READY TO SERVE:
A Quality Assurance Initiative for NYC’s PrEP/PEP Online Provider Directory

Maria Ma, MPH
Program Planner

The New York City Department of Health and Mental Hygiene
Bureau of HIV/AIDS Prevention and Control
Prevention Program
Conflict of Interest Disclosure: Maria Ma, MPH

I have no conflicts of interest to report.
Learning Objectives

• Describe NYC’s process for developing the PrEP/PEP Provider Online Directory
• Demonstrate the importance of implementing quality assurance initiatives in the maintenance of public PrEP/PEP provider directories
• Describe NYC Department of Health and Mental Hygiene (DOHMH)’s method of conducting quality assurance on its public PrEP/PEP provider directory

- Can embed the PrEP Locator into a website
- Many other state and local health departments have developed their own lists of PrEP providers
In April 2015, Gov. Cuomo released the Blueprint for *Ending the Epidemic* – a set of recommendations by community members, providers and government officials expanding on his 2014 three-point plan to:

1. Identify persons with HIV who remain undiagnosed and link them to care;

2. Link and retain persons diagnosed with HIV in care to maximize virus suppression so they remain health and prevent further transmission; and

3. Provide access to PrEP for persons at high risk for HIV infection
   - Leveraged the NYC PlaySure Network
   - Took a comprehensive approach to increasing PrEP supply and demand
In 2014, NYC DOHMH developed an online list of PrEP/PEP providers.

Providers had to fill out a 2-page checklist to be listed as a PrEP and/or PEP provider.

The online search tool was difficult to update and not user-friendly.
Moving the Online List to The NYC Health Map

- The NYC Health Map is a one-stop online shop to search for location-based health services in NYC, including:
  - Sites that offer HIV testing, PrEP, PEP, and care coordination
  - Location of health services ranging from blood pressure screenings, STI testing, vaccinations, etc.
Available online at https://a816-healthpsi.nyc.gov/NYCHealthMap
PrEP/PEP Providers on the NYC Health Map

- PrEP/PEP providers listed on the NYC Health Map are asked to provide the following information:
  - Address of site that provides PrEP/PEP
  - Phone number specifically to reach PrEP and/or PEP services
  - Hours of operation for PrEP and/or PEP
  - Other important information
  - Payment accepted (Medicaid, private insurance, sliding scale)
  - Special populations served
  - Ages served
Steps in The Quality Assurance Initiative

List of PrEP/PEP Providers with 2-page Checklist

Pilot Calls

Developed Health Map Expectations

Conducted Mystery Shopper Calls

Updated list of PrEP/PEP Providers on Health Map
Steps in The Quality Assurance Initiative

- List of PrEP/PEP Providers with 2-page Checklist
- Developed Health Map Expectations
- Updated list of PrEP/PEP Providers on Health Map
- Pilot Calls
- Conducted Mystery Shopper Calls
Conducting Quality Checks

By 2016, NYC DOHMH had over 80 sites listed as PrEP and/or PEP providers on the NYC Health Map.

The HIV Planning Group (HPG) identified a need to conduct a quality assurance activity on the PrEP and PEP providers because clients had reported:

- Inaccurate information listed
- Negative experiences with calling listed providers

Conducted pilot calls to assess sites on two criteria:

- The readiness of the site to respond to phone requests for PrEP and PEP
- The availability of PrEP and PEP at each facility
Developing the Health Map Expectations

• The pilot calls resulted in the development of the Health Map Expectations

• The Expectations were developed based on:
  – Recurring themes identified from the pilot calls
  – Understanding of existing protocols at agencies
Getting Community-Buy In

• The Expectations were presented to the HIV Planning Group (HPG) and agencies listed on the NYC Health Map as PrEP/PEP providers to ensure the Expectations were reasonable and feasible

• Feedback was incorporated into the Expectations prior to release
The Goals of the NYC Health Map Expectations for PrEP/PEP Providers

• The Expectations were designed to ensure that:

  ✓ Agencies listed on the Health Map as PrEP/PEP providers are ready to meet the PrEP/PEP requests of the public

  ✓ Those seeking PrEP and/or PEP services can rely on the NYC Health Map to connect them to a knowledgeable facility in a timely manner
The NYC Health Map Expectations for PrEP/PEP Providers

1. Phone number should connect to the clinic
2. Caller should be connected to live staff as soon as possible
3. In situations when the caller cannot immediately connect with live staff, the call should be returned by the agency within an appropriate time frame
4. Appointment or appropriate referral should be offered as soon as possible
5. At least 1 on-site licensed clinical provider who practices and prescribes PrEP and/or PEP at the clinic
6. Alert NYC DOHMH of permanent changes to clinic site information, as listed in the NYC Health Map
Meeting the NYC Health Map Expectations

- To be listed on the NYC Health Map as a PrEP/PEP provider, agencies had to pledge to meet the Expectations and update their agency information
  - A Best Practices Package was developed as a resource to help providers

- The Health Map Expectations
- PrEP/PEP Call Flow Worksheets
- PrEP/PEP Quick Guide for frontline staff
- Customizable PrEP/PEP training slide set
Conducting the Mystery Shopper Calls

- List of PrEP/PEP Providers with 2-page Checklist
- Developed Health Map Expectations
- Conducted Mystery Shopper Calls
- Updated list of PrEP/PEP Providers on Health Map
- Pilot Calls
Calling the Providers

• To ensure that listed providers were meeting the Health Map Expectations, trained DOHMH staff made mystery shopper calls to listed providers
  – Callers requested PrEP or PEP and only provided scripted clarifications
  – Callers did not make actual appointments

• Callers noted nearly all aspects of the call:
  – Call duration
  – Staff confusion
  – Number of call routes
  – Whether an appointment was offered or appropriate referral was given
Making the Mystery Shopper Calls

- In March 2018, trained DOHMH staff made 116 calls to sites listed as PrEP/PEP providers on the NYC Health Map
  - 61 calls requesting PrEP
  - 55 calls requesting PEP

Hi, I think I need PEP.

Hi, I’m calling to ask about getting PrEP.
69% of PrEP calls met the Expectations or had issues deemed minor

The most common reason (40%) why PrEP providers did not meet the Expectations:

They did not offer a timely or appropriate appointment/referral to the caller
73% of PEP calls met the Expectations or had issues deemed minor.

The most common reason (60%) why PEP providers did not meet the Expectations:

Callers were unable to connect to the clinic/live staff.
Providing Technical Assistance

• Every listed provider received a feedback letter via email
  – Details how providers did on 4 of the Expectations

• NYC DOHMH staff provided technical assistance and actively followed-up with providers who did not meet all of the Expectations

• Listed providers who did not meet the Expectations had to provide an action step within 6 months to address the issue to remain listed
Top 3 Strategies to Improve Responsiveness and Accessibility of the Sites

- For both PrEP and PEP calls, providers:
  - Updated their NYC Health Map information – new/updated phone number
  - Conducted trainings with their agency staff
  - Developed/modified their voicemail management and call routing protocols
Improving and Maintaining the List

- List of PrEP/PEP Providers with 2-page Checklist
- Developed Health Map Expectations
- Pilot Calls
- Conducted Mystery Shopper Calls
- Updated list of PrEP/PEP Providers on Health Map
• Listed providers have reacted positively to the feedback letters and technical assistance provided.

Providers are happy to hear when they have done well.

Providers are eager to address any issues that are identified.
Lessons Learned & Successes

• The mystery shopper calls helped to update clinic information and foster engagement with listed providers
  – Continual updates to provider information are difficult without building relationships

• Because of the Health Map Expectations and annual mystery shopper calls, the NYC Health Map list of PrEP/PEP providers is an accurate and reliable resource for finding PrEP and/or PEP services in NYC
  – Essential for maintaining the public’s trust in NYC DOHMH information
  – Ensuring that the call itself and connecting to a knowledgeable provider is not a barrier to PrEP/PEP
Next Steps

• Sustainability:
  – Perhaps a transition to biennial mystery calls for providers who have consistently met the Expectations
  – Work with CDC’s NPIN on the National PrEP Locator to sync lists
  – Expand the number of PrEP/PEP providers that meet the Expectations!
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• Listed PrEP/PEP providers on NYC Health Map
Thank you!

Maria Ma
mma1@health.nyc.gov

In NYC, but don’t think your site is listed as a PrEP/PEP provider? Email PrEPandPEP@health.nyc.gov