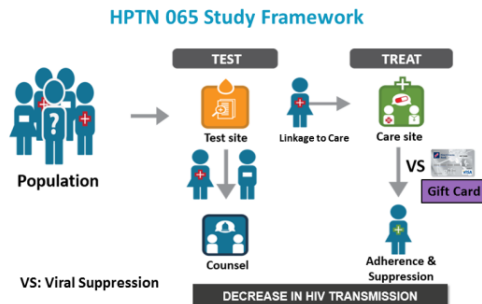


# HPTN 065 Study Findings

## Can Gift Cards Improve Individual Benefits and Stop HIV Transmission?

The HPTN 065 research study explored whether cash-equivalent gift cards could encourage people living with HIV (PLWH) to take their HIV medication.

Taking every pill, every day preserves the health of the person taking the medication, and prevents them from passing HIV on to others via sex.



### Study Intervention

- HIV clinics in the Bronx, NY and Washington, DC, were randomly assigned (by chance) to give gift cards or to use their standard procedures to support medication adherence.
- The effect of the gift cards was measured by comparing the level of HIV in the blood (also called viral load) at clinics that gave gift cards compared those that did not.
- Participants could receive a \$70 gift card every three months if they maintained a suppressed viral load in the blood (meaning low level of HIV in the blood).

### Final Study Results\*

- Close to 10,000 PLWH received gift cards during the study.
- There was almost a 4% increase in the number of PLWH who achieved viral suppression at the clinics that offered gift cards.
  - This increased to nearly 5% after gift cards had been given out for 18 months.
- There was a 9% increase in the number of PLWH who made regular clinic visits at clinics that offered gift cards.
- Both PLWH and their medical providers appreciated the gift cards.

*"It was cool. I mean, it's a good incentive thing to, you know, stay with your drugs and keep your viral load undetectable...It's something I think most people strive to do anyway once you get started, but it's definitely an extra incentive to, you know, get you into the doctor, as well as just keeping taking your meds and everything."*

-- (PLWH, non-Hispanic white male, 55 years old)

*"None of us knew how much better our patients would do with it (the gift cards)...we certainly knew that our patients were adhering to care much better... They were certainly much more interested in their (viral load) results and getting their results back...So I think, you know, the providers actually liked it."*

-- (HPTN 065 Site Investigator)

*"Well, what I really liked about it is knowing that someone is there thinking of us and someone is there reaching out to us...In a way, you know, you're already ill and stuff like that...Most of all, it makes you feel like someone cares."*

-- (PLWH, non-Hispanic black male, 50 years old)

### For More Information

[www.hptn.org/research/studies/hptn065](http://www.hptn.org/research/studies/hptn065)