

Dr Gillian Holdsworth: Managing director of SH:24

Using digital technology and user centred design to increase access to HIV testing.

SH:24 Sexual health:
24 hours a day



Working together for the public's health



Using digital technology and user centred design to increase access to HIV testing:

1. About SH:24
2. Design process
3. Improving return rates through user-centred design
4. Impact.



South London Press

WORST FOR SEXUAL HEALTH

Concerns as South London tops STI table

SEXUAL health in South London is still the worst in the country, despite increased testing.

Figures published this week showed that Lambeth had the highest rates of sexually transmitted infections (STIs) in England last year, while Southwark was third highest.

More than 30,000 people were diagnosed with an STI in six South London boroughs in 2013 – and Lambeth alone had just under 10,000.

Although for Lambeth there were marginally fewer new STI cases than in 2012, big increases in Southwark and Wandsworth meant the figures for South London had worsened overall.

Dr Yvonne Doyle, London's regional director for Public Health England (PHE), said too many people were still putting themselves at risk and not using contraception.

Increased levels of testing for STIs across London had only reduced annual infection rates by 0.005 per cent.

Dr Doyle said: "Sustained efforts to encourage people to regularly get checked for STIs means we are now finding and treating more infections – which is good news.

"Nevertheless these data show too many people are still getting STIs in London each year, especially young adults and men who have sex with men.

"Too many people are continuing to have unsafe sex and putting themselves at risk. Using condoms

By JAMES CRACKNELL

correctly, having fewer sexual partners and avoiding overlapping sexual relationships can reduce this risk.

"We know that the sooner people are diagnosed and treated, the less likely it is that they will pass any infections on, so I would encourage individuals who have been at risk to get tested promptly.

"People should also use effective contraception to reduce the risk of unwanted pregnancy."

Control of sexual health spending was transferred last year to Lambeth council.

A council spokesman said: "We have been reviewing sexual health services in partnership with Southwark and Lewisham since taking over public health work from the NHS last year.

"Testing rates have been climbing steadily, which is important in finding and treating new infections, and we are working with partner organisations to find new approaches to tackling the STI levels in our communities.

"Our new three-year sexual health strategy, which runs from 2014 to 2017, sets out how we will work in new ways to improve the sexual health of our residents."

The PHE figures published this week do not include HIV cases, which are calculated separately, but do include chlamydia, gonorrhoea, herpes, syphilis and genital warts.

The most recent HIV data also put Lambeth and Southwark top for infection rates.

james.cracknell@slp.co.uk

NEW STI CASES PER 100,000 PEOPLE

	2012	2013
Lambeth	3,210	3,205
Southwark	2,199	2,352
Wandsworth	1,838	2,071
Lewisham	1,468	1,291
Greenwich	1,104	1,174
Merton	1,037	1,042
London	1,337	1,332



Holistic user-centred approach:

Aims:

Improve sexual health of the population

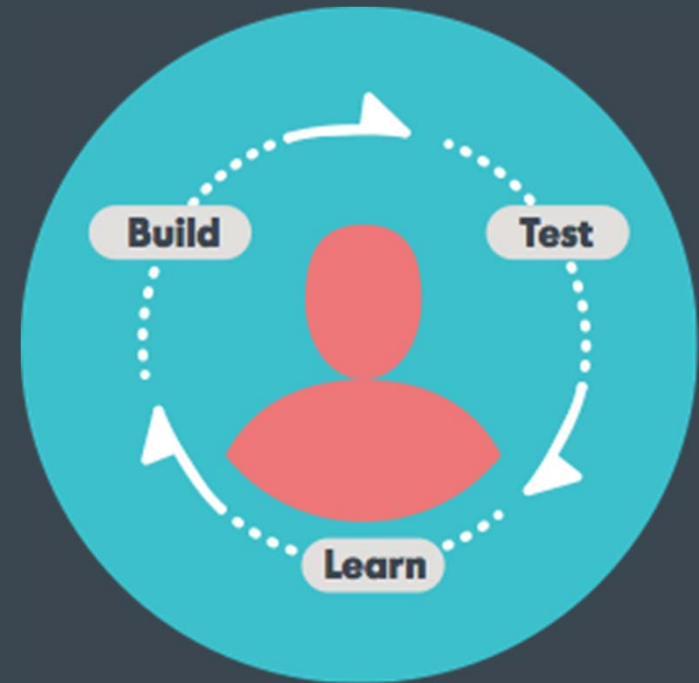
Promote self-management

Increase productivity and reduce costs

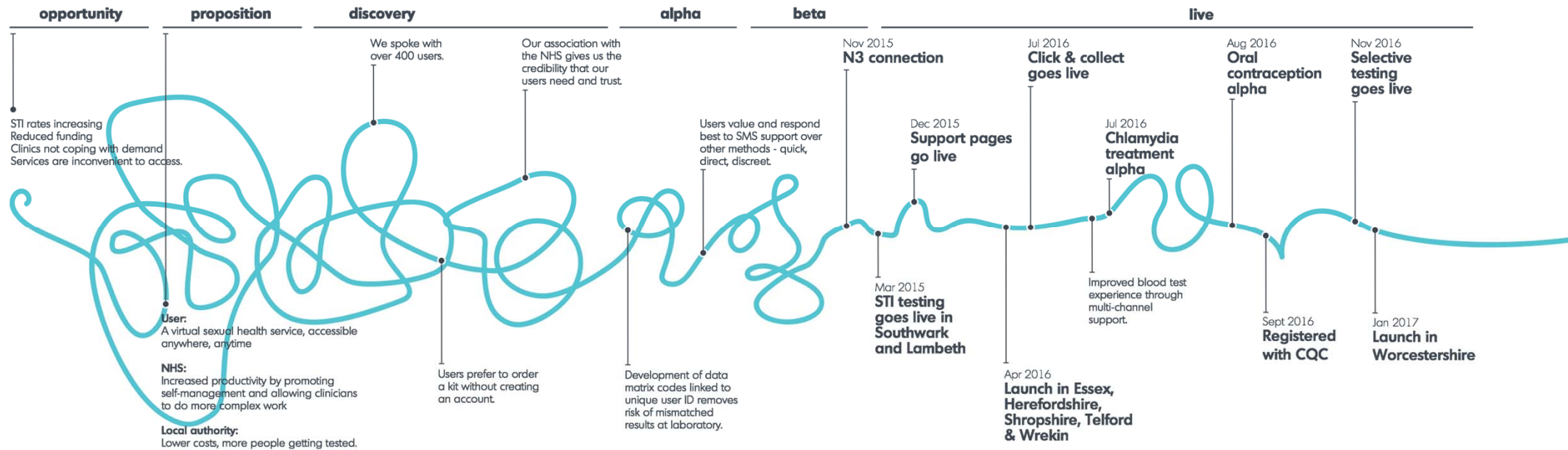


Maximising health benefit:

We use a powerful mix of design led, agile and user-centred methodologies (along Government Digital Service (GDS) principles), applied for the delivery of public health outcomes – to maximise health benefit and reduce risk.



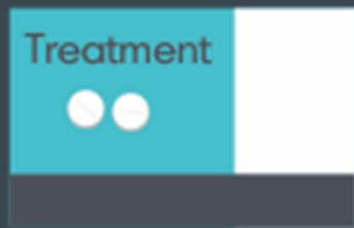
Iterative development:



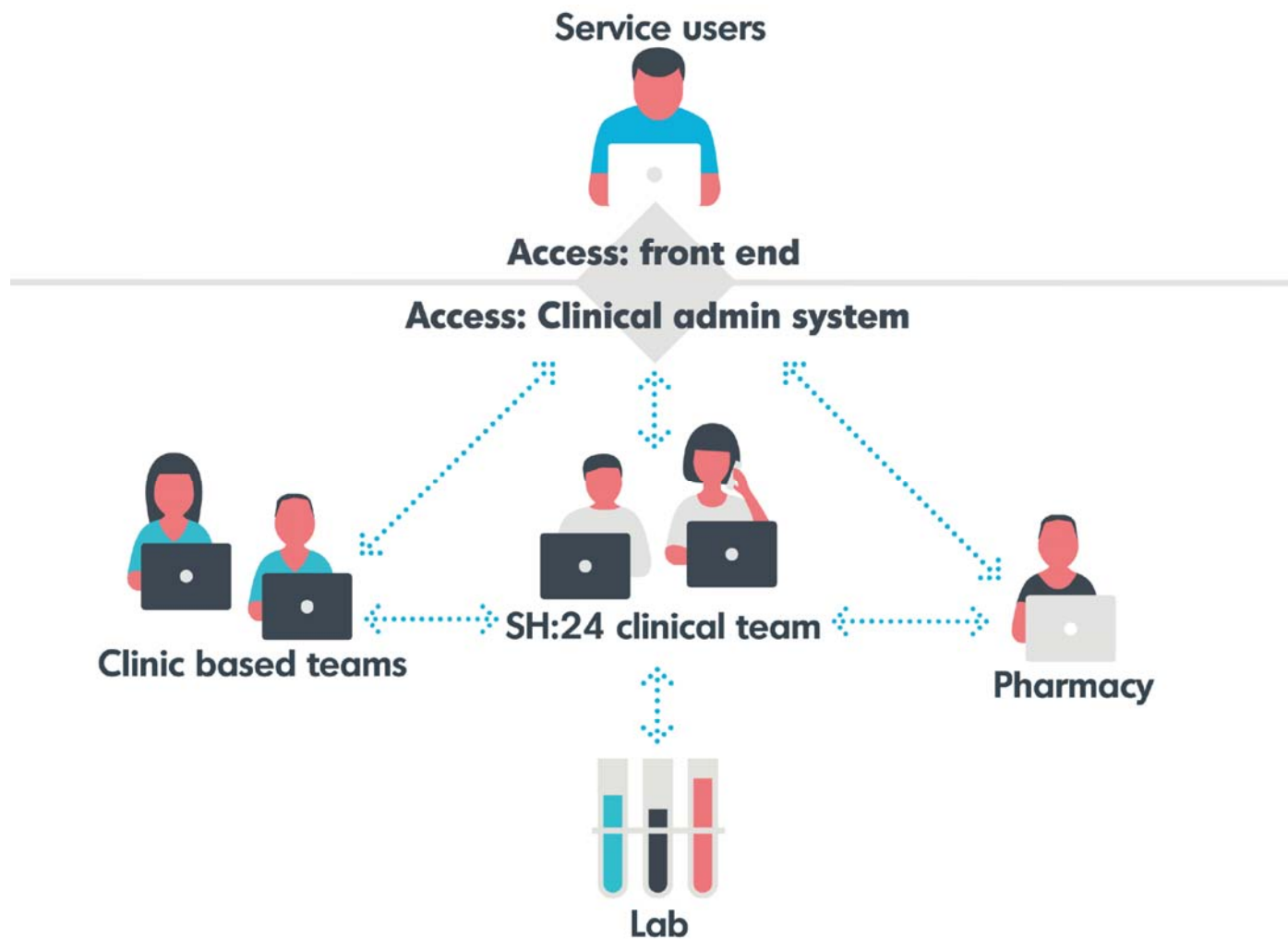
Clinically led services:

Webchat

SAM STI test subscription service in Germany



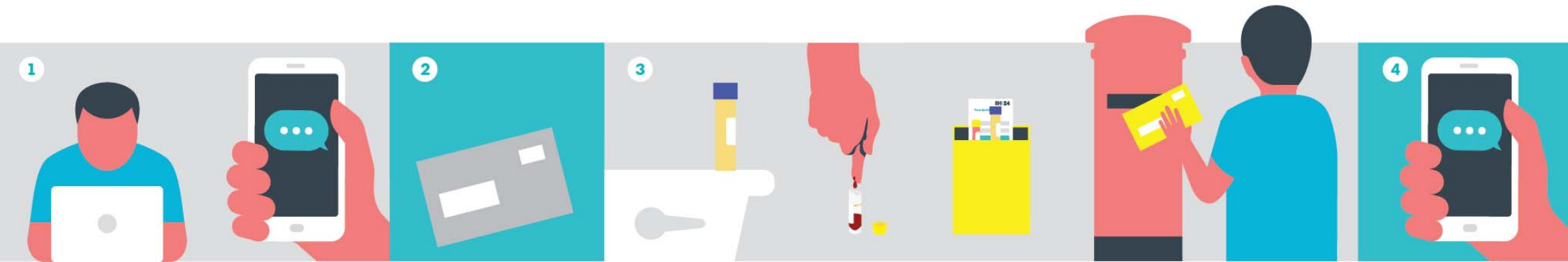
Transformative service delivery:



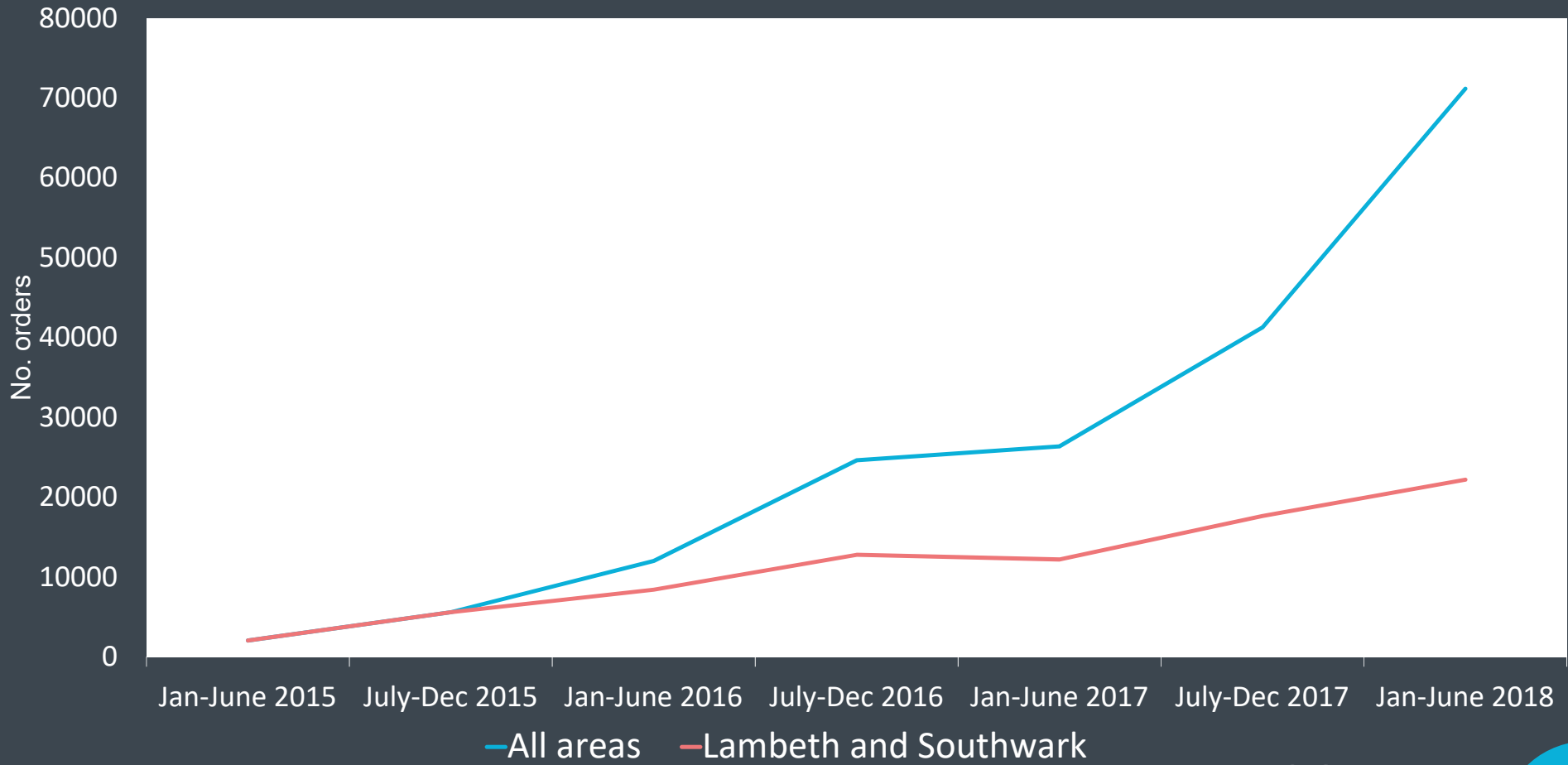




STI testing user journey:



Orders with SH:24 2015-2018


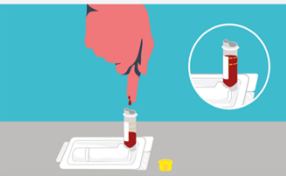
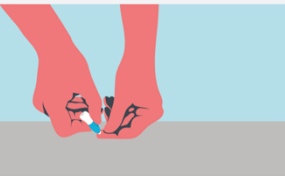
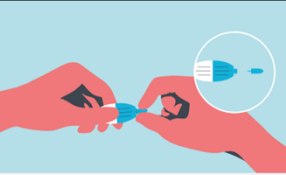




Return rate 2015:
5128/7619

67.3%

Instruction cards, video and FAQ:

Blood sample



1 Warm up to help your blood flow. Do the test after having a shower, bath, soaking your hand in warm water, exercising or holding a warm mug.

2 Remove the yellow lid from the tube. Close the protective case and gently push the tube into the corner of the case, so that it stands up, as shown above.

3 Twist and pull the tip off a lancet. Then use a wipe to sterilise your chosen finger.

4 To prick your finger, lay your hand on a flat surface. Press the lancet firmly into the middle of your fingertip.

5 Stand over the tube, keep your arm straight and massage down your finger (if your blood stops flowing, prick another finger). Fill to the top 600 line, then push the yellow cap down firmly (so it clicks).

6 Gently turn the tube upside down 5 times. Put the tube into the protective case. Place all your samples and **lab card** into the grey freepost envelope and post in any Royal Mail post box.

Instructions

SH:24

What is included in the kit:

This is a simple and reliable test designed to be safely used at home.



Protective case



Sample tube



3 Lancets



2 Sterile wipes



2 Plasters

You will also need some tissue



Watch this short tutorial video of someone doing the test: bit.ly/bloodtestSH24

How long does this test take?

It is best to do this when you have 5-10 minutes spare. Watching the video will help you take your sample more quickly whilst being warm and keeping your arm straight will really help blood flow to your finger.

When should I take this test?

You should wait 4 weeks after you think you could have been exposed to HIV and 12 weeks for Syphilis. This is because it takes time before STIs can be detected in a test. If unsure, test now and repeat later. You can do this test at any time of day.

What will this test for?

We use your blood samples to test for Syphilis and/or HIV. Check your lab card to see which tests will be carried out using your samples.

Do I need to write my name on the samples?

No, we have already labelled your samples with a unique code - this is to ensure your experience is as easy and discreet as possible.

Can I request more lancets (used to prick your finger)?

Yes, text 'lancets' to 07860 041 233.

What happens next?

We will text you when your samples arrive at the lab.

We will then text you your test results as soon as possible (always within 7 days).

If you do have an infection we will advise you how to get treatment and further support.

Contact us:

By text: 07860 041 233
By email: info.sh24@nhs.net

FAQs:

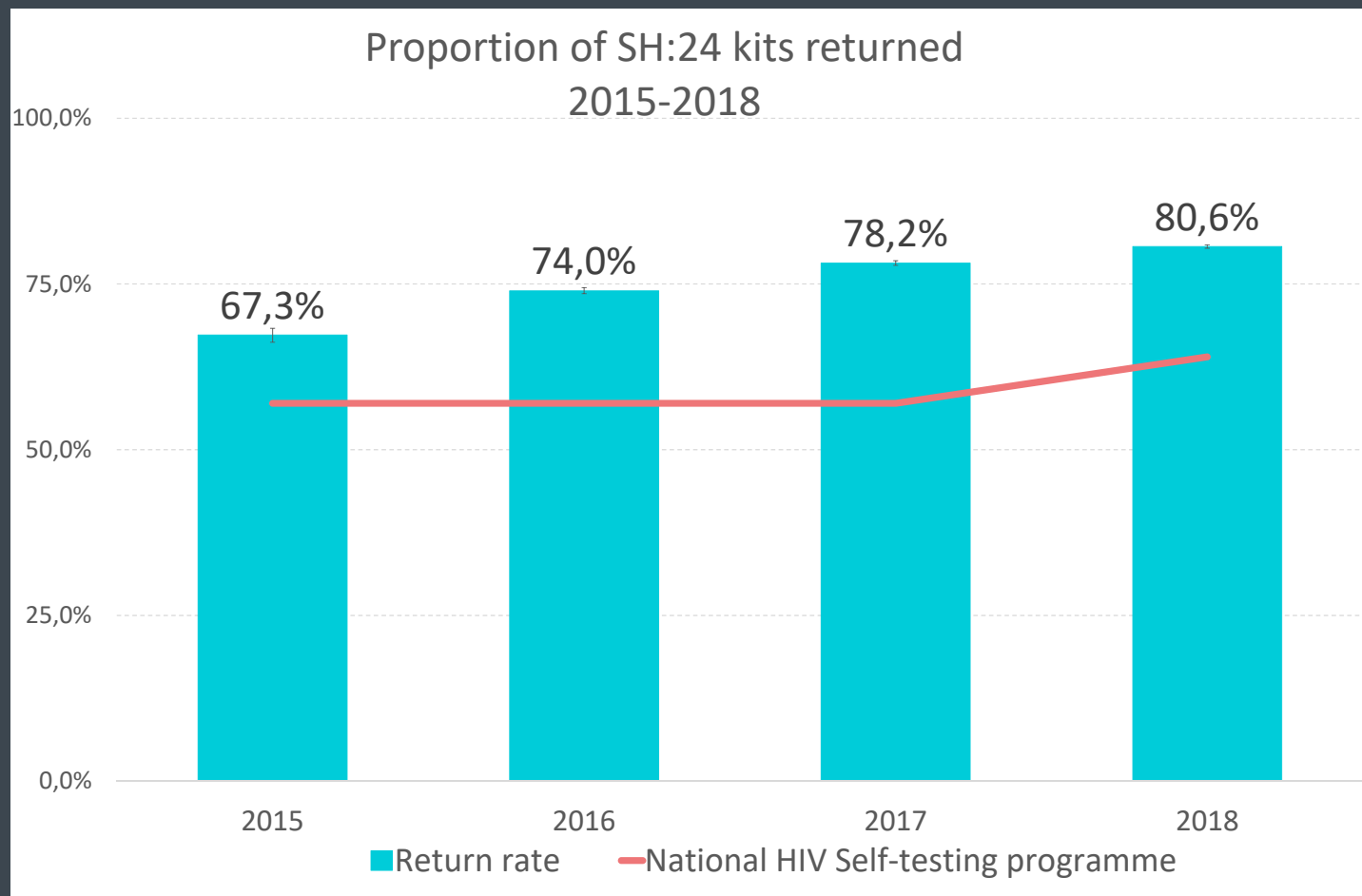
sh24.org.uk/faqs

Blood sample

Key information

SH:24

Improved return rate:



Users with a reactive HIV result:

Risk group	Reactive rate (n/%)	p value
MSM	371/13,555 (2.7%)	
Non-MSM	715/89,609 (0.8%)	<0.001
From HIV endemic area	167/14,764 (1.1%)	
Not from HIV endemic area	891/83,686 (1.1%)	0.16
All	1,086/103,881 (1.1%)	n/a

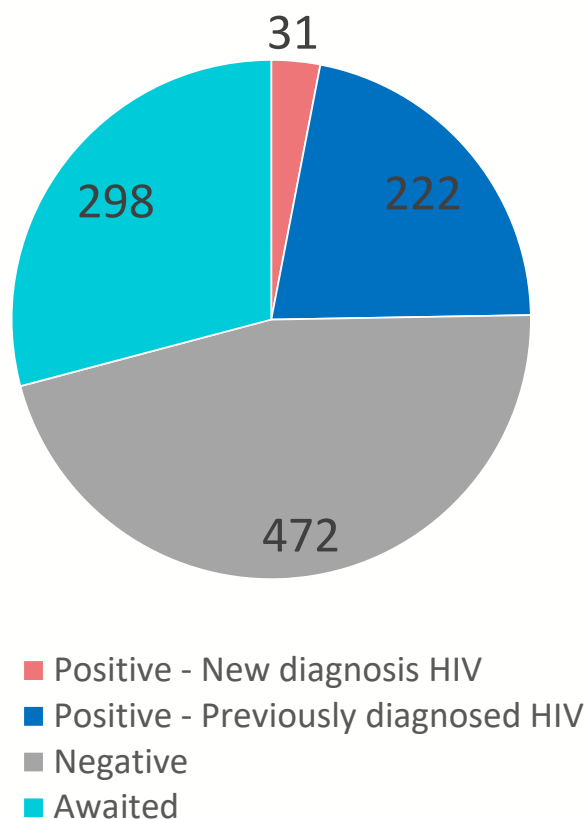
Jan 2015-Dec 2018: 1023 reactive HIV results

26/31 (83.9%) report ≥ 1 risk factor

64/298 (21.5%) report ≥ 1 risk factor

217/222 (97.8%) report ≥ 1 risk factor

108/472 (22.9%) report ≥ 1 risk factor



What our users say:

“My life has changed overnight because of the service you provide as I was concerned about my health and didn’t have the confidence to go to a clinic in person. I can move forward knowing I’m fine thanks to you.”

“...as a full time working mum it’s almost impossible to get an appointment or even book an appointment, so this service is truly amazing and really appreciated”

“Can’t rate the service highly enough! Super-fast delivery. Easy to complete test. Fool proof instructions. Highly recommend.”

“Just thank you. My situation was a sensitive and embarrassing one. Chances are if I couldn’t have done it myself this way, I would not have seen a doctor or visited a clinic.”



AWARDS 2016
WINNER

Best User Experience - Winner



Innovation Team of the Year 2017 - Winner



AWARDS 2016
WINNER

Best Innovation - Winner



Digital Leaders 100 - Cross Sector Digital Collaboration of the Year - Finalist



Excellence in mobile healthcare - Finalist



Design Museum Beazley Designs of the Year 2016 - Nominee - Digital category



AWARDS 2016
WINNER

Best Public Sector - Winner



The Lovie Awards, health & fitness - Winner (Silver)



The People's Lovie Award, health & fitness - Winner



British Healthcare Awards 2015
WINNER

Best Creative Solution - Winner



Digital Innovation of the Year - Finalist



Improving Care with Technology Award - Finalist



Best use of IT to support clinical treatment and care - Finalist



THE QUEEN'S AWARDS
FOR ENTERPRISE
INNOVATION
2015

Whats next for SH:24:

- Home HIV testing
- PrEP 24
- Africa - CIFF

Questions?

Poster: S.A.M: the new homesampling service in Germany [PO3 / 08](#)

Website: sh24.org.uk

Email: gillian@sh24.org.uk

Twitter: [@sh24_nhs](https://twitter.com/sh24_nhs)