

# Sexual Health in the Age of the Internet

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**SH:24** Sexual health:  
24 hours a day



+



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# HIV testing



**Self-test**



**Self-sample**

# User journeys:

**1 month  
window period**



**16 drops**



**72 hours**



**Results**

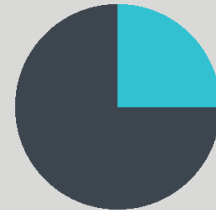


**3 month  
window period**

**1 drop**



**15 mins**



**Results**



# Orders made and results recorded:

	Self-test		Self-sample	
	n	%	n	%
Test ordered (n=1502)	1008	67.1	494	32.9



+



# Choose to Test

The screenshot shows a web form with a progress bar at the top consisting of seven numbered steps: 1. Your age & postcode, 2. Your kit, 3. Contact & delivery details, 4. Your situation, 5. Your background, 6. What would you like to test for?, and 7. Complete your order. Step 6 is the current step. Below the progress bar, there is a section titled 'What would you like to test for?' with an information icon. Below this, there is a list of test options with checkboxes and expand/collapse icons. The first option is 'Genital Chlamydia and Gonorrhoea' (Swab) which is selected. The other two options are 'Syphilis' (Blood sample) and 'HIV' (Blood sample), both of which are not selected. At the bottom of the form, there are 'Previous' and 'Next' buttons. A yellow circle highlights the 'Previous' button. In the bottom left corner, there is a watermark for 'RECORDED WITH SCREENCAST MATIC'.

1 2 3 4 5 6 7

Your age & postcode Your kit Contact & delivery details Your situation Your background What would you like to test for? Complete your order

**What would you like to test for?** ⓘ

Select the tests that you would like us to send you - you can deselect a test by clicking a ticked box

☒ **Genital Chlamydia and Gonorrhoea** +  
Swab

☐ **Syphilis** +  
Blood sample

☐ **HIV** +  
Blood sample

Previous Next

RECORDED WITH  
SCRENCAST MATIC

# Safe, effective information and support



Text back if you  
would like help...



	Default	BME	MSM
Genital chlamydia/gonorrhoea	Yes	Yes	Yes
Oral chlamydia/gonorrhoea	No	No	Yes
Rectal chlamydia/gonorrhoea	No	No	Yes
Syphilis	No	No	Yes
HIV	No	Yes	Yes
	60% added STS + HIV	67% added STS	17% removed tests



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# Photo – diagnosis of genital herpes and warts

## Think you might have genital warts or genital herpes?

We can offer online diagnosis and treatment by post, without going to a clinic.

This service is delivered in partnership with the NHS.



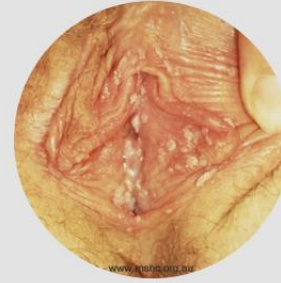
- we will ask you about your symptoms and health history
- we will ask you to upload 2 photos of your symptoms in order to confirm diagnosis and to use as a comparison during treatment follow up
- before prescribing home treatment, a clinician may call you to check some details



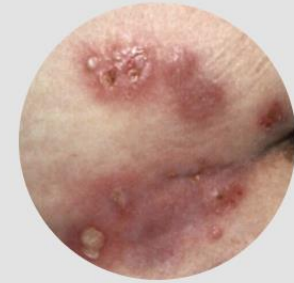
- we will send treatment by first class Royal Mail, you will not need to sign for it
- if treatment at home is not suitable for you, we will refer you to a local clinic or offer you advice on how to manage your symptoms
- follow up support is available via text and phone.

## Which best describes your symptoms?

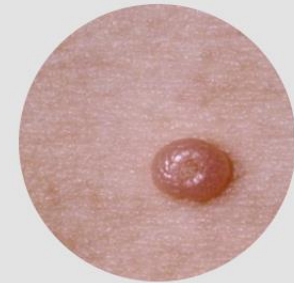
- ☐ Smooth skin-coloured or white cauliflower-like lumps. These growths can appear on their own or in groups. They are not usually painful but may occasionally itch. (Genital warts)



- ☐ Small, fluid-filled blisters that typically burst within a day or two leaving small, red sores which can be very painful. Some people experience tingling, itching or sensitivity a day or two before ulcers appear. After the first episode, outbreaks usually last 5-7 days. (Genital herpes)



- ☐ Little clusters of small, shiny bumps that are typically smooth and firm. These are not usually painful or itchy. (Molluscum contagiosum)



Accessible?

Effective?

Safe?

Supported?

# Accessible?





## NEWS

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## Cuts to sexual-health services imminent

By Shelley Phelps & Kelvin Brown  
BBC News

🕒 5 June 2018

[Share](#)

Liv from north Norfolk has to travel 25 miles to get to her nearest sexual health clinic



What's the first thing that you do when you get out of bed in the morning?

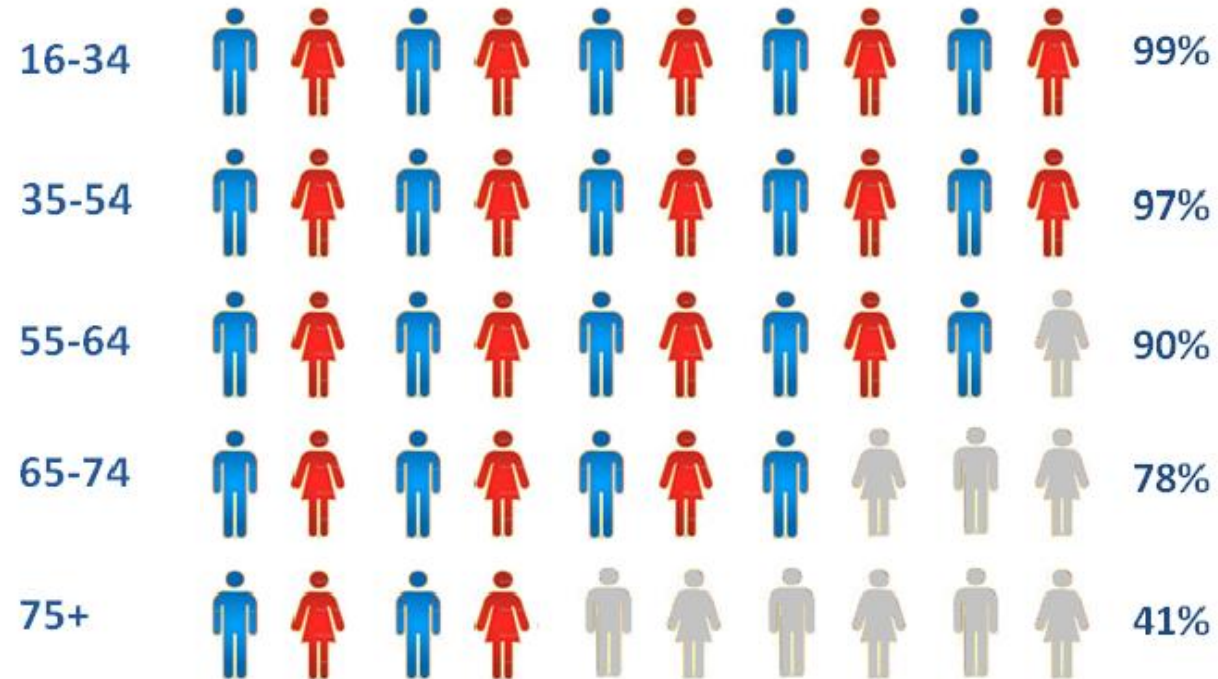
- Brush your teeth?
- Feed the dog?
- Go for a run?
- Look at your mobile phone?

Don't worry you are not alone.....



Almost 9 in 10 adults in the UK have recently used the internet (89%)

Almost all adults aged 16 – 54 years have recently used the internet ...

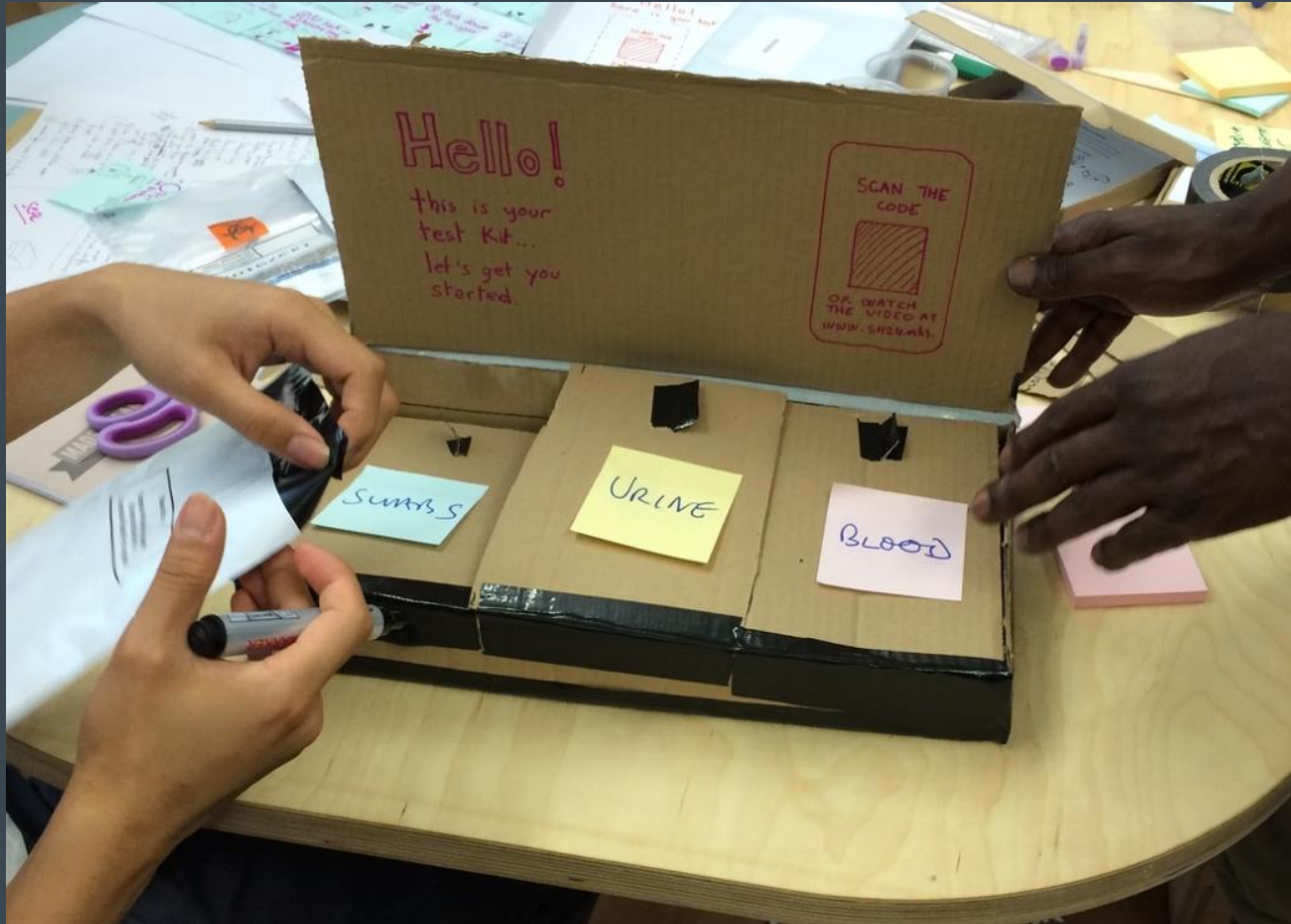


... but just 4 in 10 adults aged 75+ years have used the internet in the last 3 months

# Get the user experience right:



# Get the interface right:



1

Your age &  
postcode

2

About you

3

Your health

4

Contact &  
delivery  
details

5

More about  
you

6

Complete  
your order

What is your date of birth? 

What is your home postcode? 

Have you taken the progestogen only pill before? 

☐ Yes ☐ No

☐ I agree to the [terms and conditions](#). 

Cancel

Next

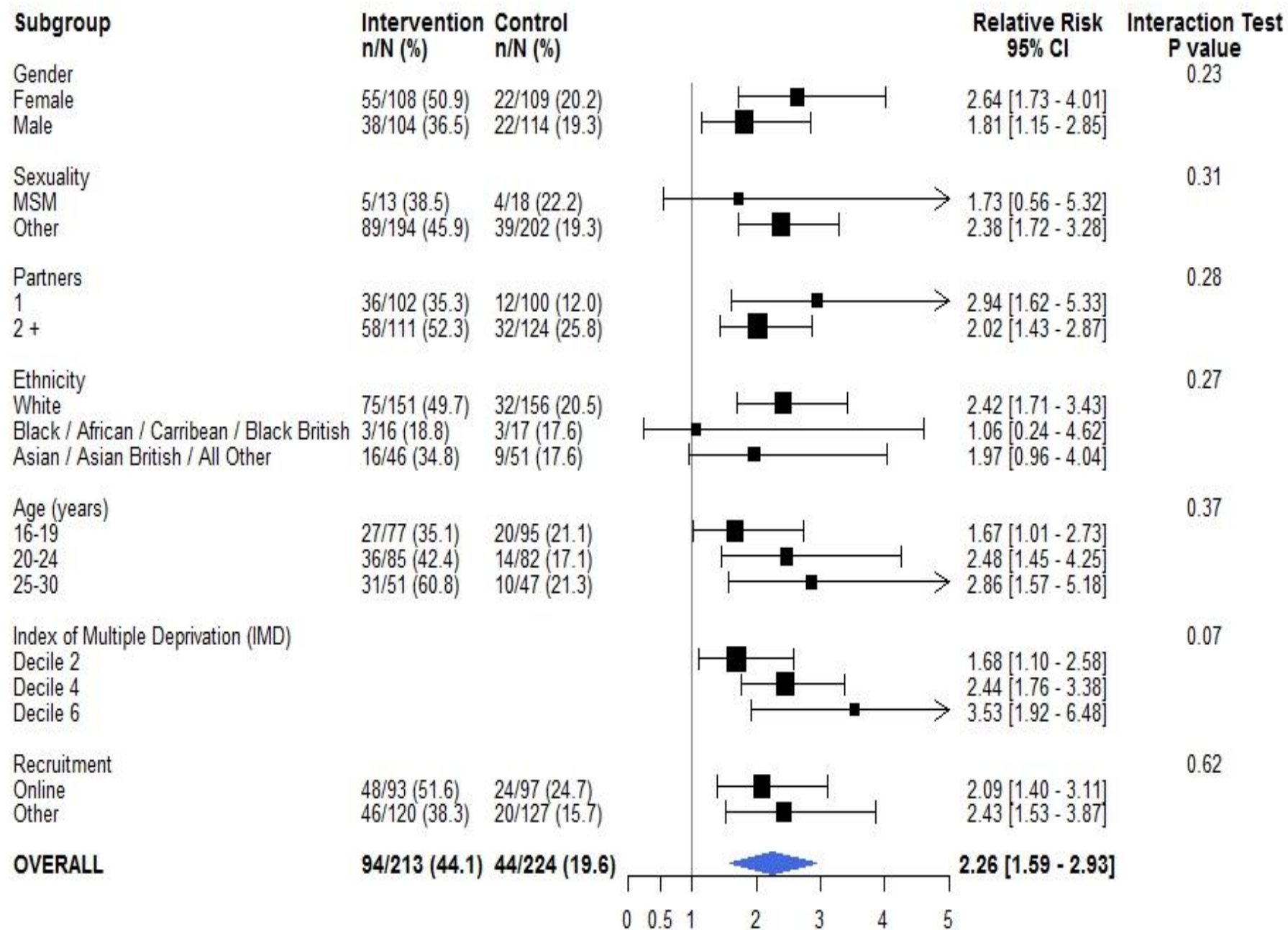
# Self-reported completion of an STI test at 6 weeks, provider verified:

	Intervention Group (n=1031)	Control Group (n=1032)	Risk Ratio (95% CI)	P value
Primary Analysis			1.87 (1.63, 2.15)	<0.0001

Online services  
doubled the rate  
of STI testing

Wilson et al. Plos Med, 2017

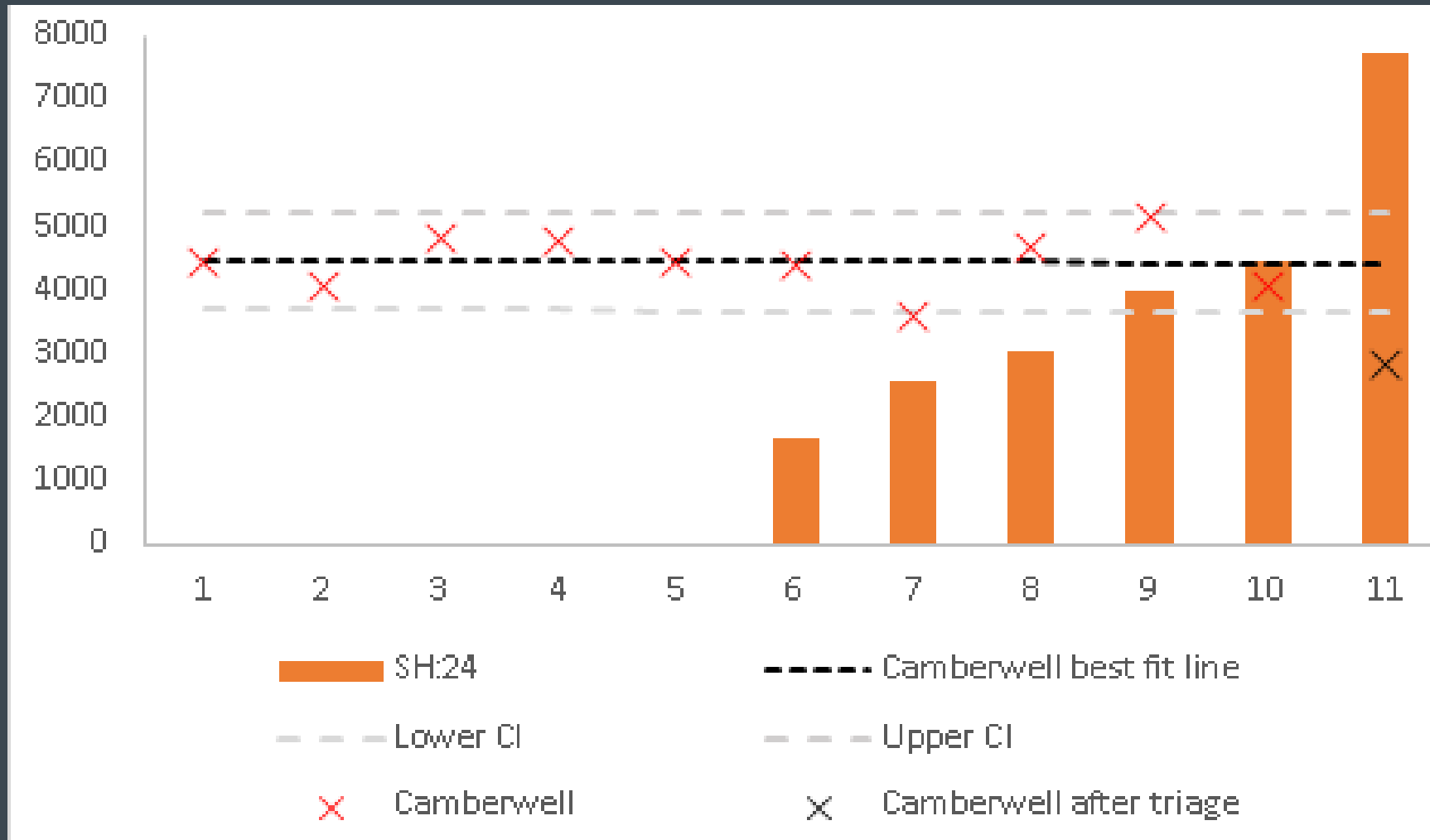




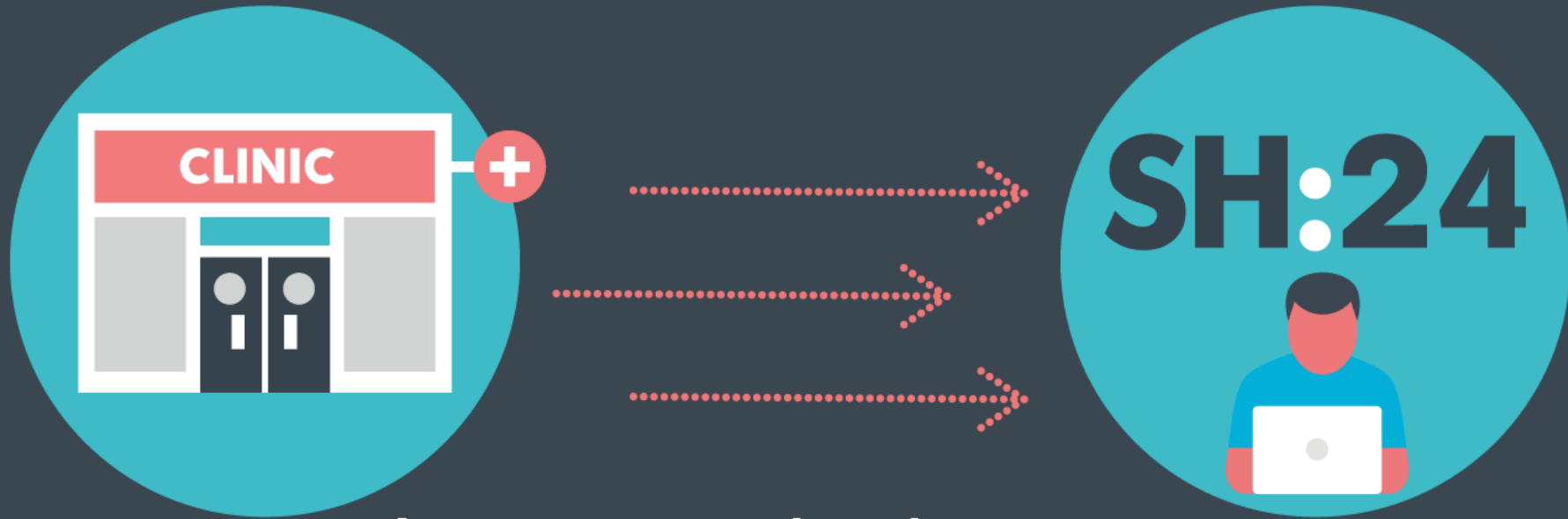
# Effective?



# Part of a system:



# Support the transition:

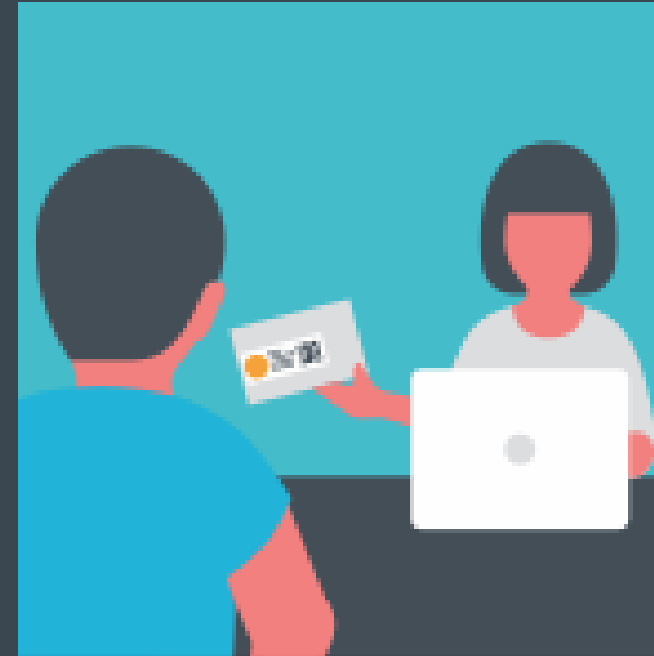
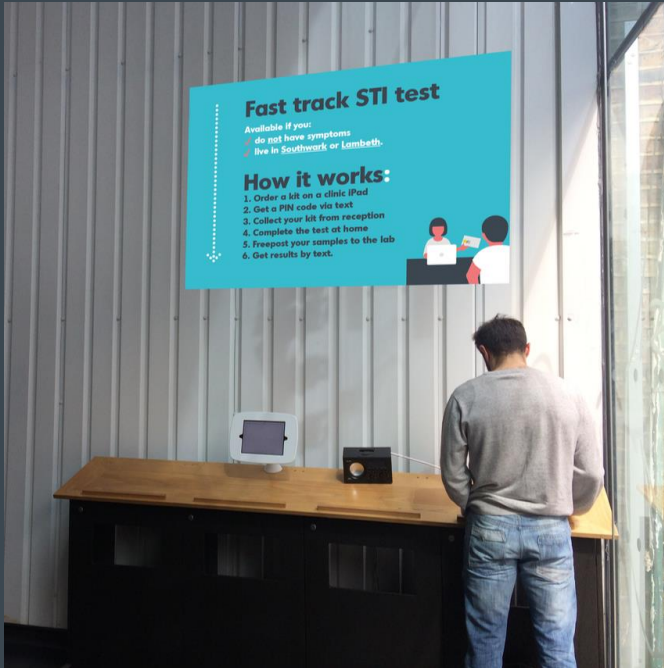


Access to the internet

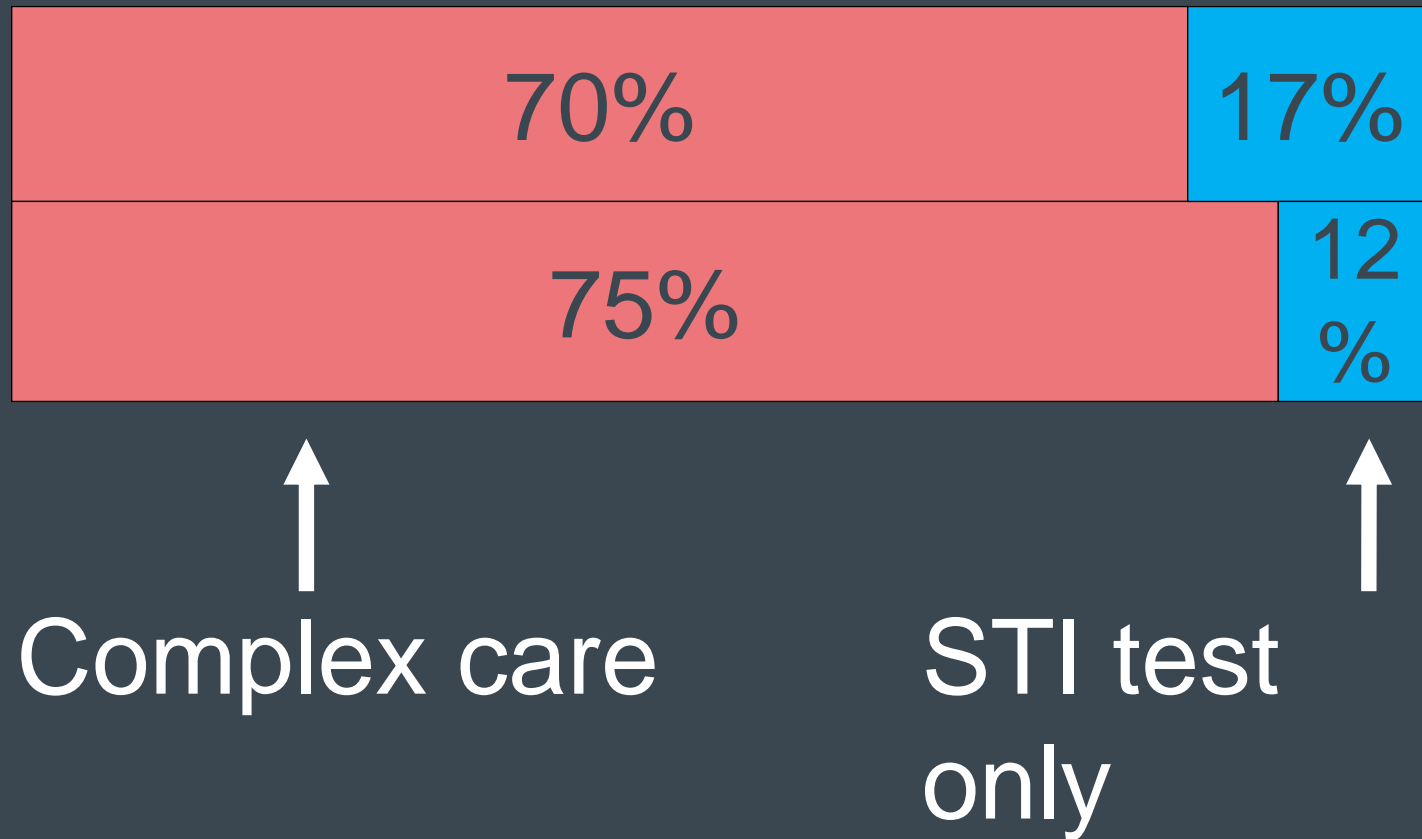
Skills to use it

Confidence in the online service

# Triage in clinic and signpost online:



# Changes to clinic activity as a result of triage in clinic and signpost online:





## **Thinking about contraception?**

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Free contraceptive advice online

# Combined pill: User journey



## 1 Sunday evening

I need contraception, but which method would suit me?

## 2 Monday morning

I go to the SH:24 site and learn about the different types of contraception. The combined pill looks like the best option for me.

## 3 Monday afternoon

Before I order, I need to know my blood pressure so I go to a local pharmacy to get it checked. I also make a note of my height and weight.

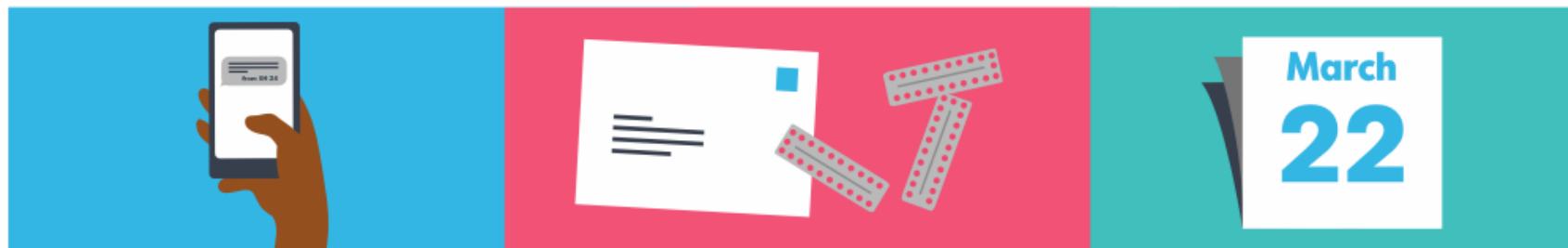
## 4 Tuesday morning

I order online. I'm asked questions about my health and my family history to assess if the combined pill is suitable for me.

If the answers I provide indicate that it is safe for me to take the combined pill:

or

If the answers I provide indicate that the combined pill may not be suitable for me:



## 5 Later that day

A text confirms when to expect my contraception. If I order before 11am it arrives the next working day. Orders after 11am are sent out the next working day.

## 6 Wednesday morning

A three month supply of the combined pill, a quick start guide and full instructions arrive by post, discreetly packaged. The package fits through my letter box so I don't need to be in to receive it.

## 7 Ten weeks later

I receive a text reminding me to re-order. I can order a 6 month supply.



## 5 Later that day

I am told by text message that I will receive a call from an SH:24 clinician. The clinician calls me and we talk through some health questions in more detail.

## 6 After the phone call

If the clinician is happy with the answers I provide, my order is created and I receive a confirmation text. If the clinician has any concerns about my health and eligibility for the combined pill they advise me it is unsuitable for me and talk through other options.

# Effective?



3/12 supply in  
clinic



3/12 supply



4 months



Still taking the pill?  
Where did you get it  
from?

# Safe?



# Standards for online sexual health services:

Identity, capacity and safeguarding.



# Safeguarding:

## Identify risk, manage transition



High



Medium



Low



8.3% (122/1473)  
186 issues

25% (19/76)

75% (57/76)

# Supported?

Hide

Clear


Online

Type your message here

By using I agree to SH:24's [terms of use](#).

Send

## Non-hormonal coil (IUD)



### Benefits

- ✓ Works for 5 or 10 years (depending on type used)
- ✓ You don't have to prepare for or interrupt sex
- ✓ You don't have to remember to take a pill everyday
- ✓ Not affected by other medicines
- ✓ More effective form of emergency contraception than 'morning after' pill
- ✓ Your fertility returns to normal once the IUD is removed
- ✓ The IUD is a hormone free method.


The non-hormonal coil, also known as the IUD (intrauterine device) or 'copper coil', is a small T-shaped device that sits in your womb. It is long-acting but can be easily removed if you decide you want to become pregnant or use alternative contraception. It is also very effective emergency contraception. It is particularly popular amongst 20-34 year olds.

Effectiveness  
**+99%**

Lasts for  
**5 or 10 years**

Period cycle  
**Heavier**

Side effects  
**Common**



## Welcome to the SH:24 community

This forum supports the online sexual health service SH:24 (read more about SH:24 [here](#)). Find out more about contraceptive options and engage with other forum users or clinicians.

This forum is moderated by a team of qualified sexual health clinicians who provide guidance and keep posts friendly, accurate and useful.

- Read [SH:24 FAQs](#) for general advice
- Explore the different categories according to method
- Join a discussion to post a question or comment
- Get sexual health [advice](#) from a clinician

all categories

Categories

Latest

Top

New Topic

Category


Topics

Latest

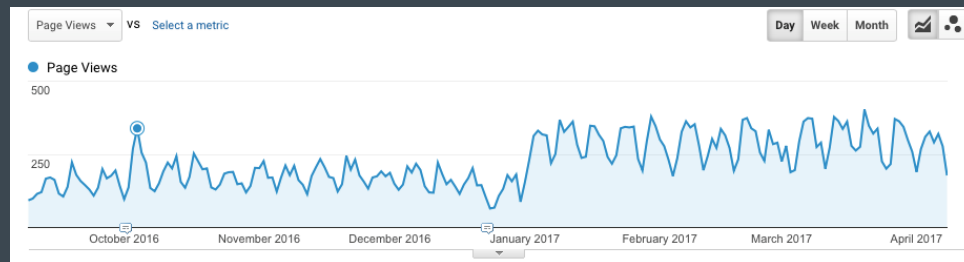
1

Irregular bleeding with the implant. Some implant different side effects? [Ask](#)

Top Pick



The top picks section pulls together the discussions of the day, summarises viewpoints and adds further information.



# A sexual health delivery system:



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