



## Frequently Asked Questions about Key Health Partnerships

To see and learn more, please visit us online:

<https://positivepeers.org/health-partner/>

### What are the benefits of becoming a Key Health Partner?

- Admin access to the app allows you to know who is in the app in your local area and interact directly with them.
- KHPs can create ease of registration for PWH in their areas – potential app users won't have to self-prove HIV status and age – the KHP can verify they are eligible instead.
- Built-out resources section
- Ability to contribute to Tales of Triumph
- Outreach for re-engagement in care potential – ability to send DMs to users
- Ability to create push notification calendar events to your area

### How much does it cost?

- Positive Peers is ALWAYS FREE for people with HIV.
- Cost for KHP is \$10,000 the first year and \$5,000 for each additional year per admin you would like to have in the app.
- You will need a staff member to be the admin. We expect this will take 1 hour or less per day of this person's time (plan for 0.10 FTE)

### Who are your current Key Health Partners?

We have Key Health Partners at:

- Maricopa County Public Health in the Phoenix, AZ metropolitan area
- Sacramento County Public Health in California.
- Tennessee Department of Health
- Oklahoma State Department of Health
- Equitas Health, in Ohio.

As of 2024, we have clinical trial funded by the National Institute of Minority Health Disparities (NIMHD) and have added the following partners as a result:

- University of Washington Harborview Clinic, Seattle, WA
- Northeast Valley Health Corporation, Los Angeles, CA
- Rutgers Infectious Disease Practice, Newark, NJ
- Thomas Street Health, affiliated with Baylor University, Houston, TX



## What does the contract look like?

- We have a short (just 4 pages!) agreement for your organization to sign to become a Key Health Partner.
- You will need to be able to verify eligibility (HIV status and age) for those who are affiliated with your organization. We typically use a Business Associate Agreement to cover HIPAA for this purpose. Users also sign a consent and release of information.

## Can we do a trial run of the app?

- Unfortunately, no, we need to keep Positive Peers private and secure and exclusively for YPWH and our vetted admins (who are often also PWH!).
- As of August 2023 there is a guest version of the app so you can see the health literacy articles (there are over 400, 100 of them are in Spanish) and test out our medication reminder. For the privacy of our registered users, guest users cannot see the community aspects of Positive Peers.

## How many users are in the app?

- Positive Peers was launched in October 2016 and tested through 2019 with an original cohort of 128 YPWH who were all patients at MetroHealth Medical Center in Cleveland, OH. All of those 128 still have app access if they choose, since we do not purge app users.
- In March 2020 we scaled-up to national on-line enrollment. Since then (as of 3/8/24) we have added an additional 285 new app users.
- We have app users from 34 different states! Check out our app map on the Key Health Partner page on [Positivepeers.org](https://positivepeers.org)

## What are the demographics of app users?

Of the new users enrolled March 2020 – August 2022:

- About 10% born with HIV and now are young adults
- About 87% were assigned male at birth (AMAB), 23% AFAB
- About 54% are Black, 22% white, 13% Hispanic/Latinx, 5% multiracial, and 4% American native, Asian or Pacific Islander
- 55% identify as gay, 20% straight, 15% bisexual and 6% pansexual. There is very small representation of Lesbian, Asexual and Questioning (about 1 each)
- Education level of users ranges from high school/GED (34%) to Master Degree (4%)

## What health outcomes are possible for app users?

- Our data shows that among 13-24 year olds, Positive Peers app users are 4.2 times more likely to achieve sustained viral suppression when compared to similar others who do not use the app.
- This data has been published here: <https://mhealth.jmir.org/2022/9/e37868>

## What are your patient engagement rates?

- Our data shows that 90% of people who register for the app are active for at least the first month after starting. We think Positive Peers is viewed by newly diagnosed people as a transitional space where people get support and information while adjusting to a life-changing diagnosis.

## Do you have user satisfaction data?

The following are quotes and notes from our March 2021 townhall meeting for Positive Peers app users (about 1 year after we scaled-up nationally):

- “Cute pop-up” for med reminder.
- “It is inspiring and motivating to read about triumphs and struggles.” (In reference to Tales of Triumph.)
- Likes “the little messages that come up. Little affirmations. Such a beautiful reminder that helps me not feel like I’m alone.” (In reference to push notifications app users receive.)
- Love the anonymity.
- I always use the feature for tracking whether I took my medicine. Then I double check later in the day to make sure I didn’t forget.
- It helps me to not feel alone.
- There are people in the app who understand.
- There’s a community of people in the same situation I can access if I want to.
- The app “gives me a sense of belonging.”
- The app “fights my internal stigma.”
- Regarding the sign-up process for the app: “For a minute it was frustrating because it’s not a typical app sign-up, but then it made sense why it had to be a safe space.”

## How do we know the app is secure?

- We take all the relevant security measures to keep our data secure and safe. Our systems are secure (HIPAA and PHI compliant in a SOC-2 compliant data center). We don’t publish all the security measures that we take to avoid providing insight to bad actors.
- In August 2022, Positive Peers moved to a cloud-based, secure server that is SOC-2 and HIPAA compliant.

## What app updates can we expect to see in the future?

In August 2023 we released a big app upgrade –Positive Peers 2.0.

Here are some of the enhancements of 2.0:

- Improved ease of navigation
- Improved accessibility
- Guest user ability – with limited access to the app. (Guests cannot see the community or chat – privacy is always #1)
- Ability to register and onboard within the app (instead of via the website only)
- Improved Key Health Partner functions (chat pins your area users to the top of your list, ability to “post & push”)
- Smart search functionality everywhere in the app
- A new help button
- More in-app tutorials
- Badges

We are always working on improvements and listening to our app users and Key Health Partners’ feedback.

- We will continue to evolve the app, always striving to enhance usability and app engagement.
- We are committed to keeping the app functioning with a smooth user experience as smart phone operating systems continue to improve and update over time.

## Our organization is ready to become a KHP – who do I contact?

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