

Tips for Managing Digital Design Projects

August 24, 2022

3:30 - 4:30 pm

AETC National Coordinating Resource Center

- Nicolé Mandel, Website Manager
- Judy Collins, Marketing Coordinator
- Dominic Stanislaus, Program Assistant

20
22

NATIONAL
RYAN WHITE
CONFERENCE
ON HIV CARE & TREATMENT

Presenters



Nicolé Mandel
AETC NCRC, Website Manager
TargetHIV, Project Manager



Judy Collins
Marketing Coordinator
AETC NCRC



Dominic Stanislaus
Program Assistant
AETC NCRC

Goal

Demystify the digital design, development, and deployment process by sharing tips and lessons learned through the HIV Care Tools mobile app development project and the redesign of existing products. In this session, participants will learn how to:

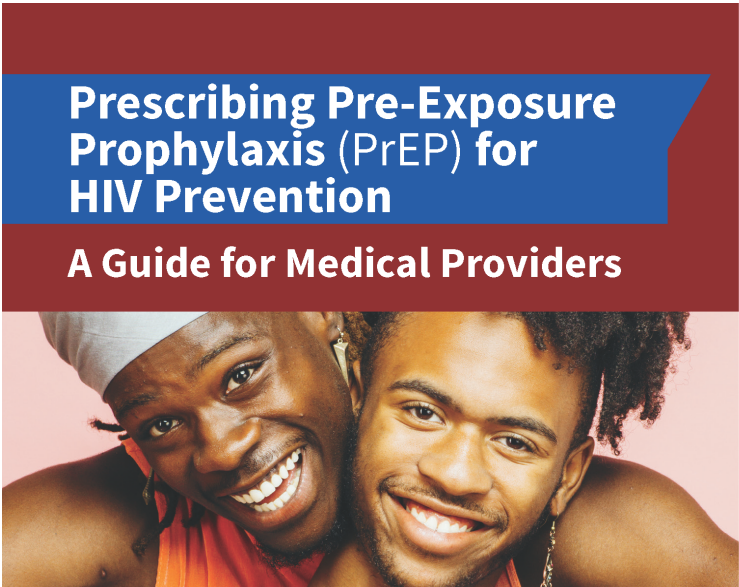
- Identify audience needs
- Identify resources and services for design development
- Outline steps for development & deployment
- Identify opportunities & approaches for marketing and promotion

Background

- Our pre-printed fact sheets on clinical topics were very popular demonstrating a demand for short-format content and materials that can be distributed at in-person trainings
- A survey of AETC NCRC website users found that clinicians who use apps use them for content like reference guides and clinical calculators
- Our funder wanted us consider sustainability when developing resources
- EHE funding became available but had a short shelf life (had to spend it ASAP)

Our Project: Pocket Cards Update

Before: Preprinted & PDF



PrEP INDICATIONS

Pre-Exposure Prophylaxis (PrEP) with daily tenofovir disoproxil fumarate-emtricitabine is recommended as one HIV prevention option for men who have sex with men (MSM), injection drug users (IDU), and heterosexual men and women at substantial risk of acquiring HIV infection.

Consider offering PrEP to HIV-negative adults and adolescents who weigh at least 35 kilograms (77 lbs) AND in the last six months had one or more of the following:

- Any sex partner with HIV or HIV risk-factors (IDU or MSM)
- Condomless vaginal or anal sex with a partner of unknown HIV status who is known to be at substantial risk of HIV infection
- A bacterial sexually transmitted infection (gonorrhea/chlamydia/syphilis)
- Injected drugs and shared needles/equipment
- Used non-occupational post-exposure prophylaxis (nPEP)
- Survival/transactional sex
- Been in a drug treatment program
- Interest in trying to conceive with a partner who is HIV-positive

Research studies suggest that men or transgender people engaging in receptive anal sex benefit the most from PrEP

CONTRAINDICATIONS

- HIV-positive
 - Estimated creatinine clearance (eCrCl) < 60 ml/min
 - Possible HIV exposure within the past 72 hours (offer nPEP, then consider PrEP)
- Clinician Consultation Center**
PEpline: 888.448.4911 or
<http://nccc.ucsf.edu/clinician-consultation>

WHAT TO PRESCRIBE

Truvada® (tenofovir disoproxil fumarate-emtricitabine 300 mg/200 mg) 1 tab PO daily, #30, 2 refills for a total 90-day supply



CAUTION

- Hepatitis B (HBV) infection (can flare when stopping the medications used for PrEP; check HBsAb/Ag prior to initiation of PrEP)
- Concomitant illness (i.e., diabetes mellitus or hypertension) that increases risk for kidney disease; consider more frequent creatinine monitoring
- Acute flu-like illness; defer PrEP and retest in 4 weeks or evaluate for acute HIV infection, including HIV RNA PCR, before initiation
- Pregnancy or breastfeeding; discuss risks/benefits
- Osteoporosis
- Minor adolescents

October 2019

New Design & Format

After: Self-print PDF, Web & App

PRESCRIBING PrEP

Pre-Exposure Prophylaxis (PrEP) is recommended as an HIV prevention option for anyone with risks of acquiring HIV infection through sex or drug use.

PrEP INDICATIONS

Discuss PrEP with all sexually active adults and adolescents. Prescribe if requested, even if person denies HIV risk factors (unless contraindicated).

PrEP is recommended for anyone with:

- Condomless vaginal or anal sex with a partner of unknown HIV status
- HIV-positive sex partner (especially if partner's HIV viral load is detectable or unknown)
- A recent bacterial sexually transmitted infection (STI) (gonorrhea/chlamydia/syphilis)

CONTRAINDICATIONS

- Injection drug use with sharing of needles/equipment
- Any survival/transactional sex
- Desire to conceive with a partner who is HIV-positive

WHAT TO PRESCRIBE

Daily Oral PrEP

- Tenofovir disoproxil fumarate/emtricitabine (TDF/FTC, Truvada, or generic equivalent)
 - 300 mg/200 mg, 1 tab orally (PO) daily, #30, 2 refills for a total supply of not more than 90 days
- OR
- Tenofovir alafenamide/emtricitabine (TAF/FTC, Descovy)
 - 25 mg/200 mg, 1 tab PO daily, #30, 2 refills for a total supply of not more than 90 days

- Not recommended as PrEP by those at risk from receptive vaginal sex (e.g., cisgender women and some transgender people)

On-Demand or 2-1-1 Oral PrEP: Alternative for men who have sex with men (MSM) who have sex infrequently

TDF/FTC (Truvada or generic equivalent)

- 300 mg/200 mg, #30 with 0 refills (test for HIV before refill)

2-1-1 PrEP dosing:

- 2 tabs PO taken 2-24 hours prior to having sex, then
- 1 tab PO 24 hours after first 2 tabs taken, then
- 1 tab PO 48 hours after first 2 tabs taken

POSSIBLE SIDE EFFECTS

Oral PrEP (TDF/FTC, TAF/FTC)

- Nausea, diarrhea, or headache; usually mild and resolves within 1 month
- Renal dysfunction; typically reversible if PrEP is stopped (risk greater with TDF)
- Slight (1%) loss of bone mineral density over 1 year; no increased risk of fractures (risk greater with TDF)

Injection PrEP (CAB)

- TAF: possible weight gain
- Injection site reactions

Prescribing PrEP: A Guide for Healthcare Providers

Publish date: *January 11, 2022*
AETC Source: AETC National Coordinating Resource Center, Oregon AETC

[DOWNLOAD QUICK GUIDE PDF](#)



Pre-Exposure Prophylaxis (PrEP) is recommended as an HIV prevention option for anyone with risks of acquiring HIV infection through sex or drug use.

- + [PrEP Indications](#)
- + [Contraindications](#)
- + [What to Prescribe](#)
- + [Possible Side Effects](#)
- + [Cautions](#)
- + [Laboratory Screening and Visits](#)
- + [Counseling Topics](#)
- + [Key Messages](#)
- + [Resources](#)

9:28
TestFlight
HIV Care Tools

PRESCRIBING PRE-EXPOSURE PROPHYLAXIS FOR HIV (PREP)

Contents

- PrEP Indications
- Contraindications
- What to Prescribe
- Possible Side Effects
- Cautions
- Laboratory Screening and Visits
- Counseling Topics
- Key Messages
- Resources

Pre-Exposure Prophylaxis (PrEP) is recommended as an HIV prevention option for anyone with risks of acquiring HIV infection through sex or drug use.

PrEP Indications

Discuss PrEP with all sexually active adults and adolescents. Prescribe if requested and not contraindicated, even if person denies HIV risk factors.

Scope of Work

Requirements for all versions

- Easy to update
- Accessible
- Brand-consistent

Print version

- Printable from a standard office printer

App version

- Easy to navigate
- Shareable via email or text
- Available without Internet access
- IOS and Android

Web version

- Scannable
- Easy to navigate from multiple devices

Our Strategy



- Used in-house resources for project management, content, online versions, and marketing
- Worked with a designer with both print and web experience to create a new templates
- Partnered with an app developer with health sector experience and both design and development skills, and experience

Project Management

- **Create a project outline**
 - # of products or components
 - Steps or stages of development for each product or component
 - Budget
 - Timeline
 - Personnel
- **Identify resources & services**
 - Referrals
 - University or program/department vendor list
 - Interns or Students

Project Management Stages



The Project Manager's Role

Liaison between designer/developer and content authors

- Identify subject matter experts
- Version control for content
- Quality assurance/testing
- Manage timeline
- Launch & promotion

App Design & Development Process

Design

- Work with someone who understands mobile UI/UX and can speak the developer's language
- Use wireframing to work through behavior (what happens when you touch here, etc.) in addition to design

Development

- Establish your own QA process. Be thorough and include multiple perspectives.
 - Plan
 - Do
 - Check
 - Act

Publishing

- 2 main shops: App Store (IOS) and Google Play store (Android)
- Apple store can be hard to get in to

Pro Design Tip: Define the Audience

Personas

Think about your audience(s) in some detail

Work with your subject matter experts to make sure they ring true

Survey potential users or otherwise gather data where you can

Use in design, development, marketing, and evaluation



Jennifer Hayes

Age: 34
Location: Long Beach, California
Job: Nurse Practitioner
Family: Lives with roommates

Tech

Internet ●●●●●
Social Media ●●●●●
Mobile ●●●●●
Messaging ●●●●●
Desktop ●●●●●

Bio

Jennifer is a nurse practitioner at the VA medical center in Long Beach. She lives with 3 roommates renting a house in Norwalk. She works 12 hour shifts 4-5 days a week as the pandemic has been peaking. She is stressed and overworked, but is motivated by her ability to directly help patients and fight against the pandemic.

Needs

- Know which patients require her attention the most
- Immediate relevant information about a patient's condition
- Highly streamlined UX

Frustrations

- Overwhelming amounts of patients and staff requiring her attention
- Archaic medical systems and interfaces
- Fragmented patient information

Motivators

- Ability to make a difference in someone's life
- Flattening the curve
- Comradery

Materials Redesign Process

- From pocket guide to print-friendly PDF
 - Back-and-forth via PDF
 - Make sure you actually print it out
 - LOTS of editorial involvement with the authors
- From pocket guide to web format
 - We already had templates/design patterns that we could use
 - Wait until the content was nailed down

PRESCRIBING PrEP
 Pre-Exposure Prophylaxis (PrEP) is recommended as an HIV prevention option for anyone with risks of acquiring HIV infection through sex or drug use.

PREP INDICATIONS
 Discuss PrEP with all sexually active adults and adolescents. Prescribe if requested, even if person denies HIV risk factors (unless contraindicated).
 PrEP is recommended for anyone with:
 • Condomless vaginal or anal sex with a partner of unknown HIV status
 • HIV-positive sex partner (especially if partner's HIV viral load is detectable or unknown)
 • A recent bacterial sexually transmitted infection (STI) (gonorrhea/chlamydia/syphilis)

CONTRAINDICATIONS
 • HIV infection
 • Weight < 77 lbs
 • Estimated creatinine clearance (TDF/FTC or < 30 mL/min for TAF)
 • Possible HIV exposure within the offer nPrEP, then consider PrEP.

WHAT TO PRESCRIBE
Daily Oral PrEP
 • Tenofovir disoproxil fumarate/emtricitabine (TDF/FTC, Truvada, or generic equivalent)
 - 300 mg/200 mg, 1 tab orally (PO) daily, #30, 2 refills for a total supply of not more than 90 days
 OR
 • Tenofovir alafenamide/emtricitabine (TAF/FTC, Descovy)
 - 25 mg/200 mg, 1 tab PO daily, #30, 2 refills for a total supply of not more than 90 days
 - Not recommended as PrEP by those at risk from receptive vaginal sex (e.g., cisgender women and some transgender people)
On-Demand or 2-1-1 Oral PrEP: Alternative for men who have sex with men (MSM) who have sex infrequently
 TDF/FTC (Truvada or generic equivalent)
 • 300 mg/200 mg, #30 with 0 refills (test for HIV before refill)
 • 2-1-1 PrEP dosing:
 - 2 tabs PO taken 2-24 hours prior to having sex, then
 - 1 tab PO 24 hours after first 2 tabs taken, then
 - 1 tab PO 48 hours after first 2 tabs taken

POSSIBLE SIDE EFFECTS
Oral PrEP (TDF/FTC, TAF/FTC)
 • Nausea, diarrhea, or headache, resolves within 1 month
 • Renal dysfunction; typically resolved (risk greater with TDF)
 • Slight (1%) loss of bone mineral; increased risk of fractures (risk)
 • TAF: possible weight gain
Injection PrEP (CAB)
 • Injection site reactions

CONTRAINDICATIONS
 • Injection drug use with sharing of needles/equipment
 • Any survival/transactional sex
 • Desire to conceive with a partner who is HIV-positive

Prescribing PrEP: A Guide for Healthcare Providers
 Publish date: January 11, 2022
 AETC Source: AETC National Coordinating Resource Center, Oregon AETC

[DOWNLOAD QUICK GUIDE PDF](#)

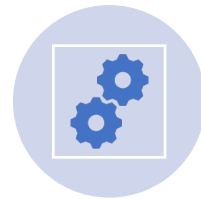
Pre-Exposure Prophylaxis (PrEP) is recommended as an HIV prevention option for anyone with risks of acquiring HIV infection through sex or drug use.

- + PrEP Indications
- + Contraindications
- + What to Prescribe
- + Possible Side Effects
- + Cautions
- + Laboratory Screening and Visits
- + Counseling Topics
- + Key Messages
- + Resources

Project Management Tips



Familiarize yourself with the language



Use project management tools, e.g., Box, Trello, Google Docs, Jira



Research your resources and services



Tap into your team's strengths



Communicate often, discuss updates & challenges



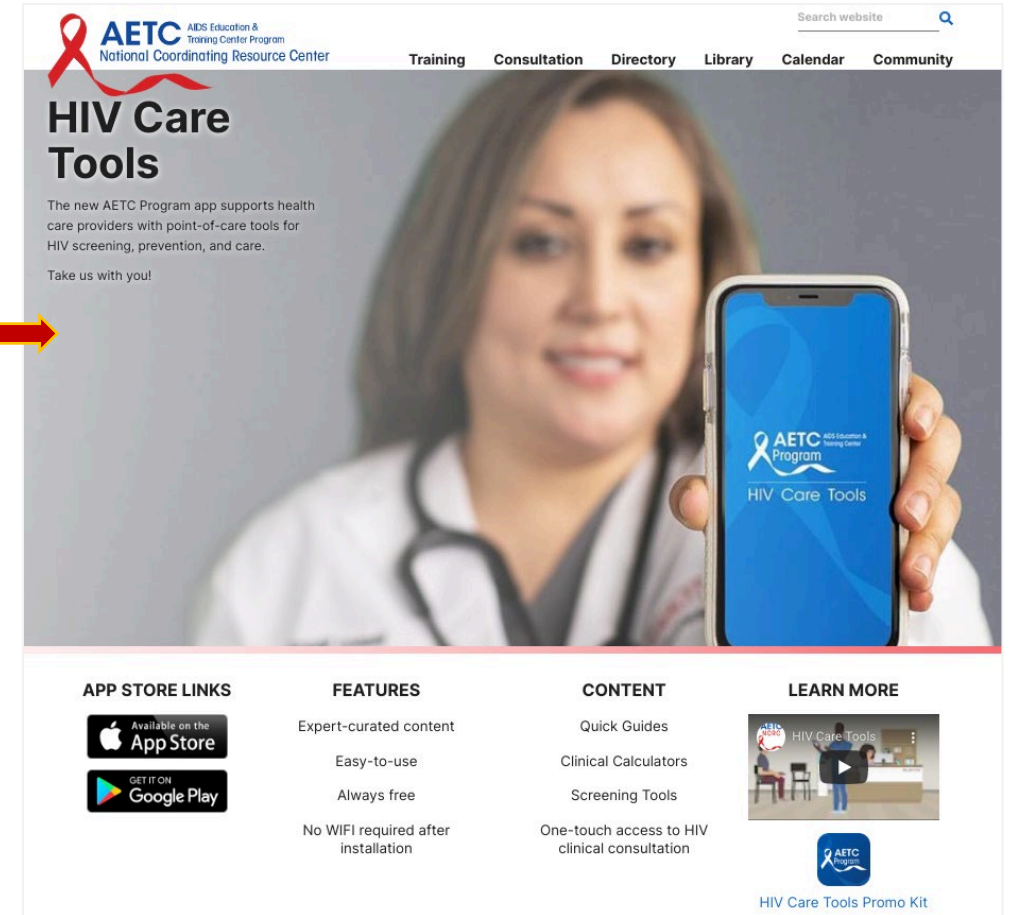
Google is your friend!

Identify opportunities & approaches for marketing and promotion

- Websites
- Social Media
- Videos
- E-mail listservs and newsletters
- Collaborate with partners & agencies
- Conferences & events
- Direct mail

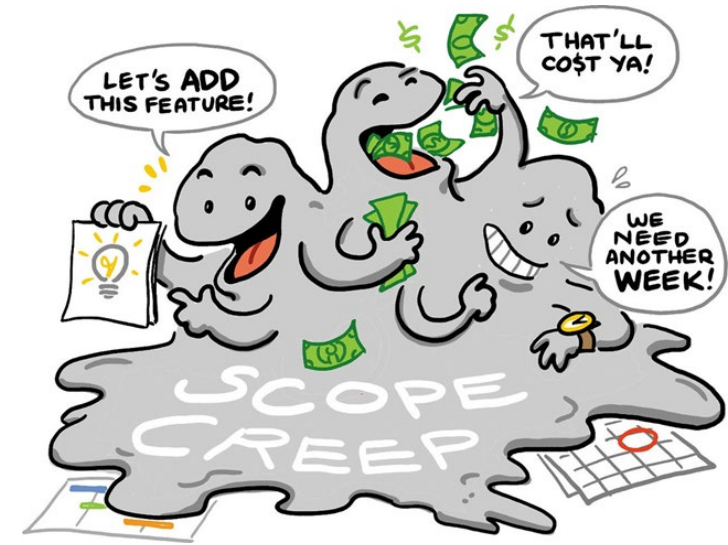
Marketing tips

- Create engaging visuals using Canva or other free graphic design tools
- Prepare marketing materials for your website, ex: HIV Care Tools webpage →
- Contract with a videographer to create a promo video
- Write a short article or blog story



Challenges & Tips

- If possible, start early in the fiscal year
- Do your homework
- Resist scope creep
- Look for more than one vendor
- Pad your timeline
- Plan for accessibility
- Plan for future updates and additional versions (sustainability)



Key Takeaways

Project management is project management

Tap into your existing resources – use who you know

Stay organized

Follow the script

Have a back-up plan

Project Management & Design Resources

- Trello <https://trello.com/en>
- Box <https://www.box.com/>
- Google Docs <https://docs.google.com/>
- Jira Software by Atlassian
<https://www.atlassian.com/software/jira>
- Canva <https://www.canva.com/>

Thank You!

**THANK
YOU!**