

A PERSONALIZED APPROACH TO HIV TREATMENT

BETTER UNDERSTANDING PATIENT PREFERENCES WHEN IT COMES TO HIV MEDICINE

Many people living with HIV struggle to share their treatment experiences and concerns with their healthcare team.

By facilitating open and honest conversations with your patients, you can help ensure they are on a medicine best suited for their needs.



HIV treatment is not a one-size-fits-all approach. Understanding what matters to patients is key to providing personalized care and addressing common concerns that often go unsaid, such as:

Not wanting the daily reminder of their HIV status

Hiding their HIV pills out of fear someone may find their medication

Difficulty adhering to their daily HIV medication regimen

Worrying about the number of HIV medicines they will take over their lifetime

Carrying their HIV pills all day or taking them places they don't want to

"I DIDN'T WANT ANYONE TO FIND OUT I HAD HIV AND WOULD ALWAYS HIDE MY PILL BOTTLE—ANXIOUS SOMEONE MIGHT FIND IT. I DIDN'T KNOW HOW TO RAISE THIS CONCERN WITH MY HEALTHCARE PROVIDER, AS I KNOW MANAGING MY VIRAL LOAD IS THE MOST IMPORTANT ELEMENT OF MY CARE."

When time with patients feels limited, having efficient conversations is key to providing optimal care. **Learn more about the impact of having open and honest discussions.**



A PERSONALIZED APPROACH TO HIV TREATMENT



DIG DEEPER: START CANDID CONVERSATIONS ABOUT TREATMENT

Better engagement with healthcare providers has been associated with improved treatment satisfaction and success for some people living with HIV.¹ Use these conversation starters to understand your patients' experiences.

- “ Let's talk about how your treatment fits into your current daily life and routine. Is there anything you wish was different?”
- “ Is taking HIV medication every day a source of stress or anxiety for you? Let's talk about treatment options that can address these concerns.”
- “ Is it hard to adhere to your HIV treatment? We can talk about options that might better suit your needs.”
- “ It's important to understand how HIV treatment fits into your overall health, especially as you age or take other medications. What are your long-term health goals regarding your HIV treatment?”

When time with patients feels limited, having efficient conversations is key to providing optimal care. **Learn more about the impact of having open and honest discussions.**



1. Okoli C, Brough G, Allan B, et al. Putting the heart back into HAART: Greater HCP-Patient engagement is associated with better health outcomes among persons living with HIV (PLHIV) on treatment. Presented at the 23rd International AIDS Conference, July 6-10, 2020.