

Evolving Treatment Adherence Paradigm Intersection of PrEP and Social Media

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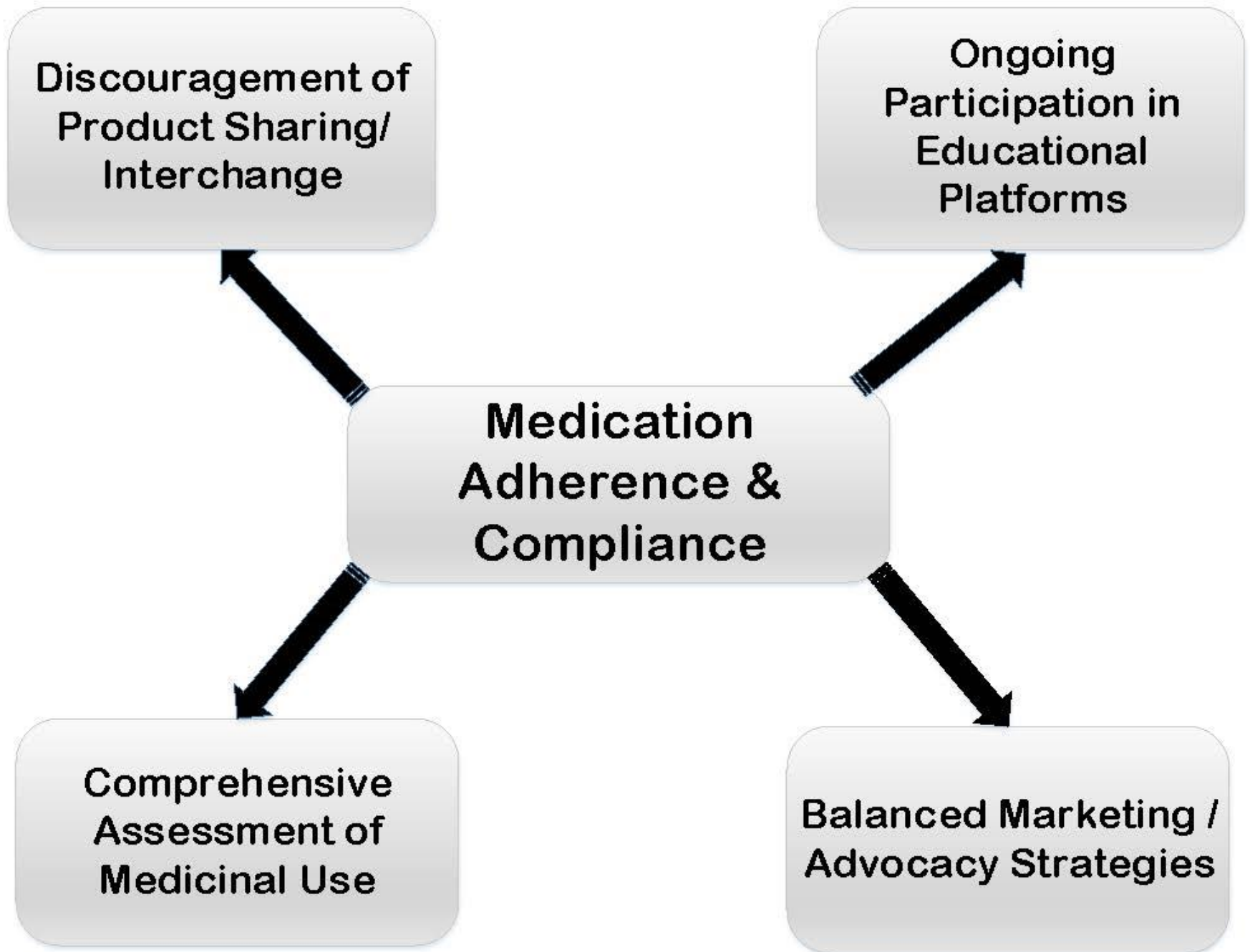
Objectives

- Evaluate social media comments from consumers regarding Food and Drug Administration (FDA) approved and non-FDA approved therapeutic options for HIV pre-exposure prophylaxis (PrEP)
- Design an educational initiative to assist with addressing patient care dilemmas in an online environment
- Construct a multi-disciplinary task force to monitor and intervene, when appropriate on misleading and/or inaccurate comments provided in cyber world

Disclosure

- “We have no real or perceived vested interests that relate to this presentation nor do we have any financial relationships with pharmaceutical companies, biomedical device manufacturers, and/or other corporations whose products or services are related to pertinent therapeutic areas.”

Kenric B. Ware, PharmD, MBA, AAHIVP
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Social media outlets



What is PrEP?

- Fixed – dose combination product (TDF/FTC) in combination with safer sex practices to reduce the risk of sexually acquired HIV in at-risks adults and adolescents weighing ≥ 35 kg (HIV – negative individuals)
- Recommended in these populations:
 - Men that have sex with men (MSM)
 - Heterosexually active men and women
 - Injection drug users (IDU)

Selected Facebook Group



Searched “Party” in PrEP FACTS Facebook Group

Image Perceptions

- Viewers may confuse awareness effort as Post-Exposure Prophylaxis (PEP) as opposed to its intent of Pre-exposure Prophylaxis (PrEP)
- Further confusion as TDF/FTC may be used as a component of PEP regimens, but not alone



Searched “Party” in PrEP FACTS Facebook Group



Image Perceptions

- Blue Dress Party theme selected because of color of TDF/FTC (PrEP) pill
- PrEP Awareness and Advocacy fundraiser clause not prominently featured
- Impression may be that PrEP is for casual/recreation use versus medically necessary

Searched “Party” in PrEP FACTS Facebook Group

Image Perceptions

- PrEP indication does not carry a guarantee of “STD – Free”
- Frequent monitoring of STIs should occur while patients are taking PrEP
- False representation of the scope of PrEP may directly and indirectly link to new cases of STIs
- Company owning the rights to PrEP may be viewed as supportive of erroneous claim



Searched “Party” in PrEP FACTS Facebook Group

AIDS pill as party drug?

DEC. 19, 2005

“Taking a T.” That’s what HIV-negative gay men call the growing practice of downing the AIDS drug tenofovir and, with fingers crossed, hoping it protects them from the virus during unprotected sex.

It’s being sold in packets along with Viagra and Ecstasy in gay dance clubs -- and even prescribed by physicians, say doctors and AIDS prevention experts. The trend has alarmed public health officials. There is no proof that tenofovir protects against HIV transmission, they say. People who practice unsafe sex while taking the drug could still become infected or suffer side effects from it.

The first time I heard of PrEP was back in 2005, when I read this widely-syndicated article. I was exceptionally skeptical of the idea at the time, mainly because of the idea of an untested drug (tenofovir) being combined so readily with street drug usage struck me as an imminent disaster.

Article Analysis

- Synonymous use of AIDS and HIV by author
- Practice of HIV prevention being packaged with erectile dysfunction and illicit drugs still exist in some settings
- TDF/FTC approved for PrEP in 2012. TDF and TDF/FTC for HIV prevention often used interchangeably

Searched “Borrow” in PrEP FACTS Facebook Group

I am in Brooklyn NY and seeking to borrow PrEP for me and my partner, as we've run out due to changes in provider and insurance and mail order woes. Can anyone assist us? We gave away backstock to others in need.

Guys...

Anyone in the UK can borrow me some prep as my new pills got some delivery issues which I may need to wait another 2 weeks but I only left 5 doses with me...

If anyone can help please DM me.

I don't mind to pay or I can give u back later when I get my refills back?

Your help is highly appreciated...

thanks a lot!!! 🙏

Borrowing PrEP pills when poz ---

It happens that friends forget their pills and then borrow one. In such exceptional cases, does it make sense to borrow a PrEP pill if they are poz or not at all? Or can it even negative effects? And also vice versa with borrowing HIVmeds when on PrEP. Thanks

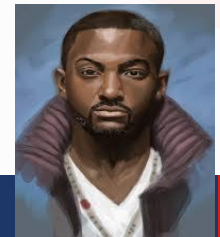
Confidentiality concerns

- Level of confidence that the people interacting and providing healthcare advice are the real representations of themselves?
- Assurance of any medical training???
- Meet Susie Black and James Bond who provide PrEP advice
 - Are we sure these people are actually James Bond and Susie Black?
 - How can we prove it?
 - Should we trust the “advice” received?



Appeal of social media “avatars”

- Reduced perceptions of external judgement
- Less constraints on questions posed
- Opportunities to identify as preferred gender
- Limited accountability for suggested claims
 - Informal exchanges
 - Unintended consequences
 - Therapy interruptions
 - Unanticipated adverse events
 - Furtherance of false claims



DISCLAIMER

- The medications included in this presentation that are retrievable via online mediums are for discussion points only.
- Patients report increased use of these products which can merit greater awareness of their existence.
- Drug interaction assessments or chronic monitoring of patients using these products does not appear to be uniform.
- Online transactional features may request varying levels of personal information that may compromise one's identity.
- **The presenter does not endorse the use of these products as** their utility is not closely supported by clinical evidence.

Other TDF-FTC (Besides Truvada®)

- Tenvir-EM
- Ricovir-EM
- Tavin - EM

Cost Comparisons

Truvada ®	Tenvir – EM	Ricovir - EM	Tavin – EM
~\$2,109.60 for 30 tabs	~\$62.29 for 30 tabs ~\$168.17 for 90 tabs	~\$144.00 for 90 tabs	~\$240.00 for 90 tabs

lwantprepnw.com; Lexi-Comp, Inc. (Lexi-Drugs). Lexi-Comp, Inc.; September 10, 2019

Dose Comparisons

Truvada ®	Tenvir – EM	Ricovir - EM	Tavin – EM
FTC 200mg TDF 300 mg	FTC 200mg TDF 300 mg	FTC 200mg TDF 300 mg	FTC 200mg TDF 300 mg

Participating countries (PrEP via postal mail)



AUSTRALIA

CANADA

FRANCE

GERMANY

ITALY

MEXICO

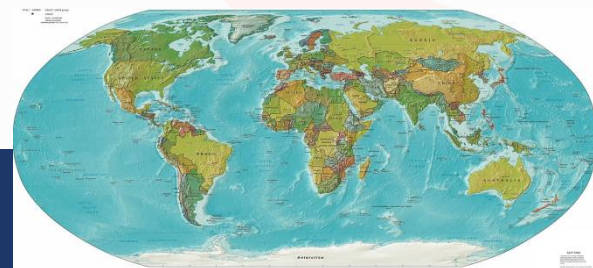
NETHERLANDS

PERU

THAILAND

PORTUGAL

UNITED KINGDOM



Customer Testimonial

*The comments provided below were lifted directly from a social media post and were not edited for presentation purposes.

- “I am a social worker and usually visit an orphanage that has children with HIV. Some of these children are being treated using the Tenvir EM tablet. One can buy Tenvir online from ADC, so I usually donate this medicine to the orphanage. This adds to my convenience as I don't have to visit the medical store to buy such medicines. I have heard that it is really effective in improving the immunity of the patient.”

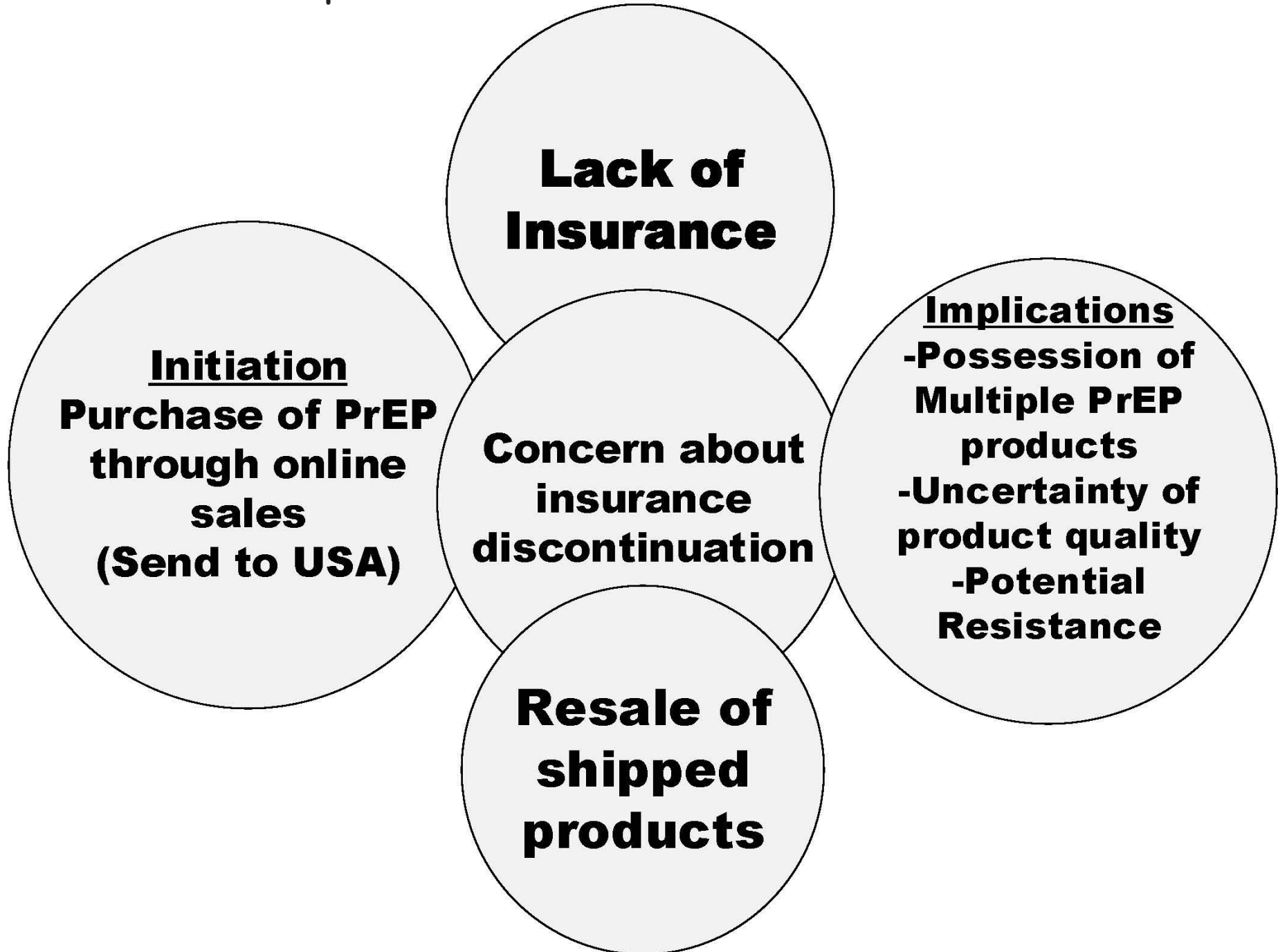


Case Study

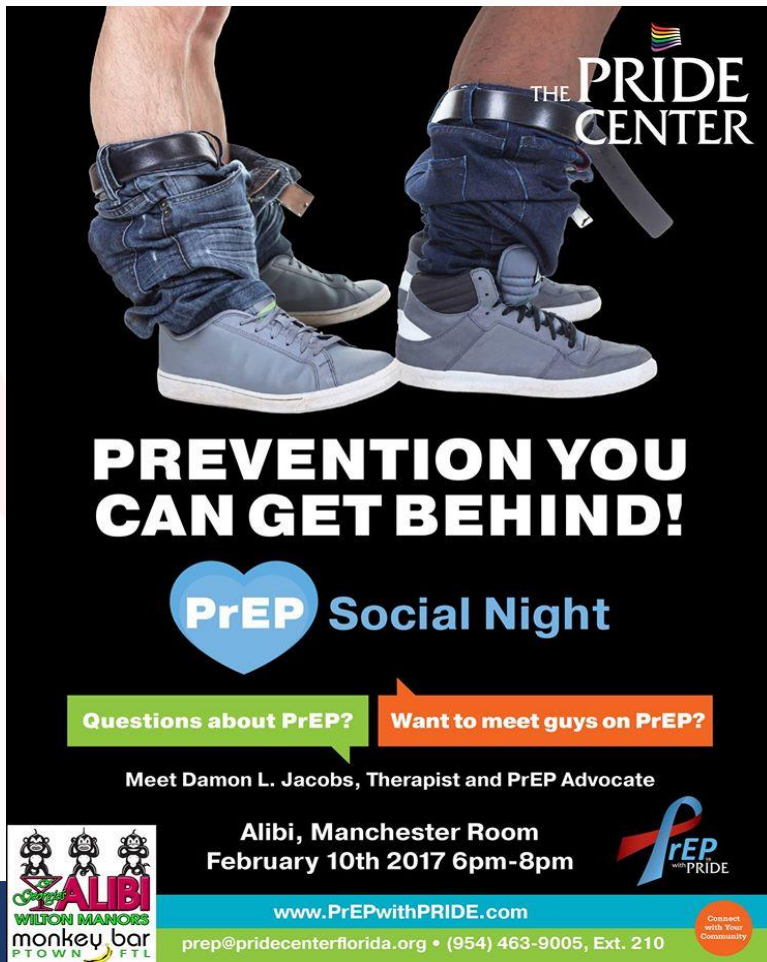
- Mr. Justin Times is initiated on Truvada by his physician for PrEP. He later learns from an internet forum that he can purchase cheaper generic versions of Truvada online. Mr. Times then decides to order both Tenvir-EM and Ricovir-EM products since the forum claims that they are equally effective.



Proposed context for internet-based PrEP retrieval



Community Outreach



THE PRIDE CENTER

PREVENTION YOU CAN GET BEHIND!

PrEP Social Night

Questions about PrEP? Want to meet guys on PrEP?

Meet Damon L. Jacobs, Therapist and PrEP Advocate

Alibi, Manchester Room
February 10th 2017 6pm-8pm

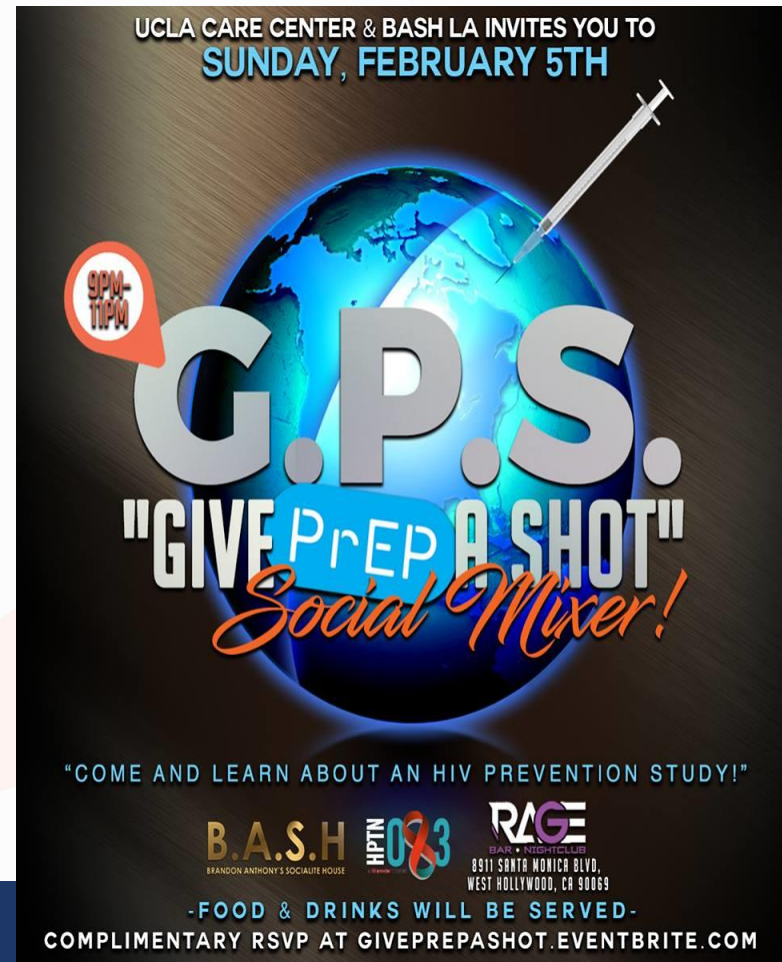
www.PrEPwithPRIDE.com
prep@pridecenterflorida.org • (954) 463-9005, Ext. 210

ALIBI WILTON MANORS monkey bar P.TOWN FTL

PrEP WITH PRIDE

Connect with Your Community

UCLA CARE CENTER & BASH LA INVITES YOU TO
SUNDAY, FEBRUARY 5TH



G.P.S.
"GIVE PrEP A SHOT"
Social Mixer!

"COME AND LEARN ABOUT AN HIV PREVENTION STUDY!"

B.A.S.H HPTN 083 RAGE
BRANDON ANTHONY'S SOCIALITE HOUSE BAR • NIGHTCLUB
8911 SANTA MONICA BLVD.
WEST HOLLYWOOD, CA 90069

-FOOD & DRINKS WILL BE SERVED-
COMPLIMENTARY RSVP AT GIVEPREPASHOT.EVENTBRITE.COM

Perceptions around PrEP



Perceptions around PrEP



Group chat around PrEP

The comments provided below were lifted directly from social media posts and were not edited by the presenter for content or grammatical considerations.

Had an amazing time on a gay cruise and I truly able to enjoy sex thanks to prep

Great post! Thanks for sharing. #Pleasure

Sounds hot!

I'm looking on going on a (gay)cruise Which did you go on? Thank you in advance

It was last week. Altantis

Around the Caribbean? My friends went on that and took PrEP with them ;-)

Group chat around PrEP

The comments provided below were lifted directly from social media posts and were not edited by the presenter for content or grammatical considerations.

Yes and prep is a must

I must get in touch and hear how they got on. Looks like I maybe booking a cruise 🍷

is there a lot of sex on these cruises?

Loi a huge boat full of men who like men?
Noooo very little sex 🍷

Done Atlantis (and other gay cruises) a few times.
You can have as much or as little sex as you want.
Take PrEP with you. Just like the boy scouts, you'll always be prepared :)

id be hosting orgies lol

I don't believe you. We need to know the story in graphic detail.

Group chat around PrEP

The comments provided below were lifted directly from social media posts and were not edited by the presenter for content or grammatical considerations.

How many men go? I would need ten bottles of prep



Number of men = depends on the particular cruise ship's capacity

damn! i wanna go to one that has a lot!!!

Royal Caribbean's Harmony of the Seas, currently the world's largest cruise ship has a maximum passenger capacity of 6,360.

Atlantis used it recently :)

6k men? thats almost enough for me!

that's what the Royal Caribbean's website says the ships passenger max is :)

I went with Atlantis on a smaller Royal Caribbean ship.....3,000+ men. That was more than enough :)

Request to share PrEP

Yesterday at 4:27am · 

Any Seattlites spare one or 2 prep pills. I already missed one dose this week and now because of a car issue i may be here 1 or 2 nights. I can mail you back what i borrow. Feel free to p.m. me

(Please don't give me the **4 dose a week** thing there is evidence that that might not be true for trans men and is dangerous to imply so).

 2

3 Comments

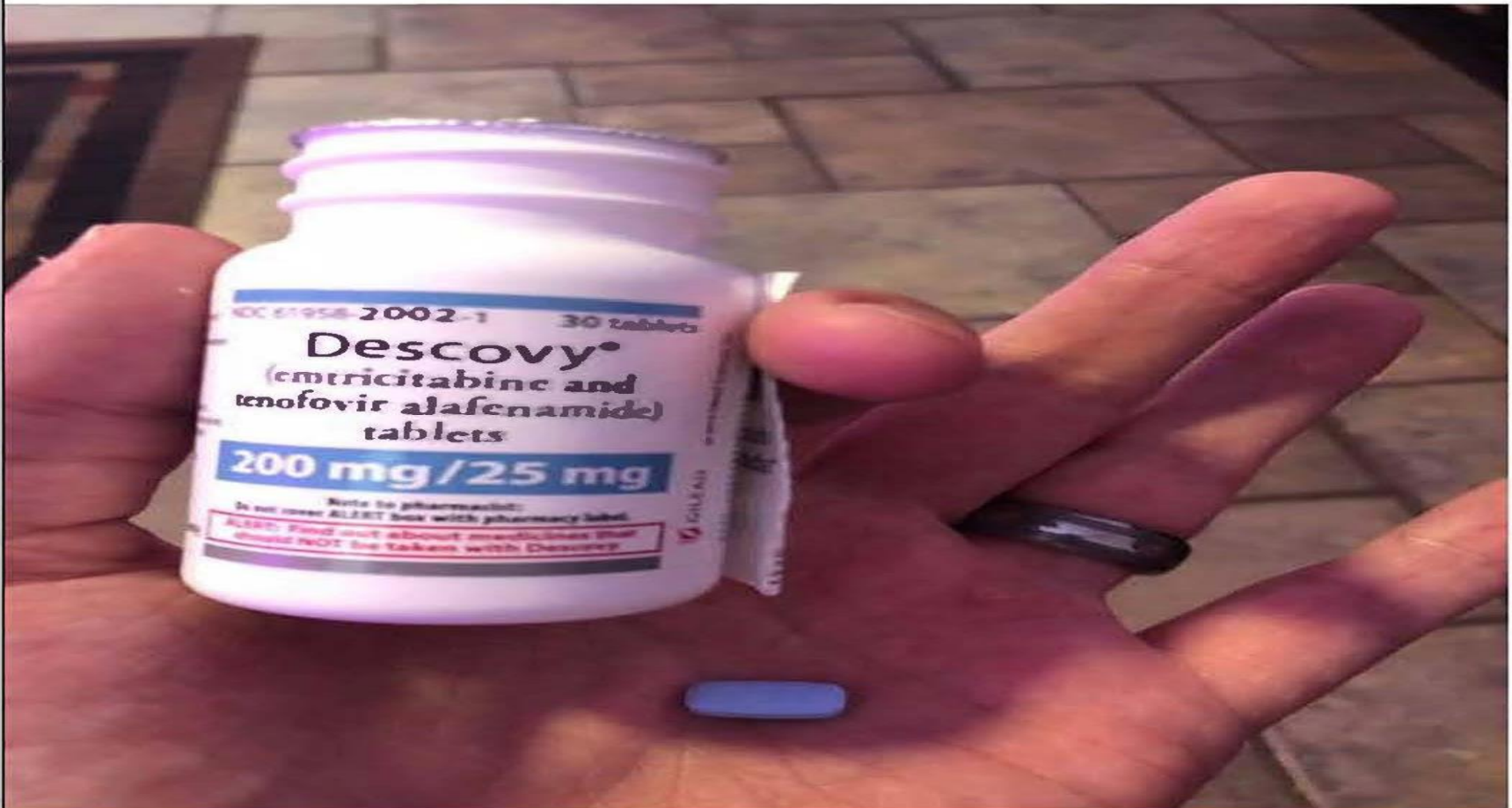


Implications of PrEP portrayal

- Perceptions of “party – drug”
- Prompting of promiscuous behavior
- Concern for STI acquisition(s)
- Medication sharing
- Indiscriminate use

What about TAF/FTC???

First day on Descovy! Wasn't expecting these to be so small... Grateful that it's fully covered by my insurance!



Future Considerations

- Explore perceptions of PrEP across multiple social media platforms
- Restructure healthcare curricula to increase formal orientations to social media messaging
- Legal advice for healthcare personnel responding to medical queries on social media
- Possible institution of social media health care task forces to further explore online dialogues

