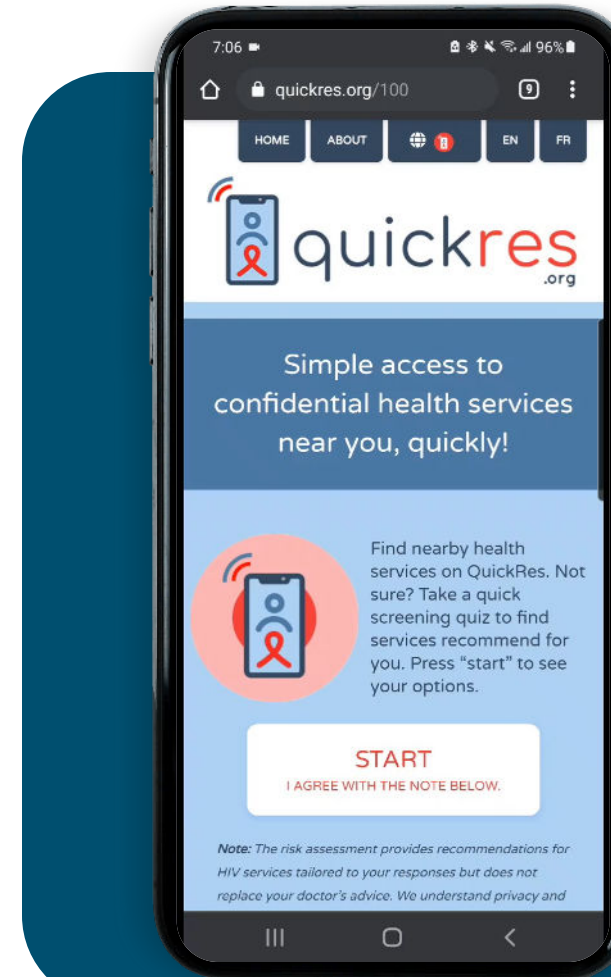


ORA USED IN VIETNAM

- ORA has been used in three private sector collaborations including for HIV testing at private labs in India, a private provider networks for PLHIV in Jamaica and Kenya.
- Learn more about ORA functions in the: [QuickRes technical guide](#)

Try it for yourself!

- Visit QuickRes.org/100
- Complete a risk assessment
- Book an appointment
- Avoid booking under another country



QUICKRES HOMEPAGE

- Clients land on home page and view terms and select "start"
- Menu of service appear including options to help them decide (risk assessment, chat, call back)

Results & Country Experience

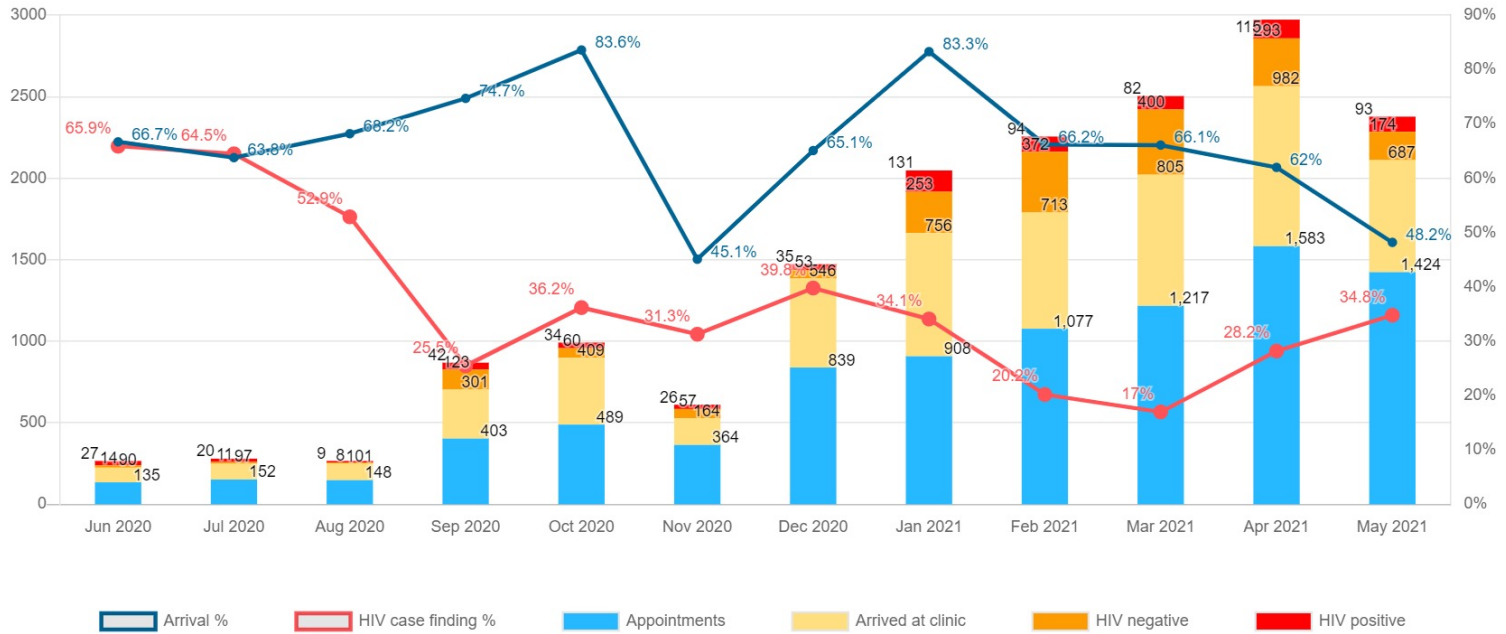
Key results of online outreach and virtual case management



Snapshot: Results by country

Filter type: Filter: Population:

Date Periods: 8 weeks 12 months 8 quarters



- Burkina Faso
- DRC
- Namibia
- Lesotho
- Burundi
- Tanzania
- Malawi
- Guyana



Cambodia

- 98 risk
- 12 book
- 4 arrive



Nepal

- 26 risk
- 389 book
- 172 arrive



Indonesia

- 2060 risk
- 505 book
- n.a. arrive



Thailand

- n.a. risk
- 2550 book
- 1574 arrive



Vietnam

- 0 risk
- 187 book
- 186 arrive



Botswana

- 6 risk
- 36 book
- 17 arrive



Cote d'Ivoire

- 1 risk
- 411 book
- 371 arrive



Eswatini

- 8 risk
- 839 book
- 644 arrive



Kenya

- 73 risk
- 48 book
- 21 arrive



Mali

- 84 risk
- 104 book
- 86 arrive



Jamaica (HCJ)

- 2 risk
- 88 book
- 74 arrive

Jamaica (MHJ)

- 7 risk
- 176 book
- 28 arrive

Mali: Online outreach results

- Background
 - Oct 2018-Mar 2021
 - ORA launched May 2020
 - 10.2% national social media use
 - Approaches: Network
- Results
 - 80% of clients reached online new to the program; 47% never tested
 - Online outreach contributes to:
 - 2.6% of KP_PREV*
 - 1.4% of HTS_TST
 - 1.9% of HTS_POS

*Based on number of clients who booked online (not official KP_PREV)



Credit: EpiC Mali project

Resources

Helpful published resources and guides for going online



Resources

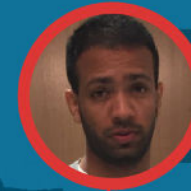
- [Going Online: A Budgeting and Programming Aid for Virtual HIV Interventions](#) (2021)
- [Secure Use of Mobile Devices and Apps](#) (2021)
- [LINK Technical Guide: An Electronic Client Feedback System for HIV Programs](#) (2021)
- [QuickRes Technical Guide: A Global Online Reservation and Case Management App for HIV Programs](#) (2021)
- [A Vision for Going Online to Accelerate the Impact of HIV Programs](#) (2019)
- Various technical briefs: [Quick Online Surveys](#), [Social Media Mapping](#), [Social Influencer Outreach](#), and [Social Network Outreach](#)



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Panel discussion



Panel discussion

Moderators

- Harriet Blest, Consultant for Going Online, FHI 360 (English moderator)
- Greet Vandebriel, Technical Director, ICAP Burundi (French moderator)

Panelists

- Goma Nkhula – Service Delivery Officer, Open Doors Project Livingstone Wellness Center, Zambia
- Dorian Gakiza, Program Technical Assistant, FHI 360 Burundi
- Guile Roland Rodolphe, program beneficiary, Arc en Ciel, Cote d'Ivoire

