

Use of a comprehensive, integrated internet-based STI/HIV testing service in Vancouver, British Columbia and uptake by promotion strategy

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2016 National STD Prevention Conference

British Columbia is no exception



- Increasing rates of STI
- Closures of STI clinics in some regions
- STI clinics operated by the BC Centre for Disease Control (BCCDC):
 - Operating at maximum capacity
 - Increasing number of drop-in clients are turned away
- Service pressures and need to facilitate testing among persons at risk of STI led to development of an online testing service



GETCHECKED
ONLINE



- Provides online access to testing for chlamydia, gonorrhea, syphilis, HIV and hepatitis C
- Is integrated with current STI public health and clinical practices, through the provincial STI clinic at the BC Centre for Disease Control
- Is a “virtual clinic” of the BCCDC



- Improve sexual health by increasing uptake & frequency of STI/HIV testing → increased timeliness of diagnosis
- Reach populations at greater risk of infection & facing barriers to testing (e.g., youth / gay, bisexual and other men who have sex with men (MSM) / people in rural areas)
- **Increase STI clinic capacity (e.g., reduced wait times) & improved use of clinician resources (e.g., less time spent on asymptomatic screening)**
- Pilot, evaluate, and scale-up/expand

Want to **get tested** for sexually transmitted infections?



What can I test for?

Chlamydia
Gonorrhea
HIV
Syphilis
Hepatitis C

What about other STIs?

GetCheckedOnline does not test for all STIs. If you want to get tested for other kinds of STIs, you will need to visit a clinic or see your doctor.

[Learn more](#)

What's GetCheckedOnline?

GetCheckedOnline is a new and easy way to test for sexually transmitted infections (STI) in British Columbia, Canada. In a few steps, you can print a lab form, then go to a participating LifeLabs site to give your samples and get your results online or over the phone.

[Learn more](#)

Who can use it?

GetCheckedOnline is operated by the BC Centre for Disease Control. It is available in Vancouver and select communities on Vancouver Island and in the Interior. You will need a valid promotional code to create your account; visit [Getting a Code](#) to find out how and where to get a code. We hope to expand GetCheckedOnline to other areas in BC in the future.

Create an Account

WITH VALID PROMO CODE

Existing Users

 [Forgot your Password?](#)

Find a Lab Location

[Click Here](#)



GetCheckedOnline is available at select LifeLabs locations in British Columbia.

What's New?

Throat and rectal swabs are now available!



Good news! GetCheckedOnline now offers throat and rectal swabs for chlamydia and gonorrhea testing. Please be aware that if swabs are recommended for you but you do not bring your swabs back to LifeLabs, you will not be able to see your results online.

Have Questions?

If you can't find answers here, you can ask your questions online at [SmartSexResource](#). A sexual health nurse is available to answer your questions through the website or private chat.

[Learn More...](#)

Having Safer Sex

Using condoms and other kinds of protection is a very effective way to prevent STIs. Spice up your safer sex life. Use protection and learn how to talk about safer sex with partners

[Learn More...](#)

Your Privacy

Your privacy is important to us. Any personal information collected by this online service is protected by our [privacy policy](#) and provincial privacy legislation.

[Learn More...](#)

Other Resources

Need more information or someone to talk to? There are lots of online resources and local services that deal with sexual health and STIs.

[Learn More...](#)

getcheckedonline.com



Get Checked... Where? The Development of a Comprehensive, Integrated Internet-Based Testing Program for Sexually Transmitted and Blood-Borne Infections in British Columbia, Canada

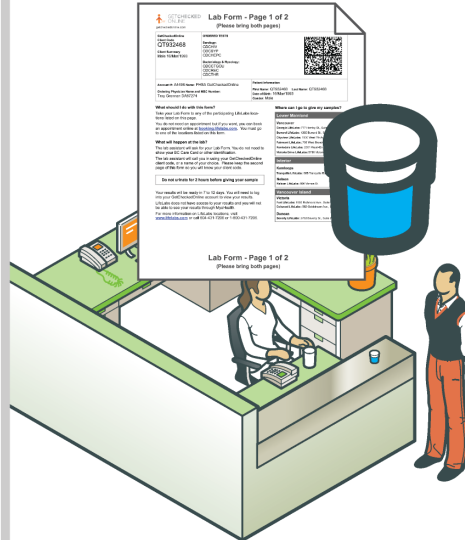
JMIR Research Protocols 2016: 5(3) Jul-Sept

1 Get a Requisition



Create a profile, review pre-test information, complete an assessment, and print a requisition for STI tests.

2 Give Specimens

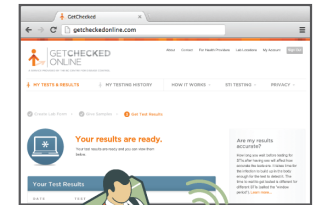


Go to a participating LifeLabs location to give blood, urine and swab specimens.

3 Receive Test Results



Receive notification by email when your test results are ready.



Log back in to view your test results.

Negative Test Results



Negative test results can be viewed online.

Positive Test Results



For positive test results the STI Clinic will contact you to discuss your results and follow-up treatment.

Problem With Sample



If there are any problems with your specimens you will receive a notification to contact the STI Clinic.

2014

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→ Go live

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Promotion strategy #1:

Sign-up in clinic and invitation email to use the service (**clinic invitees**)

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Promotion strategy #2:

Access codes if drop-in to the clinic and can't be seen, or call for an appointment and do not want to wait (**turn-aways**)

2014

Sept

Oct

Nov

Dec

2015

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May

Jun

Jul

Aug

Sept

Oct

Nov

Dec



**SOME THINGS
JUST MAKE
SENSE ONLINE.**

**ONLINE HIV & STI
TESTING WITHOUT
VISITING A CLINIC.**

**GETCHECKED
ONLINE**
A SERVICE PROVIDED BY THE
BC CENTRE FOR DISEASE CONTROL

+

HiM | HEALTH
INITIATIVE
FOR MEN
www.checkhimout.ca

Promotion strategy #3:

Social marketing campaign to gay, bisexual and other men who have sex with men (**campaign**)

Objectives

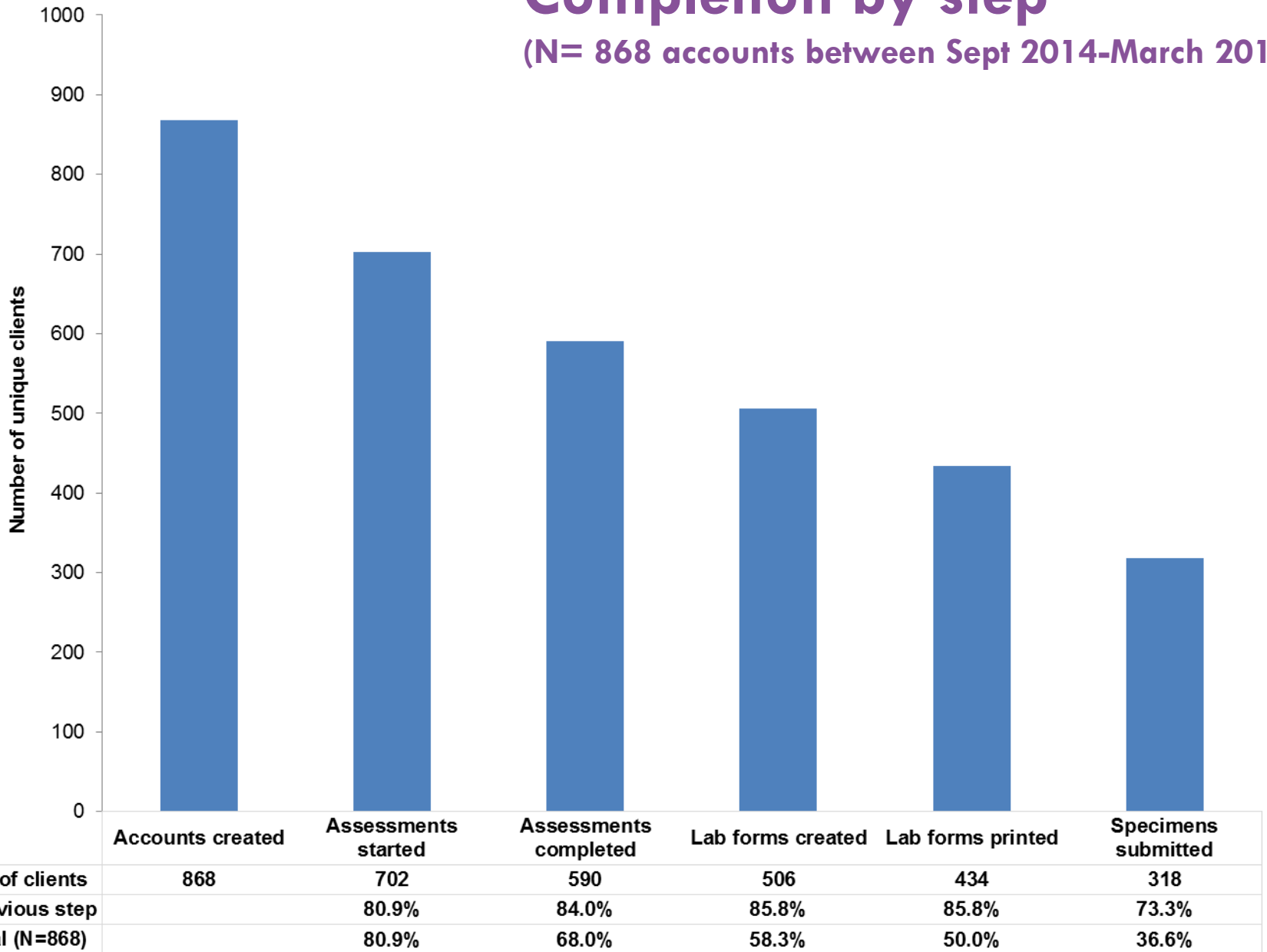
- To compare uptake of GCO through the various steps in the testing process across three promotional strategies

Methods

- Demographics, risk assessment responses, data on progression through steps extracted from GCO database
- STI diagnoses extracted through chart review
- Accounts created between Sept 9, 2014 and Dec 31, 2015
 - Included test episode outcomes through March 31, 2016
- Descriptive, bivariable analysis between promotional strategies

Completion by step

(N= 868 accounts between Sept 2014-March 2016)



Who is using GCO?

(n=868 Accounts, December 2015)

Characteristic		Percent
Age	Mean age (range)	32 years (16-79)
Sex	Female	28 %
	Male	71 %
	Trans	<1 %
Ethnicity	White	65 %
	Chinese	9 %
	Aboriginal	2 %
	No response	12%
Region	City of Vancouver	62 %
	Suburban & Greater Vancouver	23 %
	Other	4%
	No response / invalid	12%

Sexual history

(n=487 clients completing lab forms)

Characteristic	Percent
Symptoms	15%
Contact to STI	7%
MSM	42%
4+ partners (last 3 mos)	27%
Condomless anal or vaginal sex (last 3 mos)	41%
STI diagnosis (last 12 mos)	15%
First time test	9%
Last test > 1 year ago	23%

Program outcomes

Promotional strategy	Accounts created	Lab forms created*	Specimens submitted*	Positive results [^]	Repeat testing ^{*^}
Clinic invitees	337	102 30%	62 18%	0 0%	29 47%
Turn-aways	298	249 84%	184 62%	6 3%	39 21%
Campaign	194	130 67%	58 30%	3 5%	23 40%
Other	39	25 64%	14 36%	1 7%	5 36%
Total	868	506 58%	318 37%	10 3%	96 30%

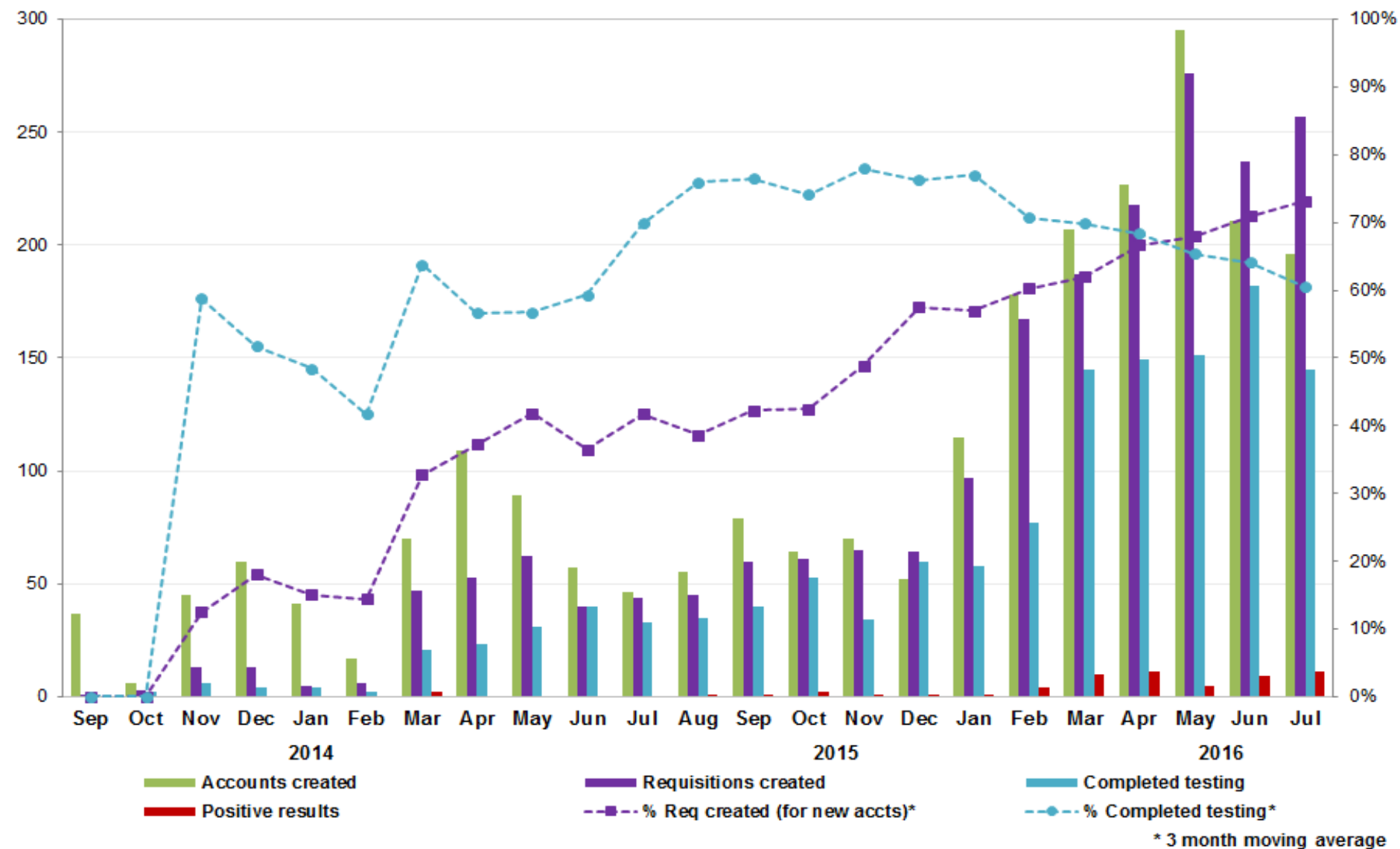
Positive results

(Sept 2014-March 2016)

- 3 chlamydia
- 4 gonorrhea
- 1 chlamydia and gonorrhea co-infection
- 2 syphilis

Conclusions

- Successful pilot – expanded to other regions in 2016
 - New STI diagnoses
 - Acceptable to clients (repeat use, feedback received)
 - Used by clients at risk of infection, use by first-time testers
 - Integrated with public health and clinical practice
- Drop-off at each stage of the testing pathway
- Differences by promotional strategy
 - Highest completion of testing and greatest number of positive results among turn-aways
 - Motivated to test
 - Increased clinical capacity
 - Likely led to earlier diagnoses



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Thanks

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Researching Digital Interventions to Improve Sexual Health

www.lovebytesresearch.ca