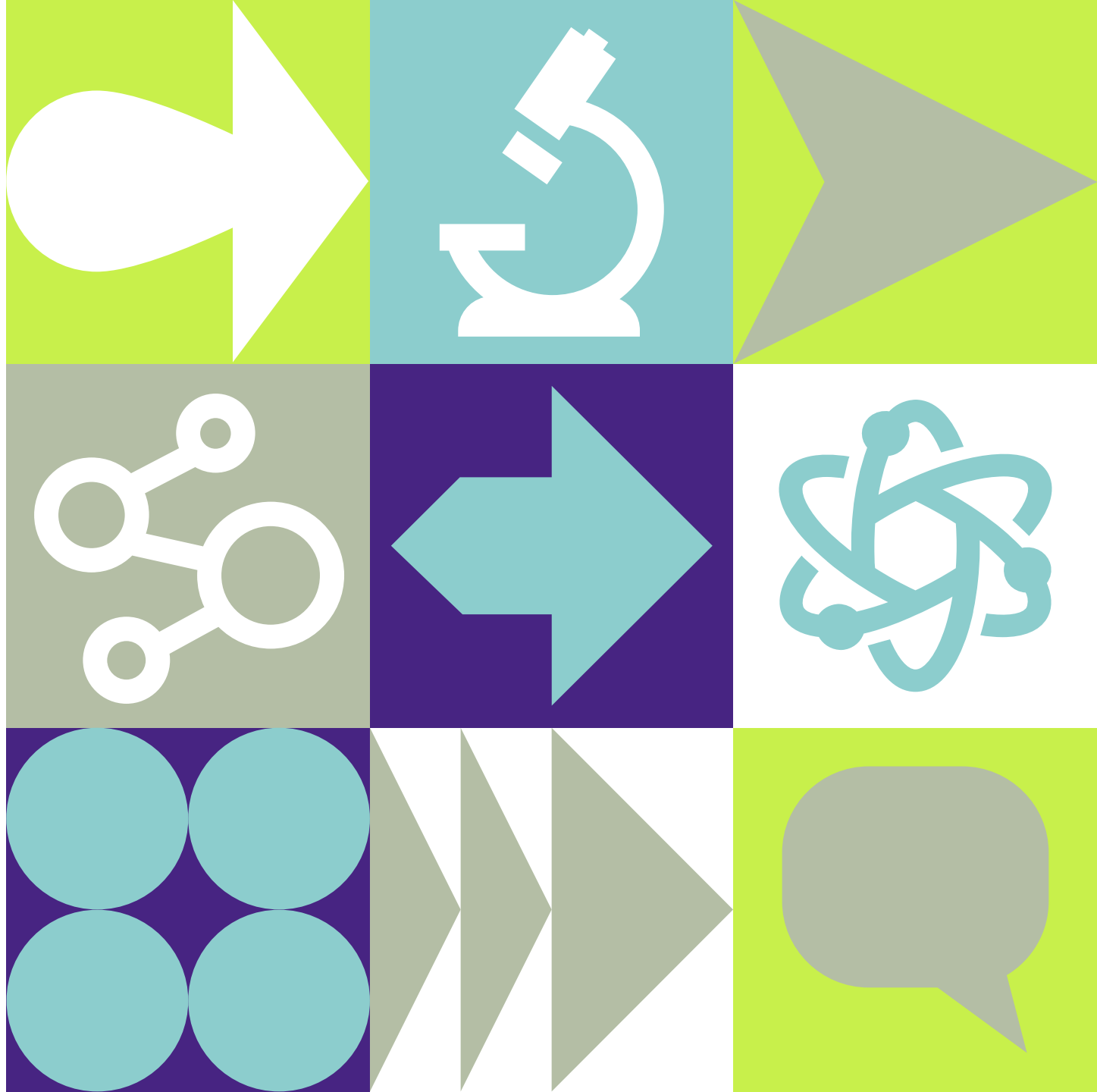




 **IAS 2021**

Variation in preferences for long-acting injectable PrEP among US men who have sex with men: a latent class analysis

S. Wilson Beckham
Johns Hopkins University



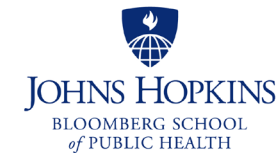
Variation in preferences for long-acting injectable PrEP among US men who have sex with men: a latent class analysis

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Disclosures

This research is funded by ViiV Healthcare.

Objectives

- Measure variations in potential users' preferences for features of long-acting injectable PrEP
 - Injection administered every 2 months compared to daily pill
 - Anticipated introduction to US & other markets

**HPTN 083 Study Demonstrates Superiority
of Cabotegravir for the Prevention of HIV**

Jul 7, 2020

Methods

- Data Source: 2019 American Men's Internet Survey (AMIS)
 - Annual, cross-sectional online survey since 2013
 - Approximately 10,000 cisgender men ages 15+ living in the US recruited per cycle
 - Identify as gay, bisexual, and/or reported sex with men
- Latent Class Analysis (LCA) on a Discrete-Choice Experiment (DCE)
 - DCE + LCA: data grouped into classes by patterns of responses
 - preference weights in each class
 - → calculate relative importance of LAI-PrEP attributes by class
- AMIS 2019 DCE results presented in OALC0502 Session "***Pills and potions: The expanding repertoire of PrEP choice***"

Results: Relative Importance by Class

n=2,206

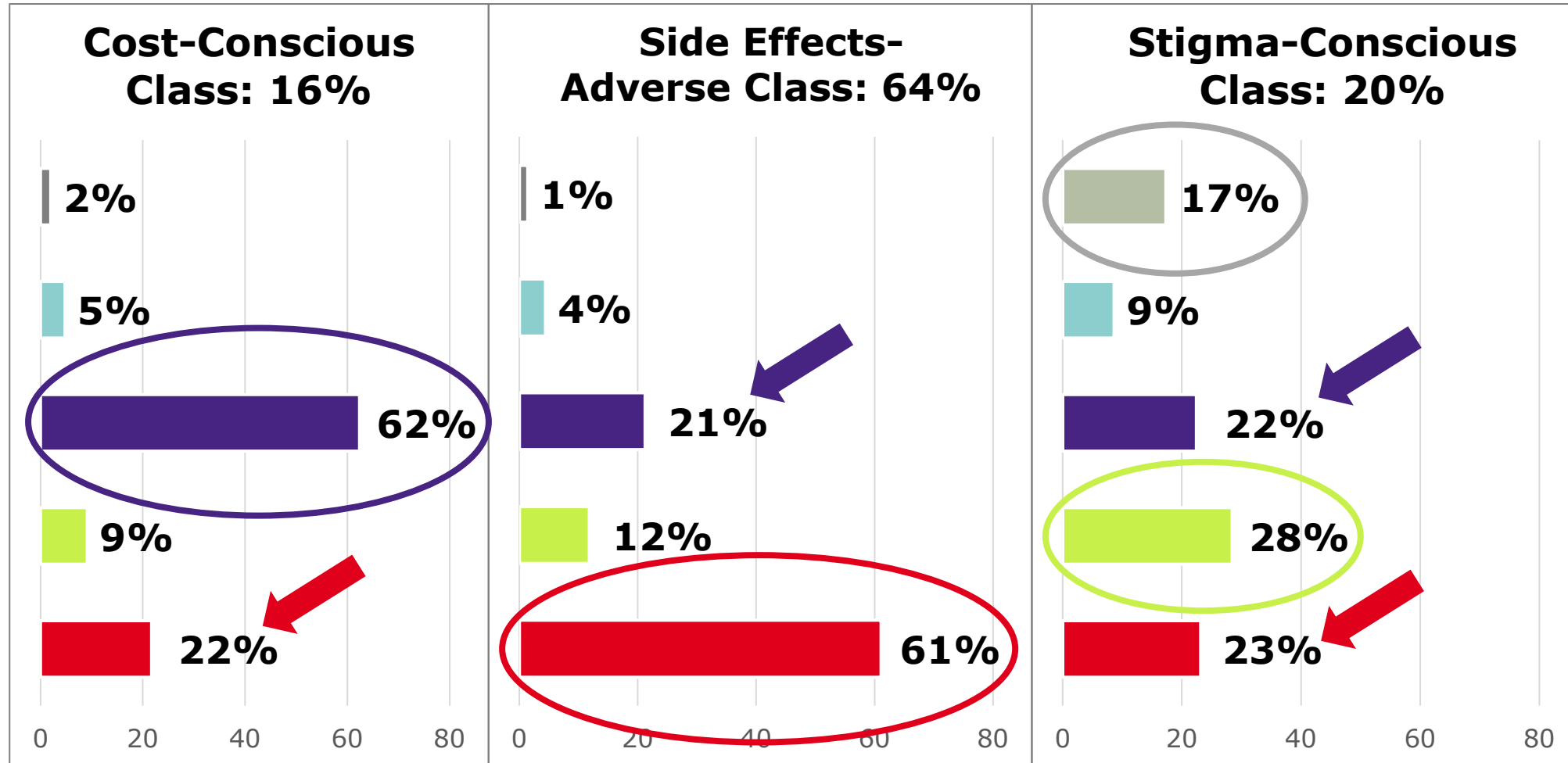
Fear of Negative Judgement

Increased service location privacy

Lower out-of-pocket cost

Injection every 6 v. 2 months

Less severe side effects



Results

Demographic Characteristics	Cost Conscious Class	Side Effects Adverse	Stigma Conscious
Age <25 years	48%	49%	41%
BIPOC	43%	39%	35%
Some university +	77%	83%	79%
Large urban centers	56%	64%	57%
Private insurance	69%	77%	75%
Used Oral PrEP	83%	75%	79%
Willing to use oral PrEP	80%	74%	77%
2+ Male partners, 12 months	83%	83%	87%
Condomless anal sex w/ serodiscordant partner, 12 m	26%	24%	32%
STI diagnosis, 12 months	12%	15%	14%

Implications

- Preference heterogeneity: variation in what users will value & will avoid
 - Audience segmentation
 - Tailor messaging & approaches to implementation

Cost Conscious Class

Public & private insurance coverage

Subsidies & Lower costs

Messaging: "Free!"

Side Effects Adverse Class

Reassure clients: "some pain at the injection site"

Messaging: Report actual side effects to assuage misconceptions & fears

Stigma-Conscious Class

Emphasize privacy & confidentiality

Decrease frequency of injections (future formulations)

Messaging: Normalize & de-stigmatize PrEP use

Related Presentations from AMIS 2019

Oral Abstract OALC0502

- Beckham, et al; Preferences for implementing long-acting injectable pre-exposure prophylaxis among cisgender men who have sex with men in the US

E-poster PEC293

- Sanchez, et al; High interest in long-acting injectable HIV pre-exposure prophylaxis among nationwide online sample of United States men who have sex with men, 2019

Acknowledgements

Emory University

Travis Sanchez
Maria Zlototrzynska
Mona Rai
Patrick Sullivan

Ohio State University

Sarah Hyman
John FP Bridges

ViiV Healthcare

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