HIV Project Profile 2022

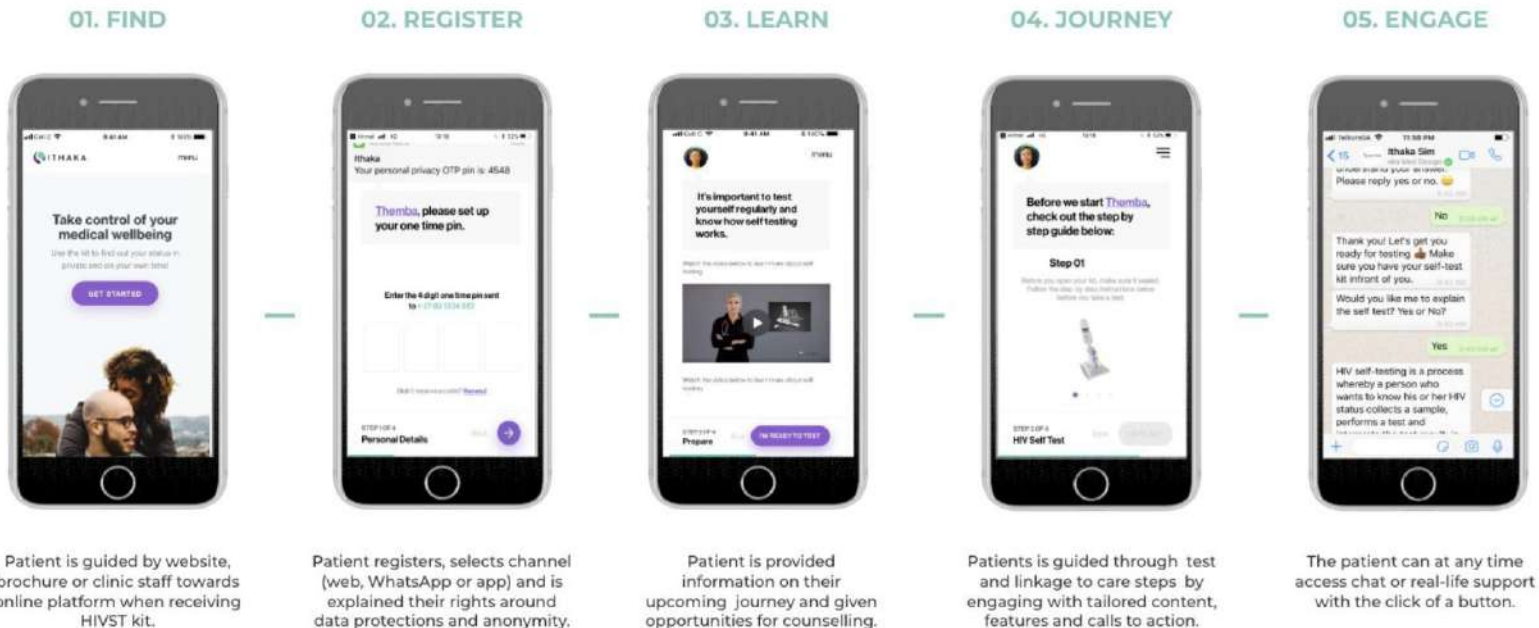## Client Support using WhatsApp for business

Ithaka platform was customized to PS Kenya's users, with a view of using WhatsApp to:
1. Engage, interest and support Kenyans who are self-testing.
2. Capture the results of their test and provide appropriate post-test counselling.
3. Appropriately link reactive testers to care.

The clients issued free kits by CBO members were informed about benefits of follow-up and asked to select a preferred channel after which they gave their phone numbers and would be pinged by the system.
Clients who purchased kits from pharmacies did self-initiate to the system using the WhatsApp number appended on the kit.

How Ithaka Works……

01. FIND
Patient is guided by website, brochure or clinic staff towards online platform when receiving HIVST kit.

02. REGISTER
Patient registers, selects channel (web, WhatsApp or app) and is explained their rights around data protections and anonymity.

03. LEARN
Patient is provided information on their upcoming journey and given opportunities for counselling.

04. JOURNEY
Patients is guided through test and linkage to care steps by engaging with tailored content, features and calls to action.

05. ENGAGE
The patient can at any time access chat or real-life support with the click of a button.

Results and Learnings

- Since project inception, 8,538 journeys were started on WhatsApp with 35% (2,977) reporting results; 206 users reported positive 6.9% of reported results.
- Self-initiated uptake of WhatsApp was slow but those reporting HIV positive results was high at 12%. There was a need for revamped promotion of the tool at pharmacy level.
- Significant reporting of HIV positive results through SMS at 9.5% and WhatsApp chatbots at 8.2% .
- Real-time digital data entry enabled quick data turnaround time leading to efficient client follow-up of clients who received free HIVST kits.
- The follow-up and support was done within 1 – 3 days compared to manual system that could take 14 days leading to client drop-off from the cascade.

HIV Self-Testing Challenge Fund Digital Platform

The HIVST Challenge fund project utilized the WhatsApp chatbot with engaging guidance, to track and improve client's testing journey and linkage. It was a users' help and reporting tool that assisted HIV Self-Testing users through:

- Providing brief counselling information.
- Easy to understand instructions on how to take the test.
- Enable users to communicate their results and get linkage to health facilities of their choice using a QR code that is scanned back by Health care providers to confirm complete linkage and initiation to ART.

Some clients prefered a follow up using SMS or phone calls by HTS counsellors for the same support.

The HIVST Challenge fund project also collected routine client data using a digital system. The data collection form was uploaded in DHIS2 and service providers made direct data entry during services provision. This enabled quick data turnaround time leading to efficient client follow-up through WhatsApp, SMS and phone calls.