

Recruiting and Retaining People in Care

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Setting The Stage

What's been happening in Washington DC?



2006 DC HIV Testing Campaign

Announced a major 'know your status' campaign
Partnered with 49 organizations to scale up testing

- 23 Community-based Organizations
- 26 'Medical Sites'

Routine opt-out testing models encouraged

Collected screening data from ~38,000 persons tested

- 1/5 never tested before, most not tested recently
- Nearly 1/2 of HIV+ state they would not have asked for a test if it had not been offered by provider
- 2.2% preliminary positive rate

Over 80,000 rapid tests during year 1

Routine opt-out testing in medical settings

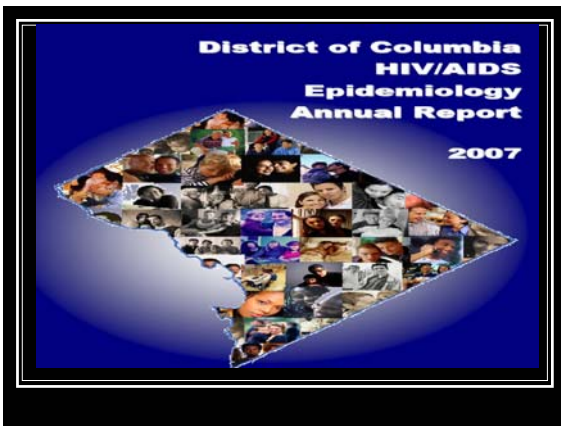
Doing well at STD clinics, jail

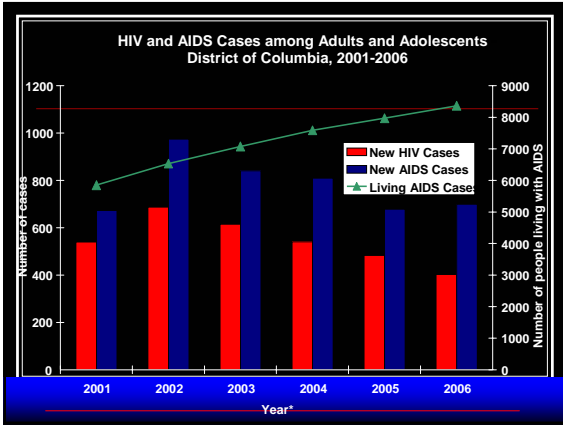
Intensive focus in 2008 on:

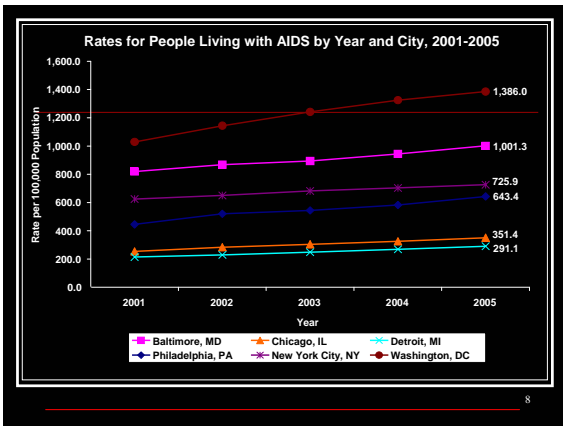
- Labor and Delivery
- Emergency Rooms
- Primary Medical Care*
- Healthy Start programs & linkages

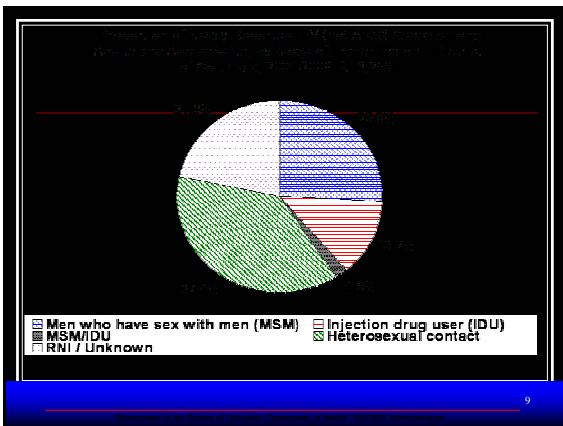
Need to refresh & update pre-natal care

Quality "Testing" includes 100% linkage to care and follow-up services









Late Testing and Progression From HIV to AIDS

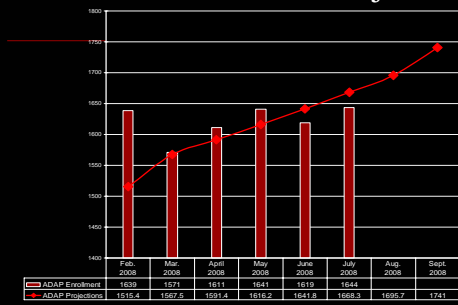
- More than 2/3 (69%) of the AIDS cases progressed from a diagnosis of HIV to AIDS within 12 months
- No differences between gender, age, race/ethnicity, and mode of transmission
- Thirty eight percent (38%) of late testers were diagnosed with AIDS based on an opportunistic infection (OI)
- Nationally, 39% of AIDS cases are late testers

Unique Situation:

- Expanded Access: Two Medicaid Demonstration Projects (1115, Ticket to Work) resulted in rapid shift of ~700 persons off of ADAP payment
- Available Resources: Cost Savings (2004-2008) and "open slots"
- Mass Recruitment Strategy: Marketing and outreach campaign in January – August 2008
- Targets: triple monthly ADAP enrollment (to 60 new clients/month)



ADAP Enrollment vs. Projections



Minority AIDS Initiative: 2007

- \$1.1 million Awarded
- Targets—new enrollment of hard-to-reach persons
 - HIV Primary and Specialty Medical Care (101 Clients)
 - Medical Case Management (103 Clients)
 - Substance Abuse Services (43 Clients)
 - Mental Health Services (48 Clients)
 - Outreach Services and Referral for Healthcare and Supportive Services (4,850 Clients)

Converging Opportunities

- Community engagement around HIV in DC
- Significant unmet need
- Sufficient funding available for treatment
- Urgency: for care and spending

Bring people back into care
