

Background

Please PrEP Me is a location-based, searchable California PrEP Provider Directory launched in June, 2015 to address the significant barrier of individuals interested in taking PrEP being able to find a willing provider. To date, more than 180 PrEP providers are listed and nearly 3,000 users have visited the website.

As the PrEP landscape constantly changes with increasing PrEP uptake, access to health care, and availability of PrEP-knowledgeable clinics, our methodology and lessons learned may be useful to other organizations developing similar PrEP provider directories.

Successes

- Collaborated with partners of existing regional PrEP provider lists.
- Launched PrEP Provider Directory Organizers Google Group to connect with peers nationwide and share best practices.
- Solicited user input during every step of planning process ensuring the website's look, feel, and messaging were consumer-driven and consumer-oriented.
- Championed and credited early PrEP provider pioneers and partners on website.
- Highlighted images of actual PrEP users and providers on website.
- Included both public and private health care providers.

Outreach Lessons

- Needed readily available capacity building assistance tools and linkage to resources for providers not aware of and/or comfortable prescribing PrEP.
- Received low-response rate from counties with lower HIV incidence so getting support from major influencers was key in connecting with providers in counties with lower HIV incidence.
- Extra effort and resources to identify, recruit, and add providers in remote counties and/or counties with lower HIV incidence.
- Multiple follow-up attempts to contact providers in order to vet their location and PrEP services.

Database Lessons

- Underestimated required skills, time, and resources for building and maintaining a searchable database.
- Difficult to meet consumer needs of keeping provider search process simple and database capabilities of structuring the information in user-friendly way.
- Concerns around collecting and displaying useful directory information for a variety of users, such as accepted insurance plans, LGBT-friendly, trans-friendly, women-friendly, etc.
- Balancing the desire to make it easy for providers to add location and edit their information yet need for administrator to approve information on backend.

Next Steps

- Develop and implement innovative outreach strategy to reach providers in counties not yet represented.
- Take advantage of open enrollment season and use website to encourage people to sign up and enroll into PrEP-friendly health plan.
- Expand website to include consumer reviews and Spanish content.
- Explore opportunities to expand database for multi-state or national efforts.

Want to collaborate with us on [PleasePrEPMe.org](https://www.pleaseprepme.org)? Email us at contact@pleaseprepme.org