



Ending the HIV Epidemic: A Plan for America

Ready, Set, PrEP

January 29, 2020

Office of Infectious Disease and HIV/AIDS Policy

Ending
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Welcome and Introductions



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

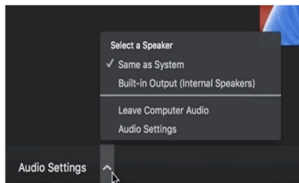


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Welcome

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- To ask a question about logistics (audio or visual issues) please use the chat box. Click on the chat icon in your bottom toolbar to use it.
- To ask a question about content please use the Q&A box. Click on the Q&A icon in your bottom toolbar to use it.



Agenda

- **Welcome and Introductions** – Harold Phillips, Chief Operating Officer, EHE, ODP
- **EHE: The Prevention Pillar and PrEP** – Harold Phillips
- **What is Ready, Set, PrEP?** – Tammy Beckham, Director, ODP
- **Ready, Set, PrEP Resources** – Todd Post, Senior Public Affairs Advisor, ODP
- **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



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Ending the HIV Epidemic: **The Prevention Pillar and PrEP**



Harold Phillips, ODP



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GOAL

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



ACHIEVING 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



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PREVENT

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

TAKING PrEP TO PREVENT HIV

People who use PrEP must commit to **taking it every day** and seeing their health care provider **every 3 months for follow-up.**



HIV
gov

*Undetectable=Untransmittable: <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%



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CDC. Vital Signs November 2015
Centers for Disease Control and Prevention. CDC HIV Prevention Progress Report, 2019. Accessed
3/15/2019. <https://www.cdc.gov/hiv/pdf/prevention/progressreport/cdc-hiv-prevention-progressreport.pdf>
Poster at CROI, 2019 - Changes in HIV PrEP Awareness and Use Among Men Who Have Sex with Men,
2014 vs. 2017
note: source of this data is the NHBS and is non-representative sample

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What is Ready, Set, PrEP?



Dr. Tammy Beckham, Director, ODP



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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
 - September, 2019 – HHS award to Gilead for PrEP dissemination
 - Gilead to utilize its pre-existing patient assistance program
 - 6 month POP; 4,250 recipients
 - \$6M total value; costs for reimbursement of Gilead's vendors
- Future Procurement Mechanism
 - In process of developing scope of full and open competition for PrEP dissemination efforts
 - Options for in kind donation of services are being explored



PrEP Education & Awareness Campaign



- **EHE Implementation: Education and Awareness**

Award to Brunet-García

- 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



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READY SET PrEP

This program makes
PrEP medications
available at no cost
for qualifying recipients

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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.



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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](https://www.getyourprep.com)



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POLICY

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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.



Enrollment Page
(GetYourPrEP.com)



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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.



These pharmacies represent about a third of all pharmacies in the U.S.



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Ready, Set, PrEP Resources



Todd Post, Senior Public Affairs Advisor, ODP



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READY SET PrEP

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

► THERE IS.

Pre-exposure prophylaxis (or 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.

The Ready, Set, PrEP Program makes PrEP medication available at no cost for qualifying recipients.

HOW CAN I ENROLL IN THE READY, SET, PrEP PROGRAM?

To receive PrEP medication through the Ready, Set, PrEP program, you must:

- ✓ Test negative for HIV
- ✓ Have a valid prescription from your healthcare provider
- ✓ Not have insurance that covers prescription drugs

WHERE CAN I LEARN MORE AND APPLY FOR THE PROGRAM?

Find out if PrEP is right for you. Talk to your healthcare professional or find a provider at locustbridge.org

• WWW.READYSETPREP.COM • 1-877-435-7889

READY, SET, PrEP
IS PART OF ENDING
THE HIV EPIDEMIC
IN PLAINFIELD

The program's goal is
to reduce the number
of new HIV infections in
New Jersey.

75% OF PLAINFIELD

90% OF PLAINFIELD

NAVIGATION: HIV BASICS, FEDERAL RESPONSE, DIGITAL TOOLS, EVENTS, BLOG, SEARCH, LANGUAGE

HOME FEDERAL RESPONSE Ending the HIV Epidemic: Ready, Set, PrEP

Ready, Set, PrEP

Topics: Ending HIV, PrEP, Prevention

Ending the HIV Epidemic:

- Overview
- Ready, Set, PrEP**
- Ready, Set, PrEP Reimbursements
- HIV in Adolescence
- Locust Bridge
- Locations

READY, SET, PrEP

Ready, Set, PrEP Program Removes Cost Barrier to Increase Access to PrEP Medications Nationwide

Ready, Set, PrEP is a new nationwide program led by the U.S. Department of Health and Human Services (HHS). The Ready, Set, PrEP program provides pre-exposure prophylaxis (PrEP) to thousands of individuals who qualify. The program will help reduce new HIV infections, and bring us one step closer to ending the HIV epidemic in the United States. To check eligibility and enroll in the program, visit www.readysetprep.com.

Access to HIV Prevention for All People

READY SET PrEP

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

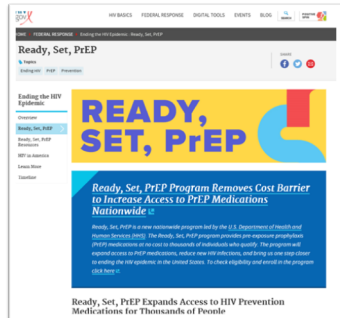
THERE IS.

Pre-exposure prophylaxis (or 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.

Communication Materials

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



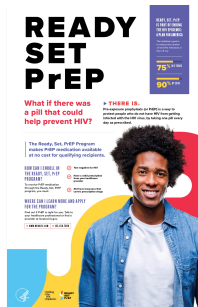
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Ready, Set, PrEP Materials

- ▶ **Fact Sheets**
 - ▶ Consumer
 - ▶ Healthcare Provider
 - ▶ Indian Health Service
- ▶ **Posters**
- ▶ **Information Card**
- ▶ **Social Media Toolkit**
- ▶ **Shareable Graphics**



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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**



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**READY
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Integrating Ready, Set, PrEP into the PrEP Care System



Harold Phillips, ODP



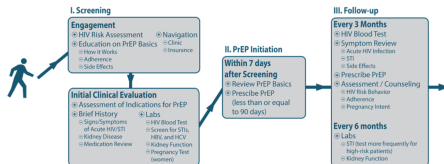
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PrEP Care System and Delivery Models

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.

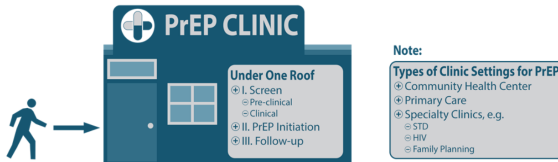


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PrEP Delivery Models: Clinic-Based Model

- 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.

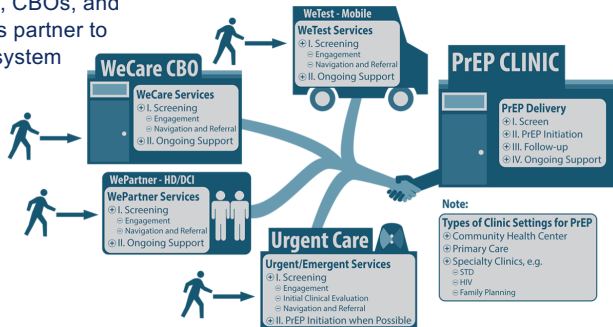


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PrEP Delivery Models: Collaborative Model

- Health departments, CBOs, and healthcare providers partner to provide PrEP care system services.



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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)



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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.

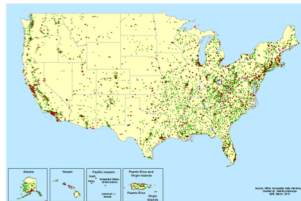


Increasing Access to Primary Health Care Nationwide



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

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

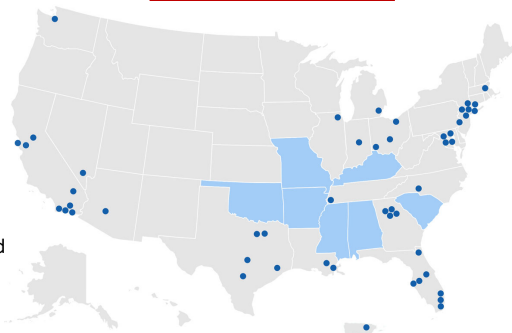


Source: Uniform Data System, 2018

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.

Geographic Outreach



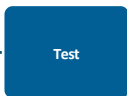
Health Centers: Ending the HIV Epidemic Flowchart

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

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



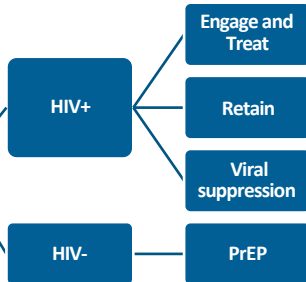
Diagnose all people as early as possible after infection



Link to Prevention and Care



Treat the infection rapidly and effectively to achieve viral suppression



Prevent HIV using proven prevention interventions, including PrEP



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



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Closing and Call to Action



Harold Phillips, Chief Operating Officer, EHE, OIDP



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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](https://www.cdc.gov/HIV) and [HIV.gov](https://www.hiv.gov).



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Questions About Ready, Set, PreP?

- If you have additional questions about Ready, Set, PrEP, please contact:

ReadySetPrEP@hhs.gov



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Thank you for joining today's call.

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



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<https://www.surveymonkey.com/r/CXL2MBW>



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