DAILY TEXT MESSAGING

Evidence-Based for the Linking and Retention in HIV Care Chapter

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POPULATION
➢ People with HIV (PWH) not on antiretroviral therapy (ART)

KEY INTERVENTION EFFECTS
➢ Improved retention in HIV care

BRIEF DESCRIPTION

Daily Text Messaging is designed to improve ART adherence and retention in early HIV care for PWH with cell phones using scheduled daily one-way text messages.
- Each text message is timed to coincide with the participant's individual medication usage schedule.
- A message receipt was confirmed for accuracy and timely delivery at study follow-up appointments.
- Each participant was given medication education including: the dosing and time of medications, the importance of following prescription directions, strategies for successful adherence, potential side effects and recommended actions, if problems occur.

DURATION: 6 months
SETTING: Ryan White HIV/AIDS Program hospital-based clinic (RWHAP), south Florida
STUDY YEARS: 2011 – 2014
STUDY DESIGN: Open label randomized parallel single-center controlled pilot
DELIVERERS: MEMOTEXT platform
DELIVERY METHODS: Daily text messages timed to individual medication usage schedules

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STUDY SAMPLE

The sample of intervention group participants (n = 45) was characterized by the following:
- 71% Black or African American persons
  20% Hispanic, Latino, or Latina persons
  9% White persons
- 62% male persons, 38% female persons
- Mean age = 37.5 years

The sample of control group participants (n = 49) was characterized by the following:
- 57% Black or African American persons
  33% Hispanic, Latino, or Latina persons
  8% White persons
- 61% male persons, 37% female persons
- Mean age = 40.7 years

STRUCTURAL COMPONENTS

There are no reported structural components for this study.

KEY INTERVENTION EFFECTS (see **Primary Study** for all outcomes)

- Retention in HIV care improved among intervention group participants compared to control group participants at 6-month post intervention, with the odds of retention in HIV care increasing by 20% (Odds Ratio [OR] = 1.2; 95% Confidence Interval [CI]: 1.1 - 1.5).

CONSIDERATIONS

- There were no significant differences between the intervention and control group participants for self-reported ART adherence, CD4 counts, HIV RNA levels, and the percentage of participants with undetectable HIV RNA (< 50 copies/mL) between the two groups at 3-month or 6-month follow up.

ADVERSE EVENTS

The author did not report adverse events.

FUNDING

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PRIMARY STUDY

Sherman, E. M., Niu, J., Elrod, S., Clauson, K. A., Alkhateeb, F., & Eckardt, P. (2020). Effect of mobile text messages on antiretroviral medication adherence and patient retention in early HIV care: An open-label, randomized, single center study in south Florida. *AIDS Research and Therapy, 17*(1), 16. doi: 10.1186/s12981-020-00275-2.

PLEASE CONTACT STUDY AUTHOR FOR TRAINING AND INTERVENTION MATERIALS.

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