Assessing the Potential for a Mobile Application for HIV Positive Patients in Atlanta, GA

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Abstract

To identify the demographics and mobile phone behaviors of adults in the Atlanta metro area and of Grady Hospital Patients. This project analyzes consumer behaviors in Atlanta to determine the use of mobile devices, and other digital media devices including the type of mobile phone owned in terms of gender, race, and socio-economic status. Answers to health attitudes are also analyzed.

Methodology

➢ Secondary analysis from data collected by Nielsen-Scarborough Market Research to determine Atlanta and Grady consumer behaviors and digital media consumption.

➢ Scarborough Market Research measures shopping patterns, media usage across platforms, and lifestyle trends of adults.

➢ Both local and national consumer research

Data from the August 2012 - July 2013 Survey was used

N = 2,921 respondents in the Atlanta Area

Survey included phone interview followed by a survey booklet.

Data for Grady came from respondents who had indicated in the survey that they had used Grady in the past 3 years (n=129)

Results

Smartphone Ownership by Income (Age)

Smartphone Ownership by Race/Ethnicity (Atlanta)

Introduction

- Approximately 50,000 people diagnosed with HIV every year in US1 (1).
- 2,911 people diagnosed with HIV in Georgia (2012)(2)
- Current efforts to reduce the incidence and transmission of HIV have to address these gaps in the HIV care continuum.
- HealthySeps is a mobile app technology proposed by Grady hospital for its patients to aid in adherence, in collaboration with the CDC and the GDPH, as part of the CAPUS project. It aims to aid patients by providing direct communication, real time interactions, teaching opportunities, and reminders.

Limitations

- Data represent smartphone use in Atlanta and general patients at Grady and do not necessarily represent the population of HIV positive individuals at Grady Hospital.
- Grady patient data results are below 70 people, generalizations should be taken with caution.

Conclusion/Recommendations

- Mobile app might be a viable alternative to aid young adult Grady patients with adherence to HIV medication.
- Must account for young adults being more likely to see themselves as their own doctor and to not take their medicine exactly as prescribed.
- Incentive might be necessary to increase compliance to medical services and information. Including another aspect in the mobile app (such as a social media aspect, rewards, games) might increase adherence.
- Giving the patients a phone that is already paid for might increase compliance.

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