Achieving high levels of engagement among UK primary and secondary healthcare professionals using a World AIDS Day digital media, augmented reality, and email education campaign

Mr. Neal Marshall, Dr. Michael Brady, Ms. Rebecca Dandridge, Ms. George Halfin, Dr. John McSorley, Mr. Bruce Richman, Dr. Leena Sathia, Dr. Laura Water.

BACKGROUND:

• The remarkable progress made in treatment and care since the early 1980s, has transformed HIV from a death sentence to a manageable condition with a near normal life expectancy.

• But to live with HIV is about so much more than the virus itself. Fear, stigma and myths about HIV are still common even within the healthcare community.

• Research conducted in a large London hospital found that 80% of staff were unaware that people living with HIV who are on effective treatment and have an undetectable viral load cannot sexually transmit HIV (U=U), undetectable equals zero (U=0).

• Over a third were unaware that women living with HIV could give birth to an HIV-negative child.

• Ensuring all healthcare professionals (HCPs) are aware of key issues affecting people living with HIV may help address stigma, improve patient engagement and the offering and uptake of HIV testing.

METHODS:

• We developed a UK-wide HIV educational campaign using digital media advertisements and email targeting primary and non-HIV specialist secondary care HCPs.

• We developed a fact sheet on ‘HIV in the UK today’ with the input and endorsement of all co-authors.

• HCPs were contacted through DataHHS emails (using local prevalence data) and contacting digital media advertisements across the healthcare professional websites Doctors.net, GP Notebook, Nursing Times, Pulse, Patient.info and The BMJ.

• Both campaigns linked to the ‘HIV in the UK today’ fact sheet.

• HIV HCPs were informed of the campaign via HIV professional groups membership lists, and at the BHIVA Autumn Conference 2021 via an augmented reality coffee cup.

‘HIV IN THE UK TODAY’ FACT SHEET DEVELOPMENT:

• Gilead engaged BHIVA, BASHH, Terrence Higgins Trust and the Prevention Access Campaign to provide expert input into the development of a three-page, hyperlinked fact sheet on HIV in the UK today focusing on:

  • UK HIV epidemiology and need for improved HIV testing.
  • Stigma and undetectable equals untransmittable (U=U).
  • Supporting people to age well with HIV through a multidisciplinary, multisystem approaches to long-term care.
  • The fact sheet contained hyperlinks to wider resources shown on the right. Click through from the fact sheet to these external resources were collected.

EMAIL CAMPAIGN OUTCOMES:

• On World AIDS Day (8th December 2021), 25,502 DataHHS emails were sent (and resent 7 days later) to the target groups, with an open rate of 20.8% (5,302).

• The email body used metadata to provide local HIV prevalence (according to PHC geographic area) and highlighted several key facts, while giving the option to click through to the ‘HIV in UK today’ fact sheet.

• Open rates were consistent across primary (20.7%, 5,152; 17.5%), and the 8 secondary care specialists (range 17.3-26.2%), and consistently at or above the DataHHS average (figure 1).

• Click through from opened emails to the ‘HIV in UK today’ fact sheet was 2.8% (151/5,302), with (69/104;15%) from GPs.

DIGITAL MEDIA ADVERTISEMENTS OUTCOMES:

• A 2 week rolling digital media campaign (22nd November through to 8th December 2021) used banner advertisements across 6 HCP professional websites that primary and secondary HCPs frequently use.

• Banners covered the core themes of the ‘HIV in UK today’ fact sheet (see examples) and on clicking enabled download of the ‘HIV in UK today’ fact sheet as a PDF.

• Over 1 million (1,082,048) impressions, or opportunities to view the banners by the website users were recorded over the 2 week campaign (figure 2).

• Patient.info created the most impressions (31,340,088), followed by GP Notebook (23,249,044).

• Click through rate (CTR) was 0.23% (2,478/1,082,048) which is over twice the upper average industry CTR of 0.05 – 0.1% (figure 2).

• Pulse generated both the highest CTR (0.89), 137/153,399 and largest number of clicks, accounting for 55% (3,372,478) of click throughs, despite accounting for 14% (153,399/1,082,048) of overall impressions.

AUGMENTED REALITY COFFEE CUP:

• At the BHIVA Autumn Conference 2021 (26th November 2021) Gilead used an augmented reality (AR) coffee cup to inform HCPs attending about the campaign.

• Coffee cups provided to delegates from the Gilead stand contained a QR code which when scanned with a smart phone created an AR image over the cup. Using a series of messages, delegates explored the need for and development of the campaign (see images), and QR link to a short video, and offered a download of the ‘HIV in the UK today’ fact sheet to their device.

• This anecdotally proved a novel way of engaging and providing conference delegates with information.

SUMMARY:

• Engaging all who provide care for people living with HIV is key to ‘getting to zero’.

• This strategically timed HIV awareness campaign targeted to a large UK non-HIV healthcare community achieved high engagement, directly engaging up to 7,708 HCPs and providing over 1 million views of the campaign messaging over the two week period.

• We provided current and pertinent information about HIV testing, stigma, U=U, as well as links to training resources, and highlighted the need for a multidisciplinary, multisystem approach available across healthcare settings, with the patient at the centre.

• Future work could include qualitative analysis of the campaign’s benefits and measuring HIV testing rates.

Figure 1: Open rates and successful DataHHS email delivery overall & according to HCP speciality

Figure 2: Click through rates (CTR) and clicks / impressions’ (opportunities to view) for the 6 HCP professional websites targeted for digital media advertisements

Digital media advertisements

i

GP Notebook

NursingTimes.net

The BMJ

Doctors.net

Patient.info

All

0.0% 0.2% 0.4% 0.6% 0.8% 1.0%

0.0% 0.6% 1.2% 1.8% 2.4% 3.0%

0.0% 1.0% 2.0% 3.0% 4.0% 5.0% 6.0%

0.0% 1.0% 2.0% 3.0% 4.0% 5.0% 6.0% 7.0% 8.0% 9.0% 10.0%

0.0% 0.4% 0.8% 1.2% 1.6% 2.0% 2.4% 2.8% 3.2% 3.6% 4.0%

0.0% 0.2% 0.4% 0.6% 0.8% 1.0%

0.0% 0.4% 0.8% 1.2% 1.6% 2.0% 2.4% 2.8% 3.2% 3.6% 4.0%

0.0% 0.2% 0.4% 0.6% 0.8% 1.0%

Summary

The most effective campaign is when there is collaboration and buy-in from all relevant stakeholders. This work was led by BHIVA, with key input and endorsement from BASHH, MHT, Terrence Higgins Trust and Prevention Access Campaign. Additional resources are available from the Gilead UK 2021 fact sheet. All material is also available from the BHIVA website.

References:

Presented at the British HIV Association Spring Conference 2022, April 2022, Poster Abstract 106