

Leveraging the private sector to expand access to HIVST: case of SHIPS Project

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Leveraging DSD Strategies to Optimize HIV Testing and Linkage Services March 13-16, 2023 | Nairobi, Kenya



Presentation outline

- 1. Background
- 2. Processes and impact hypothesis
- 3. Theory of change
- 4. Results
 - Demand creation
 - HIVST sales and product bundles
 - Digital support: call centre, chatbot
- 5. Key lessons





Background

• SHIPS project is funded by Children's Investment Fund Foundation, for the period Nov 2020 – June 2023.

Goal

To grow the private sector market for HIVST with public health impact.

Approach

- Resolve key barriers and failures that limit growth of the market by developing and testing demand and supply side interventions using a design approach.
- Engage stakeholders actively throughout the process to develop a consensus agreement on market growth (e.g., who pays & who does).
- Effectively coordinate with other donors and implementers across HIVST implementation to optimize investments.

Target populations

• Sexually active females and males of 18-34 years and 35 years + males

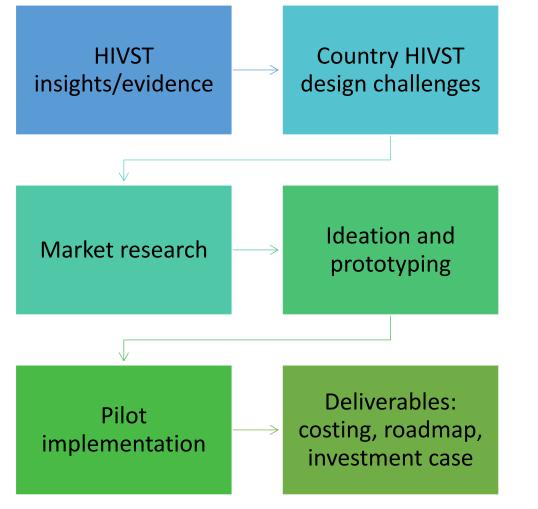
Countries and implementers

- PSI (Prime Partner).
- Kenya (PS Kenya), Nigeria (SFH) and Uganda (PSI Uganda).





SHIPS Processes and impact hypothesis



Pilot impact hypothesis

- Improve access to and uptake of HIVST, PEP, PrEP, condoms and SRH products and services by leveraging insight driven campaign in more convenient and confidential channels that users prefer.
- Build and sustain awareness of HIVST.
- Demonstrate the investment case for self-care products to private sector channels.





Theory of Change

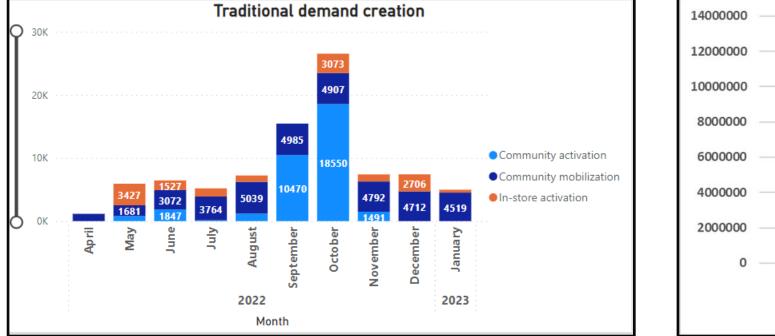
	Barriers/Design Challenge	Output	ts	Short-term outcomes	Intermediate outcomes	Goal
	Lack of confidence to use HIVST kits	Multi-channel marketing campaign to	HIVST pricing	Increased awareness of	Increased uptake of	Business case
Demand	Stigma related to purchasing/using HIVST (including fear of reactive result)	raise awareness and demand for HIVST and linkage support tools Increased channels through which HIVST is	products among	HIVST among target segments	developed for the scale up of HIV/SRH self-	
	Cost of HIVST kit		the target group	Increased access	Increased	care in the private sector
	Low risk perception	offered (e-commerce, vending machine, e-	Existing hotline staff trained to	to HIVST among	demand and purchase of	private sector
	Lack of information and knowledge about where to purchase and how to use HIVST	pharmacy, physical pharmacy, drug shops	better inform and support effective use of HIVST	target segments Consumer	other self-care SRH products among HIVST users	Improved self- management of HIV & SRH
Supply	Lack of time and specific knowledge on how to guide clients on HIVST next steps	Orient physical and online/e-commerce providers on conceptual bundle	Chatbot developed to provide	experience and satisfaction motivates effective use throughout the continuum	Increased linkage to treatment and prevention	
	Low profit margins Lack of convenience and	Bundling of self-care products through	information and linkage support	Pharmacies	services	
	confidentiality during purchase of HIVST	private sector distribution channels		promote bundled self-care products	of HIVST kits and other self care products	



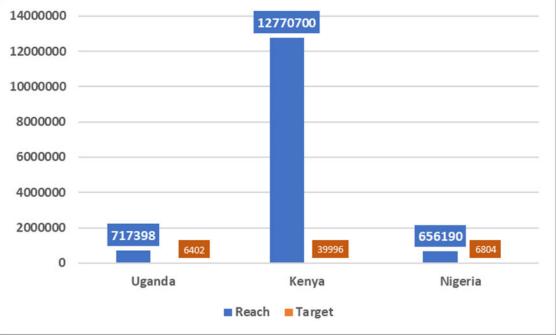
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Results – demand creation







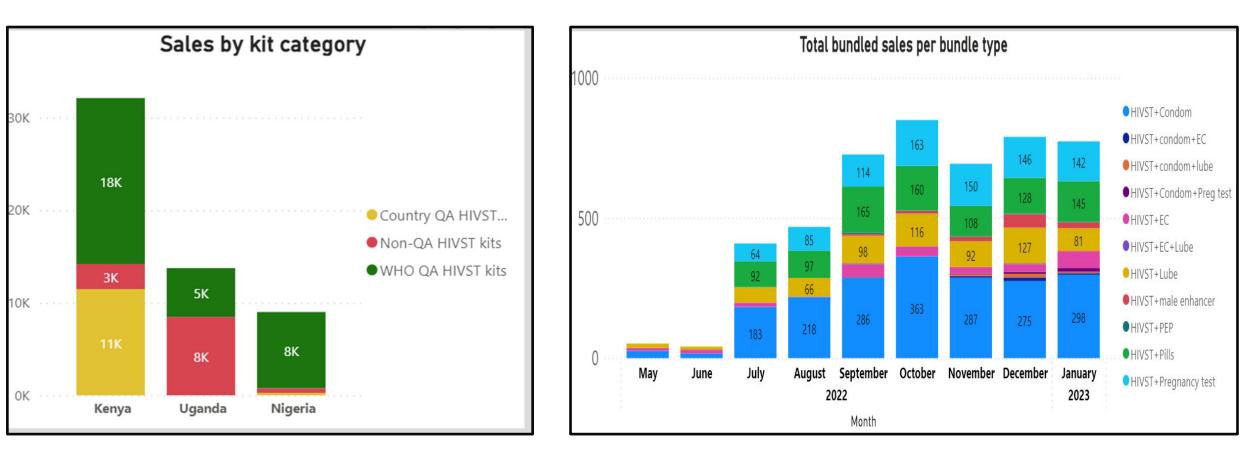
- Community mobilization reaches more males 35 years + compared to females, in Nigeria.
- Men are more receptive to one on one or small group outreach compared to females (Nigeria, Kampala).
- Activate on weekends, towards end month, between 5 10 pm.
- Only activate when pharmacies have HIVST stocks.
- Social media :Reaches more females than males in Nigeria; reaches more males than females in Kenya and Uganda



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Results – Sale of HIVST kits alongside SRH product bundles

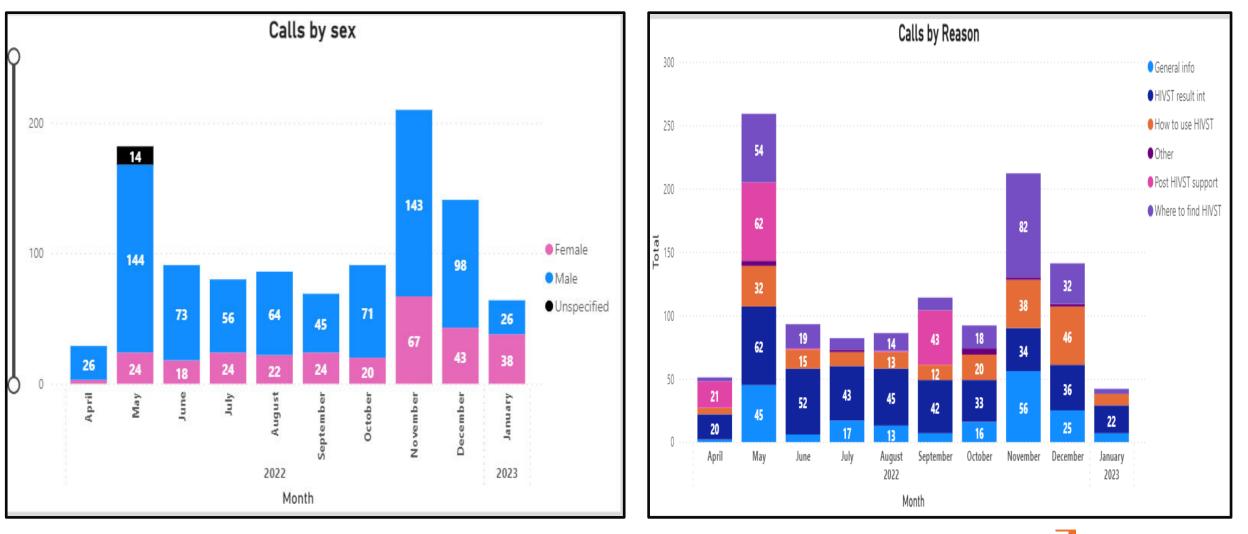




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RESULTS – Digital support through the call centre





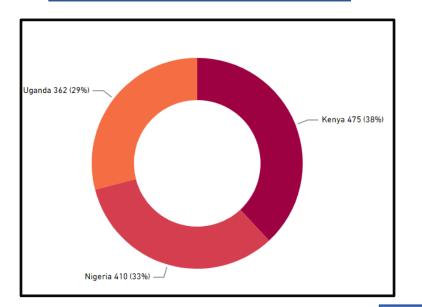


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RESULTS – Digital support through WhatsApp Chatbots

Users by country



Users by last time of HIV test

Last HIV test	Total users	%
0-3 months ago	257	21%
3-12 months ago	271	22%
12+ months ago	332	26%
Never	386	31%
Total	1246	

Menu selection by country

country	Faqs	FindKit	Help	HIVScreening	RiskAsessment	SelfReport	Terms
Kenya	50	218	65	207	225	92	30
Nigeria					54	26	4
Uganda	8	80	27	286	45	28	5





RESULTS – Digital support through WhatsApp Chatbots

Self report total

1,247 Total Users 69 SelfReport_Yes 663 SelfReport_No 25 SelfReport_Positive 10 SelfReport_Confirmatory

Users reporting test results

country	# Users reporting test result	% Users reporting test results
Uganda	25	10.2 %
Kenya	23	6.1 %
Nigeria	12	11.1 %
Total	60	8.2 %
Total	60	8.2 %





Key lessons

Demand creation

- Insight driven, multi channel campaign
- Support users and providers journey completion
- Use human centered design

Products

- Quality assured products
- Ensure client choice and preference
- Price
- Supply chain to meet demand
- Product bundling

Linkage and digital support

- Insight driven, use _ human centered design
- Leverage existing partnerships
- Data privacy and security
- Reduce turn around and down time
- Create and sustain demand

Private sector channels

- Co design with users: convenience and privacy
- On demand training of providers
- Value based and empathy training
- Supportive supervision
- Mystery shopper surveys

Policy, collaboration, convening of relevant partnerships

- Policy options/ space for implementation science space
- Service delivery -
- Regulation
- Manufacturers and distributors
- Data sharing for a total market approach -





HIV Learning Network The CQUIN Project for Differentiated Service Delivery



Thank you!

