

AS4/05

**Initial outcomes from 12,216 orders from a national hepatitis C self-sampling service:
a commissioned strategy to increasing Hepatitis C testing and treatment**

Mark Gillyon-Powell
Head of HCV Elimination, NHS England

Hepatitis C Web Testing Portal

Mark Gillyon-Powell

Head of Programme – HCV Elimination
NHS England

[Home - HepC \(hepctest.nhs.uk\)](http://hepctest.nhs.uk)

Preventx.



Problem statement, and commissioning

- We had several years of **highly targeted** testing
 - Prisons, Drug Treatment Services, people experiencing homelessness, some migrant populations, Needle Exchange
- We knew that we were **missing significant parts of the population**
 - Difficult to encourage testing in some perceived risk groups, including people born in **countries with higher endemic rates** of HCV
 - People with **historic risk** factors, **unaware** of their risk
- **Acceptability** of existing testing services
 - Concentrated in Drug Services, Sexual Health and Criminal Justice provision
- Knowledge and capacity of **Primary Care**



What we wanted

ACCESS

Freely accessible
No (*limited*) barriers
Multi-language
Promotion

‘DISCOVERY’

“Show us that we haven’t got this wrong”
Consultation with target market
‘Lived experience’
Design to product and processes
Alpha and beta test

SET REQUIREMENTS

Pass the tests
Diagnosis of viraemia
Lab arrangements
Clinical referral of RNA+
NHS Branding

Communications

Wide baseline generic comms
Targeted comms

← **Tweet**

NHS @NHSuk

To eliminate hepatitis C, everyone needs to get tested. The new NHS test-at-home service for hepatitis C is safe, discreet and easy to use.

Order your free kit now at www.HepCportal.com/testathome

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NHS

To eliminate hepatitis C, everyone needs to get tested.

The new NHS test-at-home service for hepatitis C is safe, discreet and easy to use.

Order your free kit today.

1:00 PM - Apr 17, 2023 - **38.6K** Views

12:36

NHS Menu

Get tested for hepatitis C

English |

Get a free home test for hepatitis C

You can do a simple test at home to find out if you have hepatitis C.

Hepatitis C is a virus that affects your liver. It can be cured by taking a course of tablets.

Lots of people have hepatitis C without knowing. Even if you do not know you have it, it can damage your liver and can sometimes lead to life-threatening conditions like liver cancer or liver failure.

12:27

1 TestingNHS >

Your verification code is 135037. If you did not request this, please ignore or contact our support team at <https://hepctest.nhs.uk>

Your hepatitis C testing kit has been ordered.

Your reference number: PO124933

We will let you know when your testing kit is dispatched. Your hepatitis C test kit will arrive in a plain pack in the next 5 days. It has everything you need to prick your finger and collect some blood.

Fri 3 Nov at 14:06

Your test kit is on its way. Please complete and return your kit as soon as you can. It only takes 10 minutes. Get help from our guide to doing your test at <https://hepctest.nhs.uk/the-testing-process>

Tuesday 14:00

Hopefully your kit has arrived or will be with you soon. Please return your samples as soon as possible. Get help collecting your sample from our guide to doing your test at <https://hepctest.nhs.uk/the-testing-process>

hepctest.nhs.uk

NHS 75



Around 70,000 people in England don't know they have hepatitis C

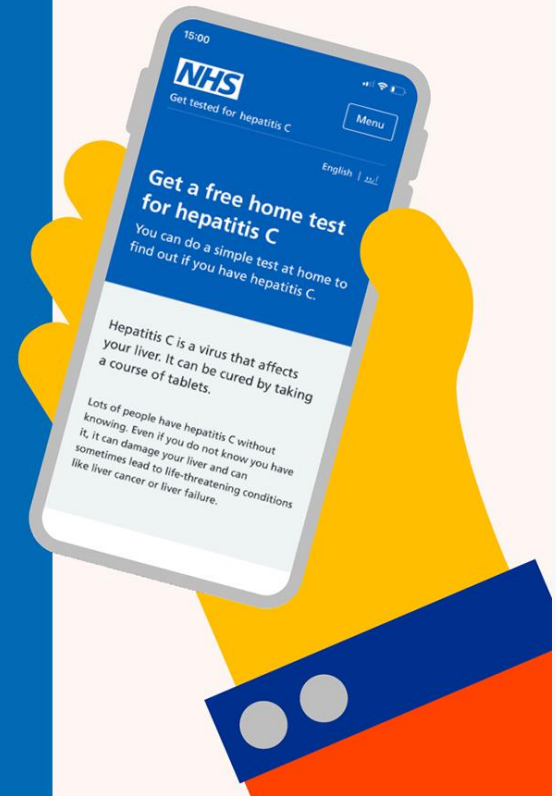
Find out if you have hepatitis C with a free test from the new NHS test-at-home service.
Order your free kit today.

Get tested now to help eliminate hepatitis C

The new NHS test-at-home service for hepatitis C is safe, discreet and easy to use.

Order your free kit today.

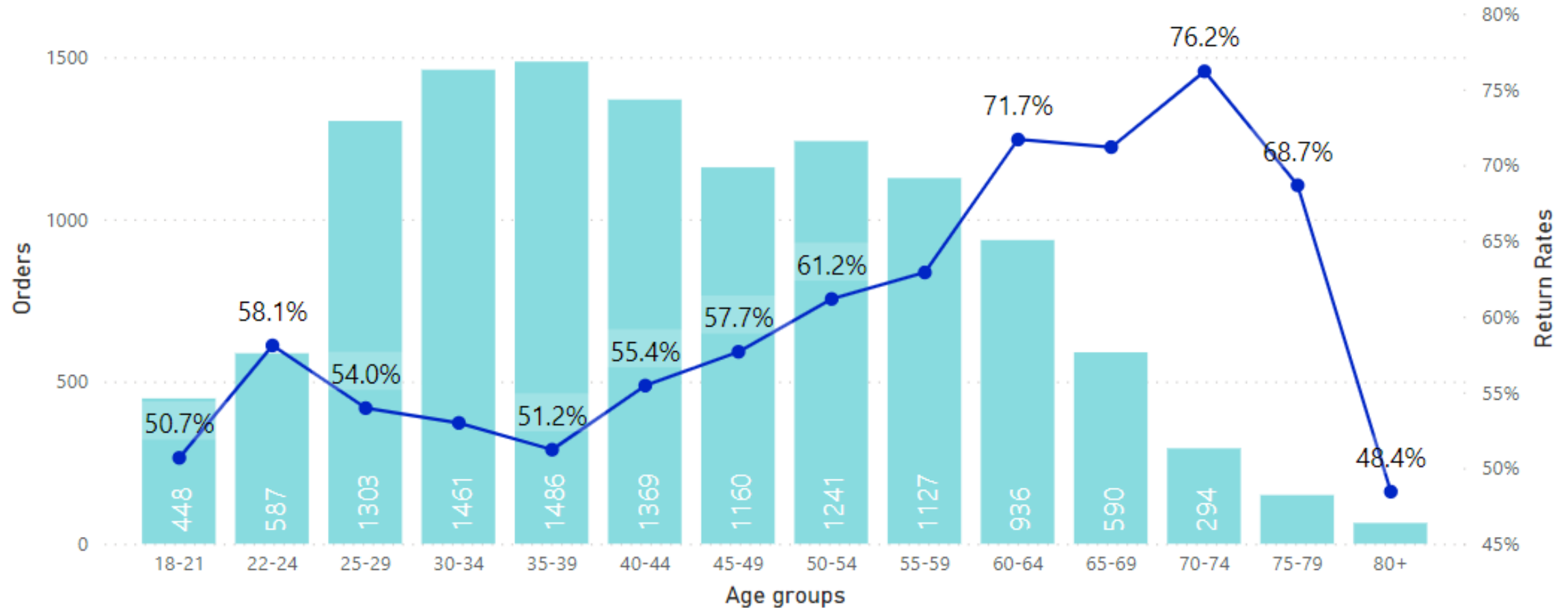
NHS 75





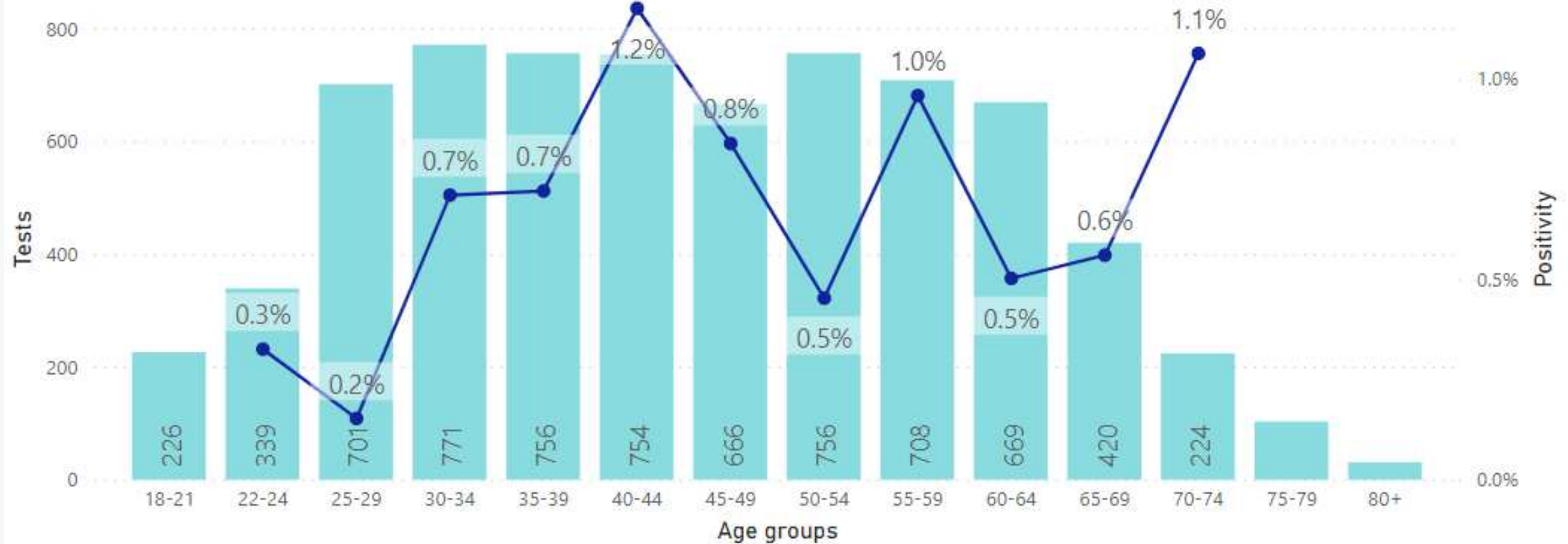
Orders and Return Rates by Age groups

● Orders ● Return Rates

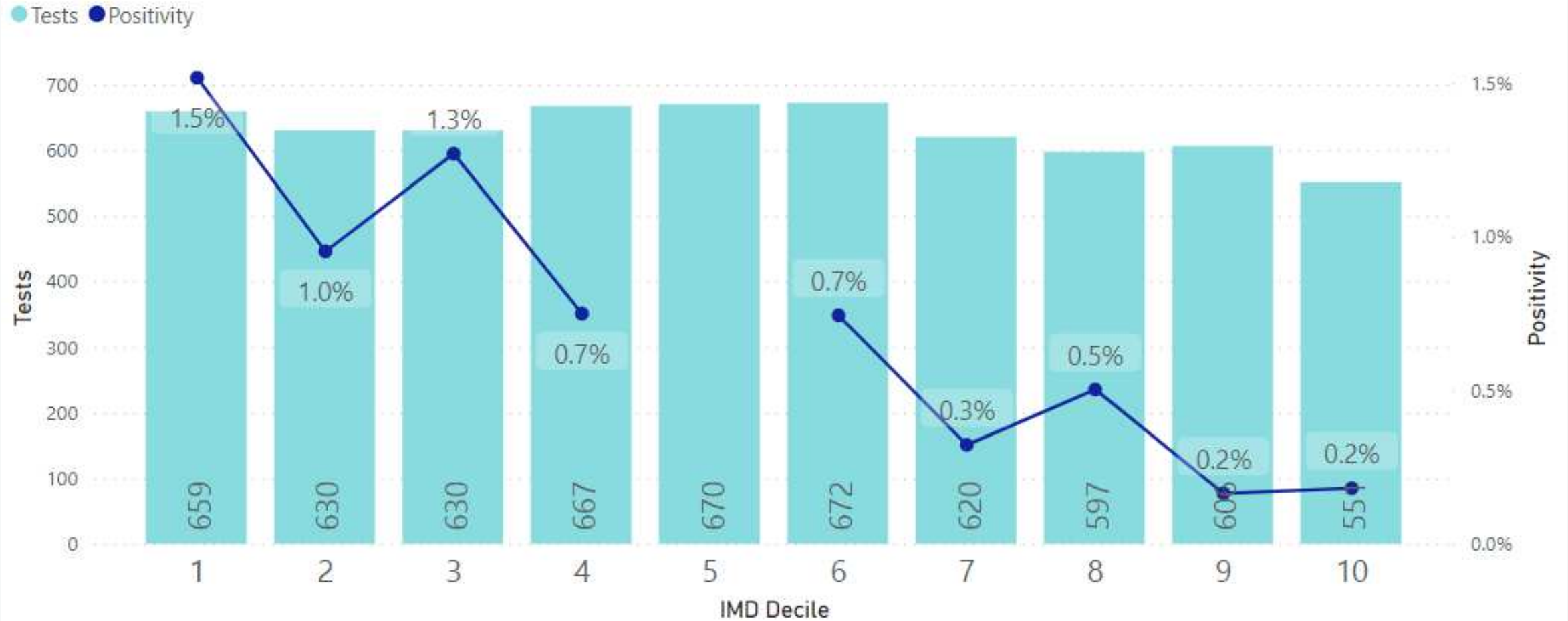


Tests and Positivity by Age groups

● Tests ● Positivity

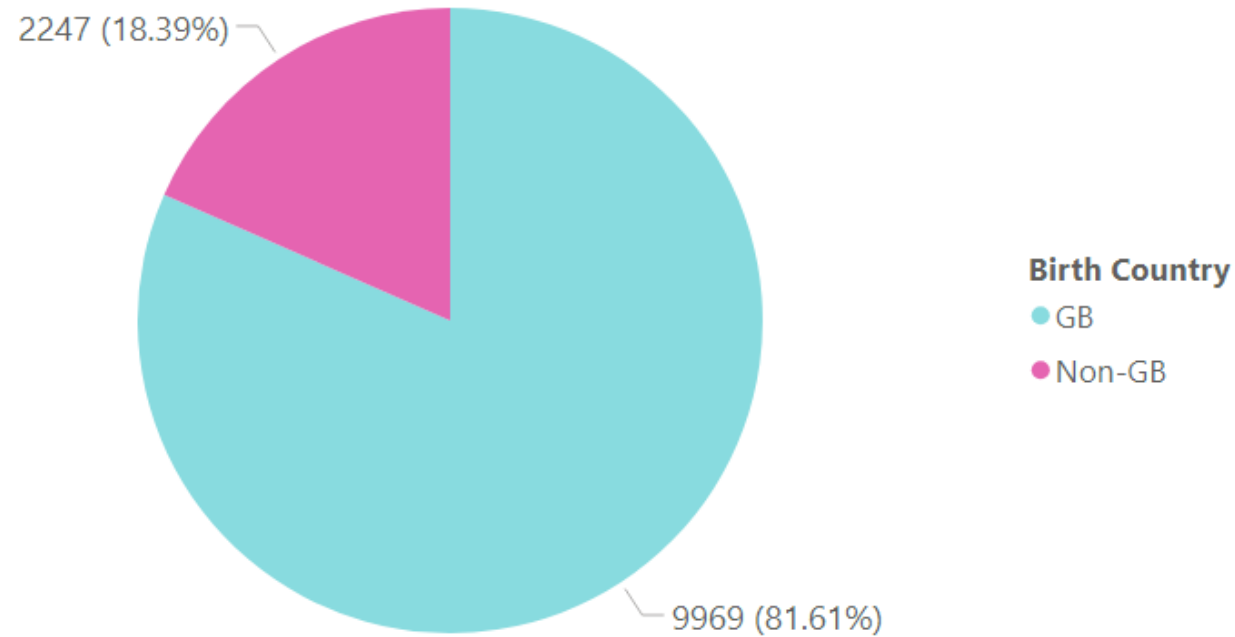


Tests and Positivity by IMD Decile



Orders

BY BIRTH COUNTRY



Top 20 Order and Proportions by Country ...

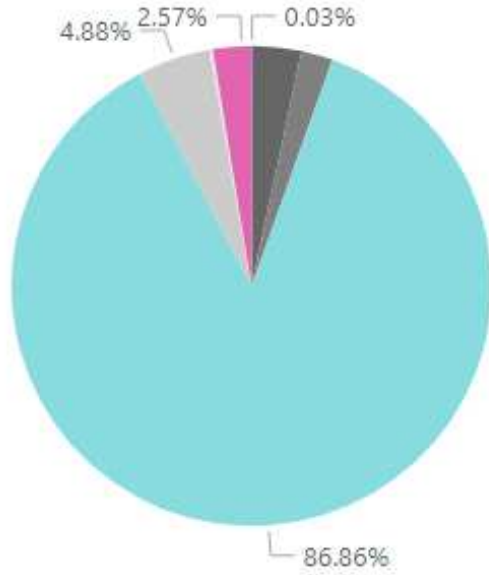
| Birth Country | Orders | Order Proportion | Return Rates |
|----------------|--------------|------------------|--------------|
| United Kingdom | 9969 | 87.21% | 57.8% |
| Pakistan | 186 | 1.63% | 48.4% |
| Poland | 178 | 1.56% | 73.6% |
| Nigeria | 134 | 1.17% | 65.7% |
| India | 125 | 1.09% | 53.6% |
| Romania | 116 | 1.01% | 60.3% |
| China | 82 | 0.72% | 53.7% |
| South Africa | 74 | 0.65% | 73.0% |
| Ireland | 60 | 0.52% | 63.3% |
| Philippines | 57 | 0.50% | 59.6% |
| Zimbabwe | 57 | 0.50% | 64.9% |
| Germany | 56 | 0.49% | 64.3% |
| Italy | 55 | 0.48% | 56.4% |
| Lithuania | 54 | 0.47% | 79.6% |
| United States | 45 | 0.39% | 71.1% |
| Portugal | 42 | 0.37% | 73.8% |
| France | 39 | 0.34% | 61.5% |
| Hungary | 36 | 0.31% | 58.3% |
| Bangladesh | 34 | 0.30% | 29.4% |
| Latvia | 32 | 0.28% | 65.6% |
| Total | 11431 | 100.00% | 58.3% |

Completed Tests

BY AB RESULTS

Ab Results

- borderline
- haemolysed
- insufficient
- non-reactive
- out-of-protocol
- out-of-validation
- reactive
- unconfirmed

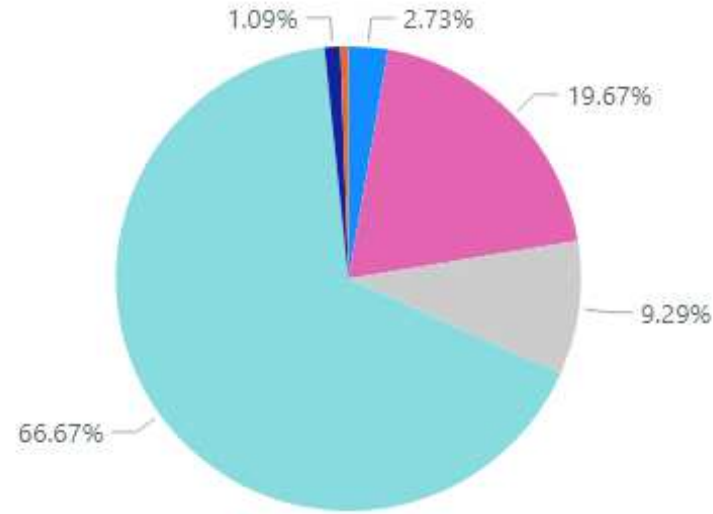


Completed Tests

BY RNA RESULTS

RNA Results

- above-titer
- detected
- insufficient
- not-detected
- out-of-protocol
- out-of-validation



41

Confirmed Positives

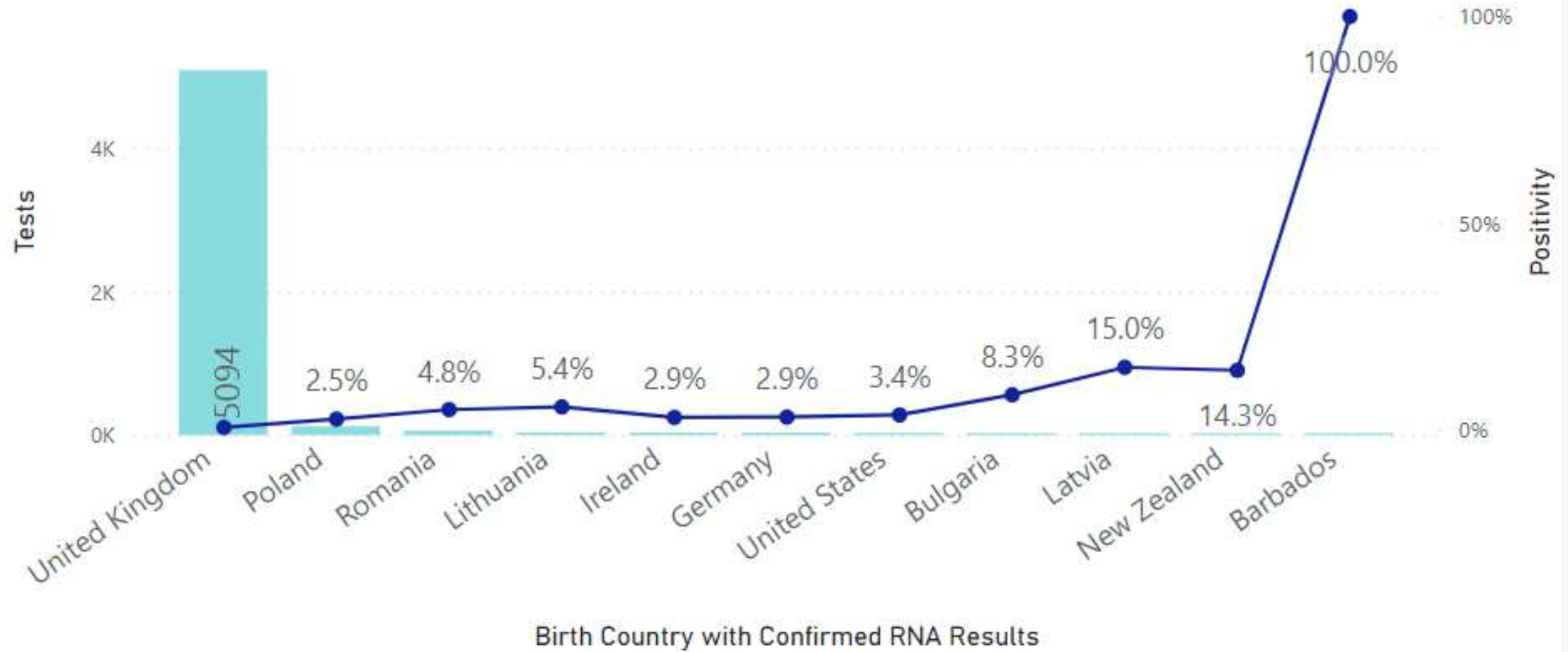
| Confirmed Results | Orders |
|-------------------|-------------|
| Non-Reactive | 6323 |
| RNA Reactive | 41 |
| Total | 6364 |

0.6%


Positivity

Tests and Positivity by Birth Country with Confirmed RNA Results

● Tests ● Positivity



Case Study



Today, I received a referral from a sexual health group called Preventx for a positive HCV RNA.

I sent this person a text, saying that I'd like to discuss a result with her. This is a 71-year-old lady, who had read an article about the NHS Hep C portal and had requested a test.

When I spoke to her, she said was a IVDU in the 60s (in the USA) and has had no exposure other risk factors since then.

She sent this text:

“Thank you for getting in touch and for all the info. Of course, I'm a bit shocked but you have been very reassuring. I look forward to starting treatment and giving this nasty bug the boot... a big one!”

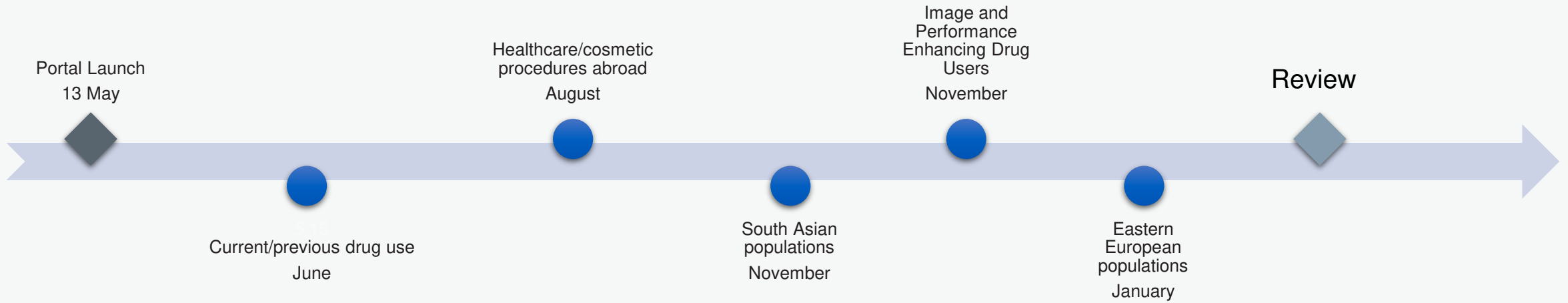
Unexpected outcomes



Unexpected...

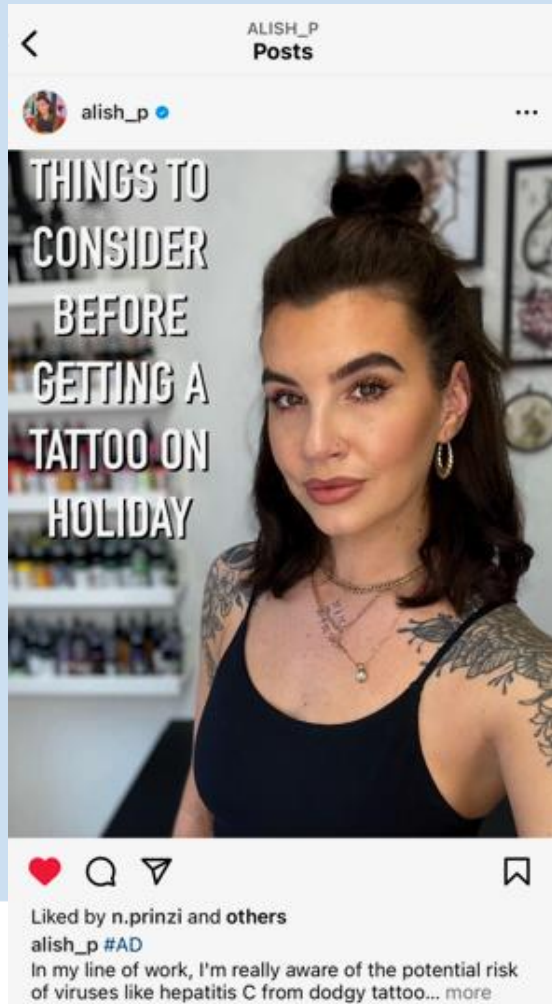
- Orders vs. RNA+
 - E.g. People from Pakistan
- RNA+ patient groups
 - Eastern Europe and Baltic States
- Spread across IMD Deciles
- Case finding compared to Emergency Department opt-out screening
 - 0.6% - 0.7% RNA+
- Hep B
- Interest from (and capacity for) Primary Care testing

Targeted marketing



What next?

1. Targeted campaigns
2. Pay Per Click (Google Ads)
3. Social media



Instagram post reach

- 256,336 total impressions
- 244,970 accounts reached
- 8,453 likes
- 273 saved
- 73 comments
- Record month for test orders



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Thank You

 **@nhsengland @MarkHepNational**

 **company/nhsengland**

 **england.nhs.uk**

england.hepc-enquiries@nhs.net