



PACHA Full Council Meeting: Discussion on Private Sector Engagement with the Ending the HIV Epidemic (EHE) Initiative

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Opportunities: A Call to Action

- Private sector partners: outside of government institution direct control
- Engagement for action: not solicitation for funding of government-sponsored activities & minimal costs to USG to facilitate
- Range of activities for different private sector organizations to embrace the 'movement' to end the HIV epidemic
- Identify incentives for engagement
- Recognition is highly valued



How the Private Sector Might Embrace EHE

■ Health care/health system partners

— Health Insurance Groups:

- Routine HIV Testing, Incentives for medication adherence & compliance with USPSTF recommendations

— Health and Hospital Systems:

- Routine HIV testing, screen & link to PrEP, incentives for medication adherence, partnerships with CBOs and syringe services programs

— Provider Associations:

- Training on guidelines, culturally responsive care, PrEP uptake, linkage to social services (e.g., housing, transportation, and job training or employment services)

— Pharmacy Groups:

- Routine HIV testing, support adherence and engagement, provide access assistance (e.g., financial assistance programs)



How the Private Sector Might Embrace EHE

- **Life Insurance Groups**

- Institute policies that allow those taking PrEP to be eligible for life insurance

- **Foundations**

- Support marketing campaigns encouraging HIV testing/PrEP usage among high-risk populations
- Leveraging high-profile events and/or individuals to promote specific actions (e.g., influencer campaigns)

- **Other Private Sector partners – Supportive Services**

- Transportation
- Childcare

- **In-Kind**

- Collaborations for research projects, program implementation and evaluation
- Product



How the Private Sector Might Embrace EHE

■ Large Employers

- Engage people with lived experiences in boards and other EHE support efforts
- Incorporate HIV testing and other HIV prevention activities in wellness campaigns
- Ensure employee health insurance plans cover necessary HIV treatment and prevention measures; consider incentives
- Provide support services for persons with HIV and 'safe spaces' or LGBTQIA+ Alliance Groups



Recognition Programs Can Work: Million Hearts

- Recognition accelerated implementation of best practices
 - Provided needed information on best practices and successful implementation of clinical and system practices
 - Individual Pledges
 - Medication Adherence Recognition: Data-driven effort focused on clinical practice - large systems and community-based clinics (133 Champions)
 - Innovative system approaches



Save your heart.
Take the pledge.



Potential next steps to spur private sector engagement

- Highlight the critical role of the private sector in the National HIV Strategy and ending the HIV epidemic activities
- Develop toolkit with easy to adopt strategies for wide variety of private sector partner organizations to embrace
 - Include communication, evaluation, and other resources to ensure success and sustainability
- Establish recognition program(s), including “Podium” events
- Consider leveraging an established or developing new private sector alliance to formalize private sector involvement