

# On-line STI testing services: improving access, efficiency and user experience

M Brady, C Howroyd, G Parry, P Baraitser, A Menon-Johansson, G Holdsworth



A CATALYST  
FOR INNOVATION  
IN HEALTH

King's College Hospital   
NHS Foundation Trust

Guy's and St Thomas'   
NHS Foundation Trust

**SH:24**

Working together for the public's health

  
**Lambeth**

  
Southwark  
Council

# Background:

- Access to STI services is not optimal
- Barriers to STI testing still exist
- Increasing drive for 'efficiency savings'

# 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 CRACKN

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

"We know that the sooner people get tested and treated, the less likely it is that they will pass on any infections on, so I would encourage people 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 services in Lambeth was transferred last year to Lambeth Council.

A council spokesman said: "We are currently reviewing sexual health services in partnership with Southwark and Merton since taking over health work from Lambeth last year."

"Testing rates are climbing steadily and it is important in our area that we are working with local organisations and community groups to encourage people to approach us for STI testing 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 include HIV cases, which are calculated as a percentage of the population but do include chlamydia, gonorrhoea, syphilis and genital warts.

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

james.cracknall

## 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

020 8676 0944

195 High Street Penge  
London SE20 7PF

the Mobility Centre

New & Used  
Scooters  
New from

- Telephone order
- Same day home
- Stairlifts, Bath
- Punctures and
- Call for free br

# Background:

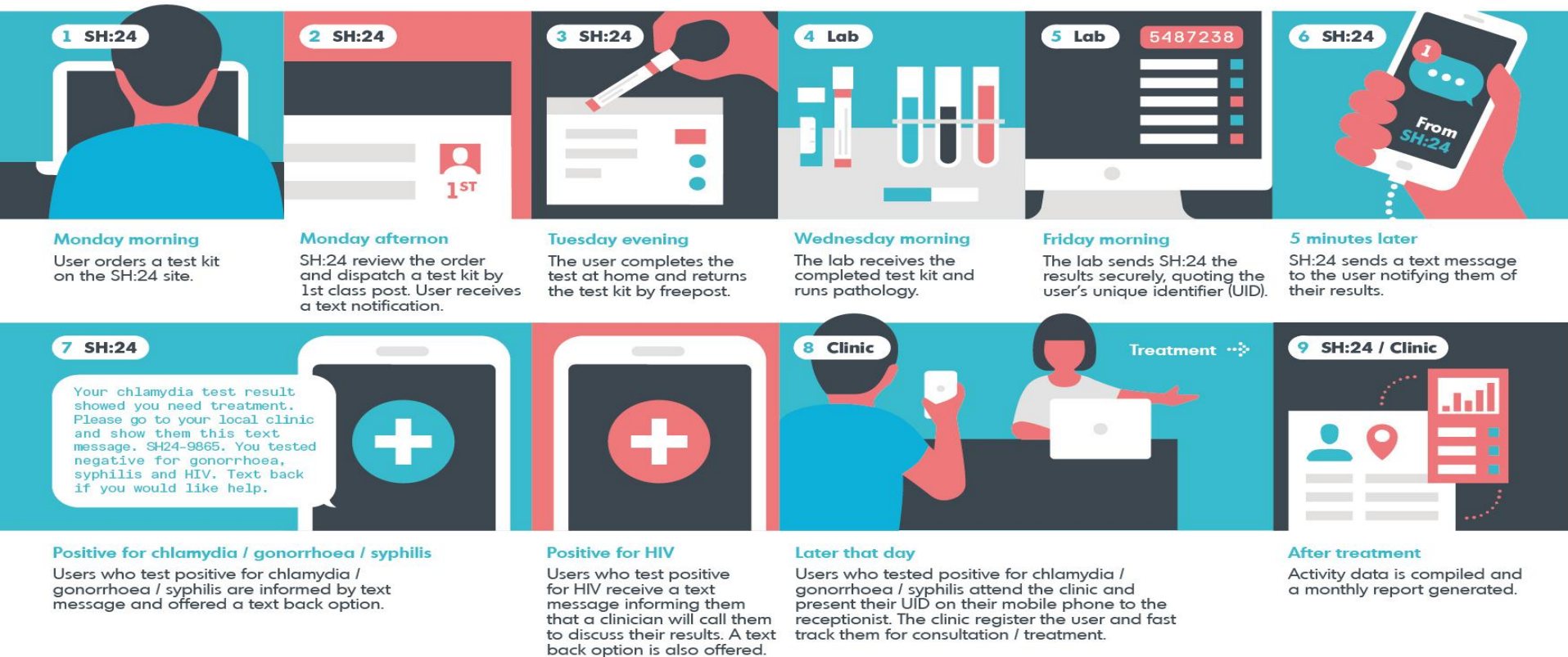
- Supported by a grant from Guys and St Thomas' Charity
- SH:24 set up as a Community Interest Company
- Partnered with local specialist Sexual Health services
  - Kings College Hospital
  - Guy's and St Thomas'

# Aims:

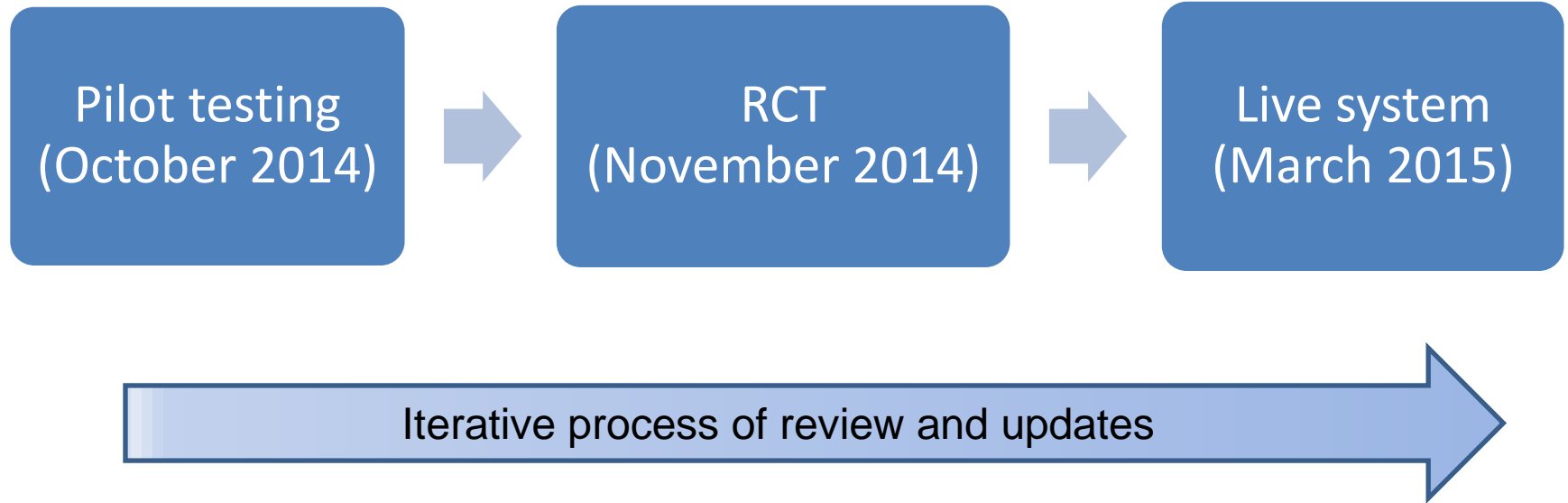
To deliver:

- 24/7 online service *plus*
- Health promotion and risk assessment
- STI home testing kits
- Test results by text message
- Integration with local clinics
- Remote support by text message
- Telephone support (call back service)
- Access to a range of contraceptives

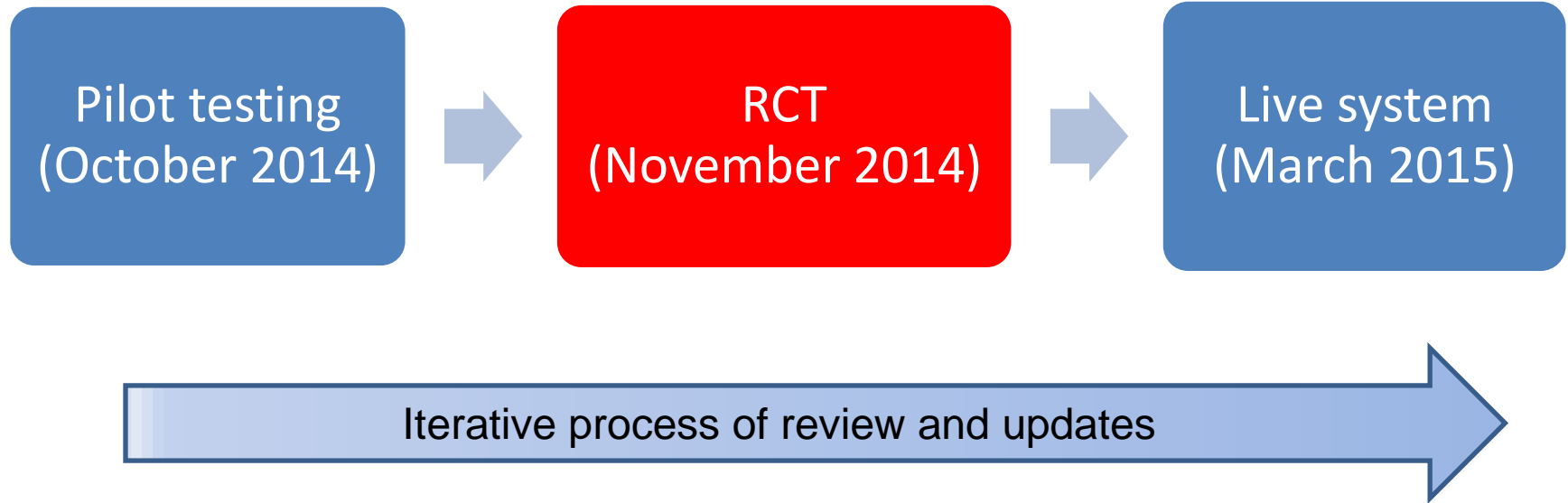
# The process...



# Implementation

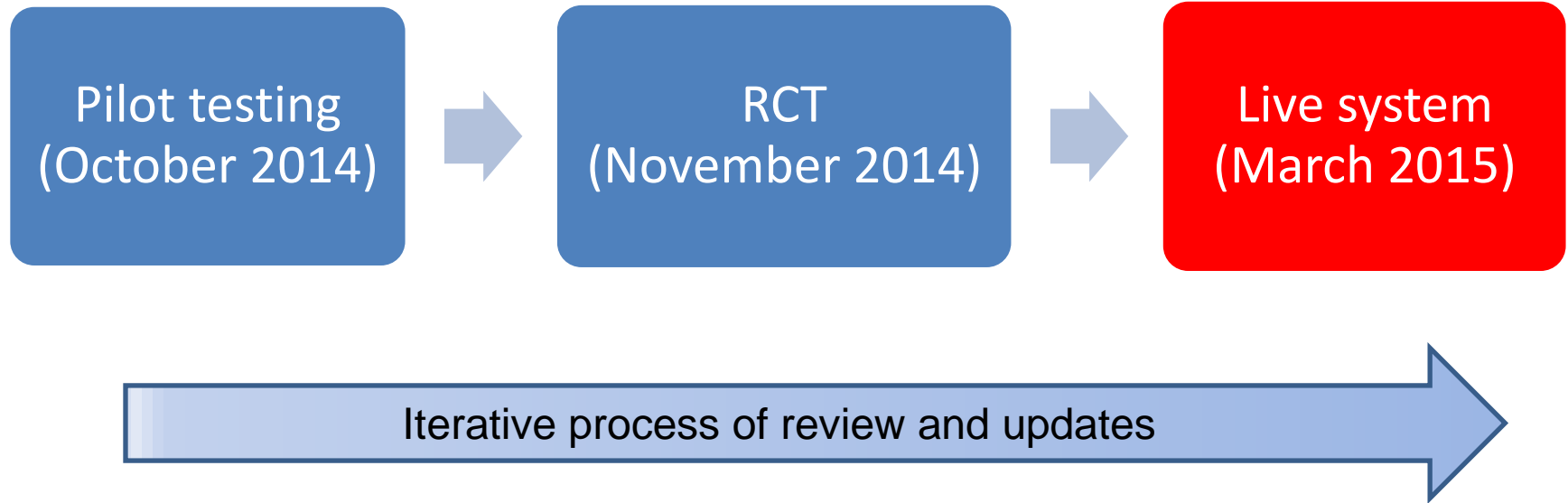


# Implementation



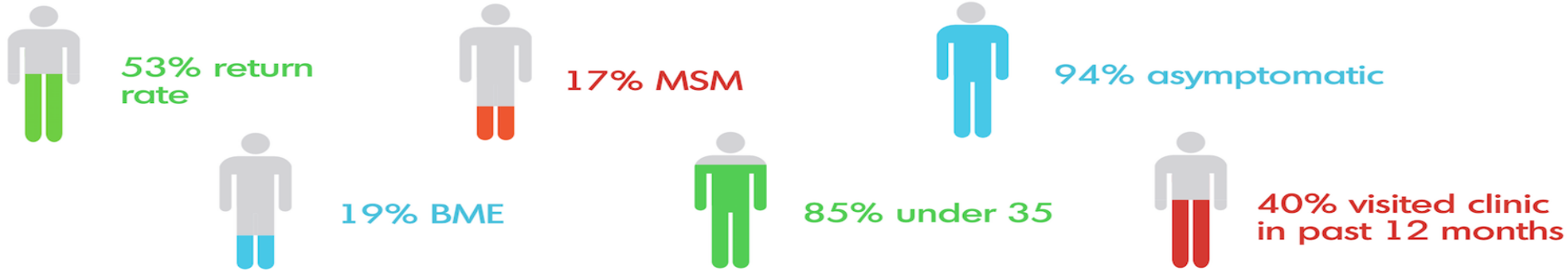
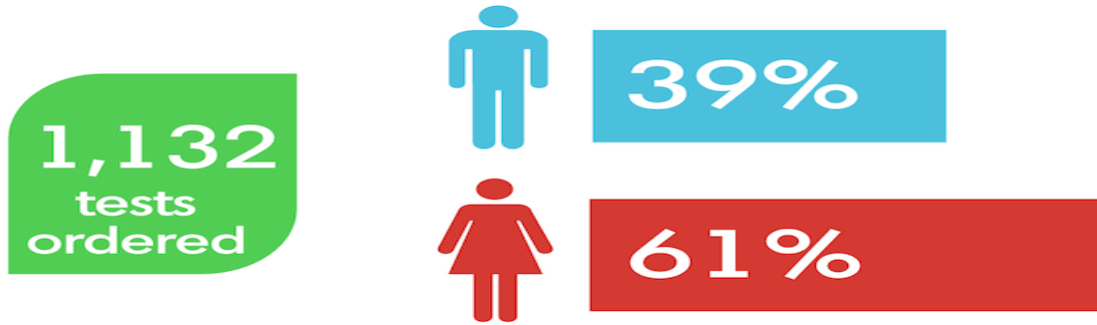


# Implementation



# User profile (RCT and Live System)

## (1<sup>st</sup> March – 8<sup>th</sup> May 2015)



Reactive / Positive results: 10 Chlamydia, 5 syphilis, 3 HIV, 3 gonorrhoea

# Data – website analytics

## (1<sup>st</sup> March – 8<sup>th</sup> May 2015)

4,312  
site  
visitors

51%  
directly  
accessing  
site

21%  
discovering  
through  
organic  
search

7%  
discovering  
through social  
media



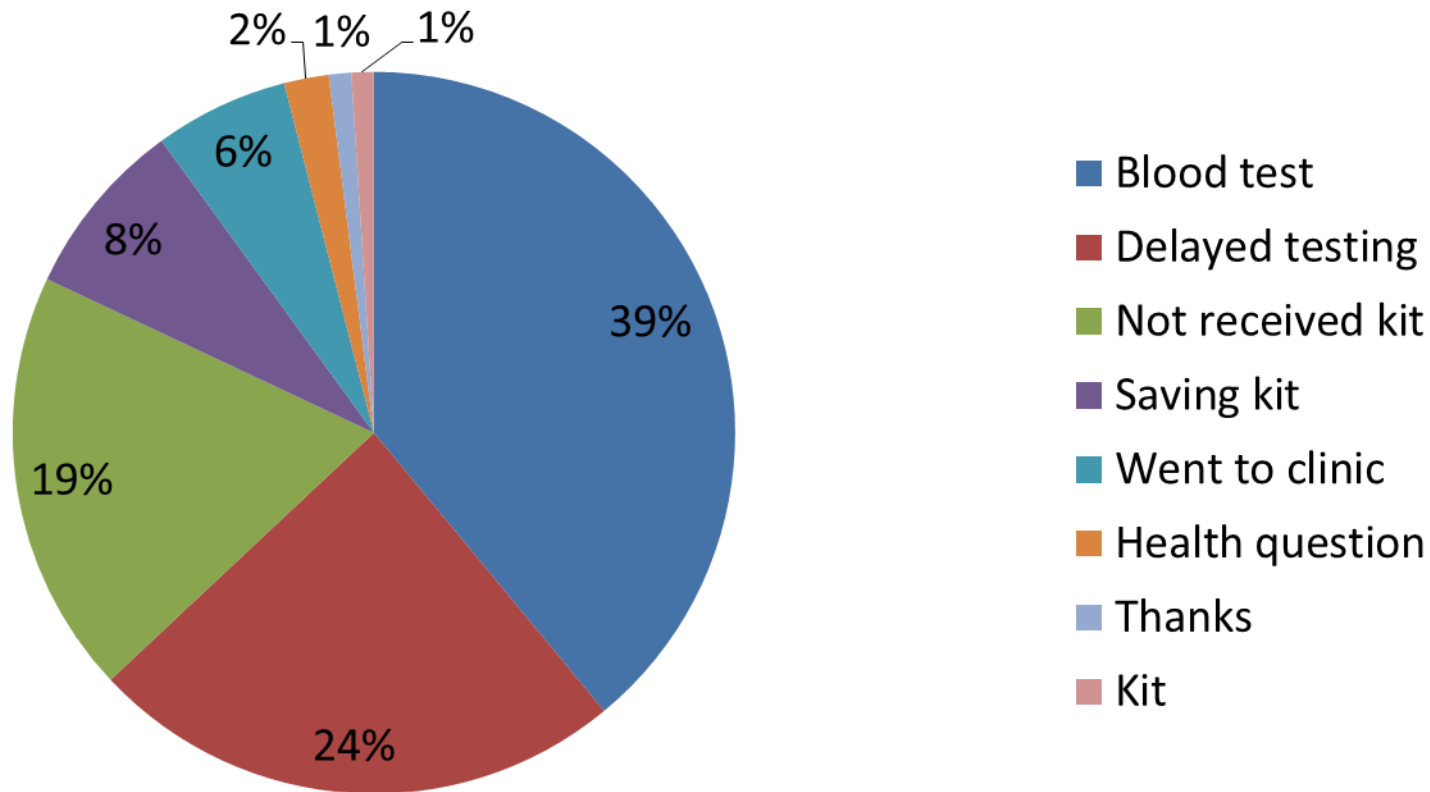
58%  
mobile  
phone

# Activity (Live System only)

	Orders	Return rate (10 day latency)	Insufficient blood sample	Results turnaround
1 <sup>st</sup> March – 8 <sup>th</sup> May 2015	465	244 (52.5%)	19 (4%)	24 hours 66%
				48 hours 19%
				72 hours 15%

- 21.5% never previously visited sexual health clinic
- Diagnoses:
  - 3 x syphilis
  - 5 x chlamydia

# Non-returners (n = 87):



# User feedback



**A S A** @Not4Twos · Apr 13

Can't fault the service by @sh24\_nhs, kept well informed, quick results despite a bank holiday. The carton/funnel for urine specimen-genius.



3



2



**Steve Guy** @SteveJGuy · May 7

Received my @sh24\_nhs results today only 4 days after I sent the specimens off. Dead impressed, definitely using the service again!



4



2



**A S A** @Not4Twos · Mar 27

Giving @sh24\_nhs a try, and must say I'm pleased so far. Kit has arrived quickly and with great instructions. We'll see how the rest goes!



3



1



# Conclusions:

- We have developed an acceptable and effective on-line STI testing service
- A key component of the service is the ability to 'interact' with users
- Increasing activity will add further capacity to 'traditional services'
- Further developments will increase and improve the range of services offered

# Acknowledgments

- Guy's and St Thomas' Charity
- King's College Hospital NHS Foundation Trust
- Guy's and St Thomas' NHS Foundation Trust
- Southwark and Lambeth Joint Public Health Authority
- King's College London
- Design Council



A CATALYST  
FOR INNOVATION  
IN HEALTH

King's College Hospital  
NHS Foundation Trust



Guy's and St Thomas'  
NHS Foundation Trust



Working together for the public's health

