Geographic Utilization of Gift Cards Used for Financial Incentives to Encourage Viral Suppression: Findings from HPTN 065


BACKGROUND

HPTN 065 (TLC-Plus) evaluated the feasibility and effectiveness of providing financial incentives (FI) for achievement of viral suppression (VS) by HIV-infected patients on antiretroviral therapy (ART) at HIV care sites in two municipalities, the Bronx, NY (BNY) and Washington DC (DC). Patients who were established in care at an HIV care site randomized to the FI intervention, who were on antiretroviral therapy (ART) and who achieved and maintained viral suppression (VS) received quarterly $70 FI in the form of gift cards. In this study, VS was defined as HIV RNA<400 copies/mL.

RESULTS (CONTINUED)

LOCAL GEOGRAPHIC DISTRIBUTION OF GIFT CARD TRANSACTIONS

Figure 2: Gift Card Distribution by Site and Location of Gift Card Transactions by Zip Code

The vast majority of cards were used at least once, but a small percentage were never used by recipients. All of the gift cards distributed at an HIV adolescent care clinic were used at least once. Approximately 5% of all transactions took place outside of the local municipality where the gift cards were distributed. Based on further analysis, the majority of such transactions were made in person rather than via telephone or internet. These data suggest that HIV-infected individuals in the Bronx and DC travel throughout the US and beyond; thus, research is needed to understand their migration and travel patterns and the implications for interventions using ART for prevention.

CONCLUSION

• The findings from these analyses demonstrate that gift card utilization in HPTN 065 was high, with very a small percent of dispensed gift cards unused. Overall, nearly every dollar dispensed, 95 cents were accounted for by transactions.

• Geographic analysis revealed that the majority of the transactions with the gift cards occurred locally within the municipalities where they were dispensed. A limited number of zip codes in each municipality were the location of large number of transactions, which may reflect the presence of commercial outlets and/or where a large proportion of patient resided.

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