MICHIGAN DEPARTMENT OF HEALTH & HUMAN SERVICES

NASHP-August 27, 2018
Covering the Waterfront:
Innovative State HIV Policy Approaches

Expanding PrEP Uptake in Michigan Through Collaborations

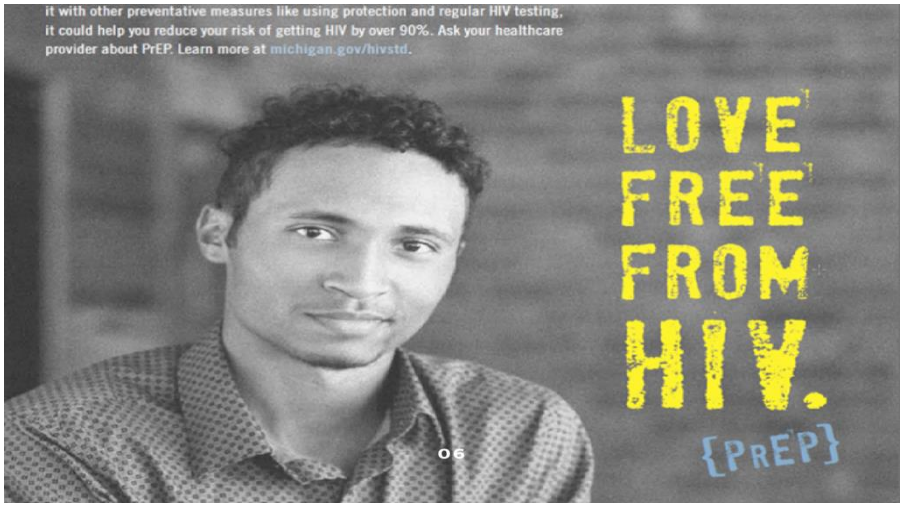
David R. Neff, DO
Chief Medical Director
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Medical Services Administration

Overview

- Patient Education
- Provider Resources
  - Website
  - Training
  - Outreach
- Measuring Uptake
- Measuring Barriers
- Next Steps
- Future Collaborations

Patient Education

- Media
  - CAB input
- Provider Directory
- Provider Finder
- Linkages
  - PrEPcost.org



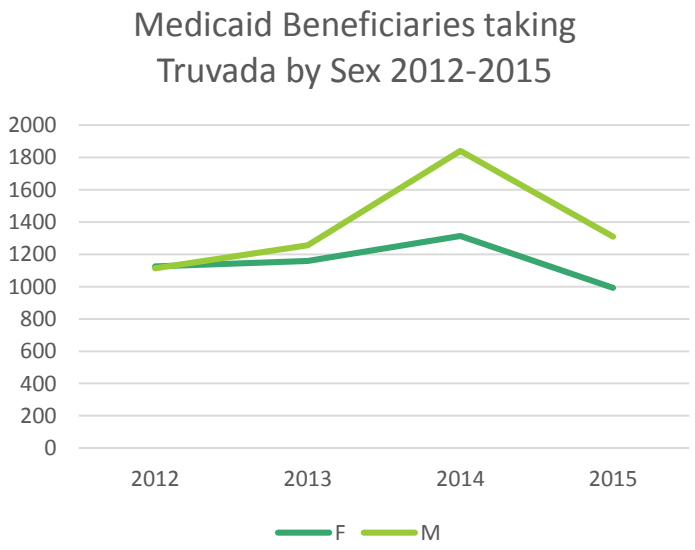
- 389 spots
- 4,187,295 impressions
  5,505 clicks
- Between the Lines LGBT Newspaper: 4 full page ads, 300,000 impressions
- 579,600 impressions
- 4,419,645 impressions
  20,844 clicks
- 8,032,661 impressions
- 7,869,488 impressions
  65,019 clicks

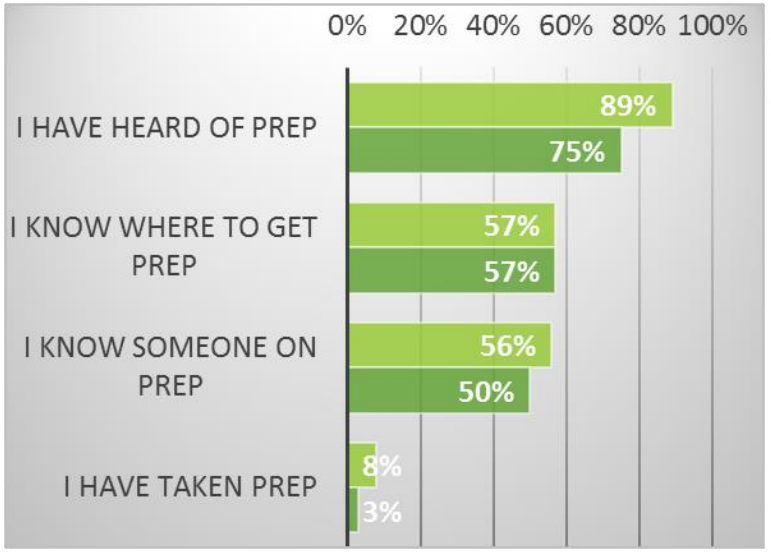
Provider Resources

- Website Resources
  - PrEP Provider Toolkit with billing codes
  - Risk and Readiness Assessments
  - Practice/Clinical Guidelines
- Training
  - Henry Ford Health System 24 hour NP consult line
  - MATEC Clinical Preceptorship and PrEP Provider Network
  - MPCA PrEP Modules
- Outreach
  - Academic Detailing
    - Using HIV and STD surveillance data to target providers

Measuring Uptake

- Referrals and Continuum of Care
  - Measured in public health databases—HIV testing and STD case management
- Client Surveys at LGBT events-roughly 200 a year in SE MI
- Insurance Claims
  - Collaboration with Medicaid and Blue Cross





Measuring Barriers

- Sampled SE MI providers who diagnosed at least 1 case of gonorrhea or syphilis in the past 2 years
- 227/551 surveys
- 19% discuss PrEP with all of their MSM patients
- 64% have heard of PrEP before
- 42% feel comfortable prescribing PrEP but only 28% would be willing to oversee care
- 67% say their practice cannot provide information on PrEP payment programs
- 59% of their clients are insurance by Medicaid
- 23% have concerns about staff time
- 48% have concerns about prior authorization

Next Steps

- Using claims data to identify and outreach to vulnerable population
  - Collaboration with a Medicaid Health Plan and a University to mine local data to look for HIV- men with rectal gonorrhea or syphilis who could receive an active PrEP referral and education
- Community Health Worker billing for peer support
- MTM model for pharmacy reimbursement
- RN billing for local health department STD nurses

Future Collaborations

- Public Health Presentation to Medicaid Policy Division
- Public Health Meeting with Medicaid EOB Division to discuss confidentiality provisions
- Public Health Presentation to Medicaid Health Plans Pharmacy and Medical Directors
- Public Health Presentation to Clinical Advisory Steering Committee
- Public Health Presentation to Pharmacy Liaisons

Thank you for your time….

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