

Preferences for online pre-exposure prophylaxis delivery among potential clients in Kenya: a discrete choice experiment

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AIM TO ASSESS PREFERENCES FOR OBTAINING PrEP THROUGH AN ONLINE PHARMACY IN KENYA.

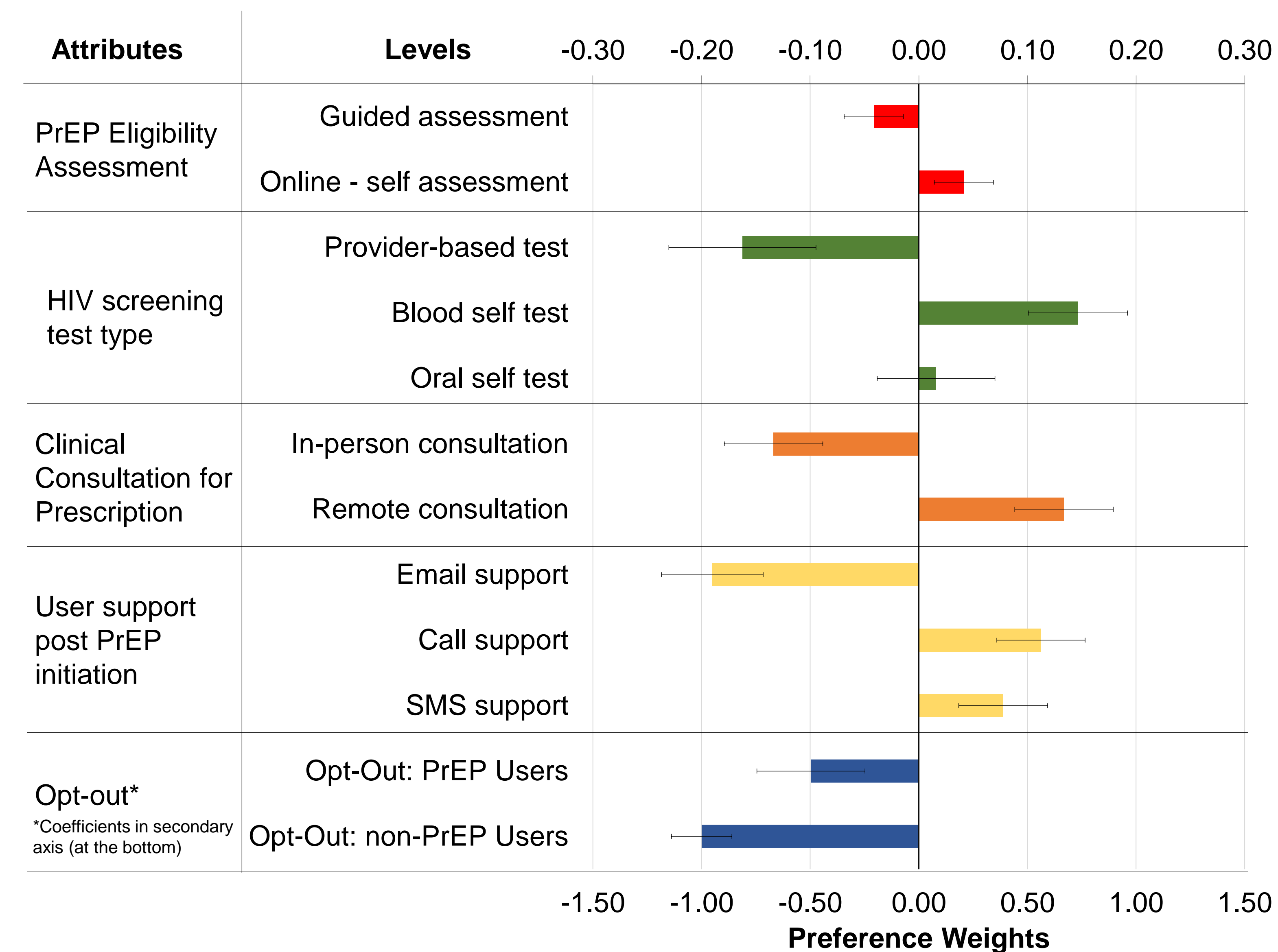
BACKGROUND

- Daily oral pre-exposure prophylaxis (PrEP) is highly effective at preventing HIV acquisition, but coverage remains low in high-prevalence settings
- Initiating and continuing PrEP online is a novel alternative to traditional clinic-based services that could improve uptake and long-term coverage.
- We designed and deployed a discrete choice experiment (DCE) to assess preferences for obtaining PrEP through an online pharmacy.

METHODS

- **Target population:** Adults (≥18 years), not living with HIV, interested in PrEP, and living in Nairobi, Kenya.
- **Recruitment:** We recruited participants via the MYDAWA web page, a Kenyan online pharmacy.
- **Attributes & levels selection:** We identified attributes and levels via interviews with the target population and experts on PrEP uptake and adherence.
- **Preference assessment:** Participants answered 8 choice tasks where they indicated their preferred alternative between two options and stated whether they would acquire if it was available for purchase.
- **Analysis:** We fitted the choice data to a conditional logit model and added an interaction between opt-out and current status of PrEP use.

Participants show relatively strong preferences for virtual, rather than in-person, services to obtain PrEP for HIV prevention, except for post PrEP-initiation user-support.



Both current PrEP users and non-users showed marked preferences to switch from current method or uptake PrEP using online delivery services.

Table 1. Participants elected demographic characteristics

Characteristic	N = 772 (%)
Age, Mean (SD)	26.8 (6.2)
Female	418 (54%)
High-school degree or less	394 (51%)
Regularly employed	5595 (77%)
Monthly income, Mean (SD)	\$132.2 (\$219.6)
Exposed to HIV in last 6 months	249 (32%)
Multiple sexual partners in last 6 months	493 (60%)
Ever used online-pharmacy	190 (25%)
Current PrEP user	143 (19%)

Results

- From May to November 2022, we recruited 772 participants.
- Participants were mostly female—54%, residing in Nairobi—47%, without prior online-pharmacy experience—75%, and a median age of 25 years. (Table 1)
- Regardless of PrEP-usage status, participants prefer online services to obtain PrEP over their current standard of care.
- Most influential attributes, in order of importance: HIV screening test type, User support post PrEP initiation, Clinical consultation for Prescription, and PrEP Eligibility assessment

Conclusions

Our Findings can inform the development of effective online PrEP delivery strategies in Kenya and similar settings.

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