

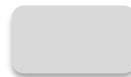


ANOVA
HEALTH INSTITUTE

*Yellow
Dot
Doctor*

The Yellow Dot Doctor Programme

MAC
AIDS FUND



Private sector medical care in South Africa

- 83 medical schemes with 8.8 million members [Council of Medical Schemes report 2015/2016]
- Approximately 16% of the population on medical aid, and in addition, estimated that 13% - 25% of the uninsured population also uses the private health sector at times
- 28% to 38% of the total population is served by the private health care sector.
- 37% of GPs, 59% of specialists and 38% of nurses are active in South Africa's private sector. [Econex, 2015].

Academic Detailing

- Academic detailing (also known as prescriber education/ educational outreach) was first described in 1983 as a method of continuing medical education designed to change physician pharmaceutical prescribing habits (Moser, et al, 2004).
- It involves a process whereby a trained health professional visits physicians (face-to-face contact) in their offices to provide evidence-based information and to promote the sale of a particular product.
- Common marketing strategy used in health care especially within the pharmaceutical industry, including in South Africa.
- The model refers to a personal outreach experience between the detailer who has academic training in a particular area, and a practising physician.

Academic Detailing and the Yellow Dot Doctor programme

- Academic detailing used to sensitize private sector health care providers using a face to face approach incorporating key HIV prevention messaging on MSM prevention, treatment and retention
- The overall aim of the project is to increase access to and improve the quality of HIV prevention, care and treatment for MSM accessing health care in the private sector

Yellow Dot Doctor Campaign

The Yellow Dot is a distinctive visual device that informs MSM patients that a particular doctor offers an MSM friendly consultation

- Several sized **Yellow Dot** decals/posters, badges and wobblers are disseminated to GPs with an aim to display the posters in their practices to serve as a trigger for a sexual health discussion
- These posters encourage MSM to be open and transparent about their sexual history so that the doctor can establish the best course of treatment for their sexual issue/s



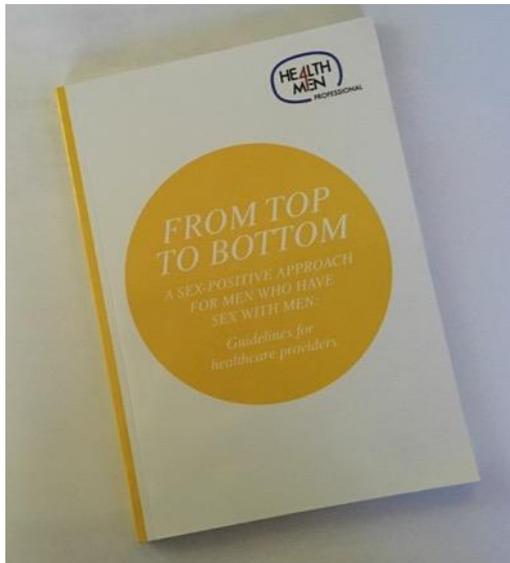
Consultation Room



GP Educational Material

3 Health Information Booklets are distributed to GPs

- **A manual for healthcare providers:** From Top To bottom A Sex-Positive Approach for Men who have Sex with Men
- **A Pocket Guide for Healthcare Workers:** MSM in Your Pocket – Sexual Healthcare for Men Who Have Sex with Men
- **Health Facts:** For Men who have Sex with Men (For MSM Patients)

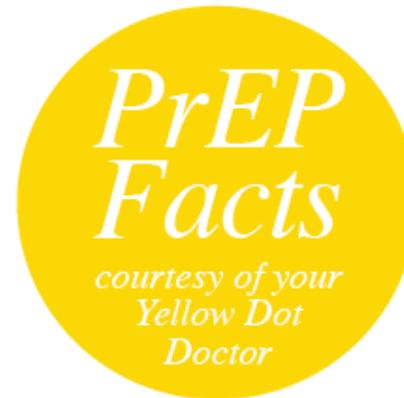


GP Educational Material



PrEP Facts Flyer/Brochure

- **PrEP Facts Brochure** provided to GPs to distribute to patients who require it
- The brochure provides information on
 - ✓ What PrEP is
 - ✓ What patients should know about PrEP
 - ✓ Where to get PrEP





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We Get It

We understand that men who have sex with men have unique lifestyle challenges and sexual health needs.



Judgement Free

Yellow Dot Doctors undertake to provide a judgement-free zone to allow you to be comfortable enough to receive the best healthcare services.



Un-freakout-able

Yellow Dot Doctors understand that you've been brave enough to be honest with them and no matter what you tell them - they've heard it and seen it all before.



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*Don't worry. Our
Yellow Dot Doctors
have seen it all.
Yes, even that!*



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www.yellowdotdoctor.co.za



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Find a Yellow Dot Doctor

The screenshot shows the Yellow Dot Doctor website interface. At the top, there is a navigation bar with the logo and menu items. Below the navigation bar is a search bar with the text "Find a Yellow Dot Doctor" and a search icon. The main content area features a map of South Africa and surrounding regions, including Namibia, Botswana, Zimbabwe, Mozambique, Madagascar, Swaziland, and Lesotho. A red dot labeled "118" is located in the eastern part of South Africa, and a yellow dot is located in the southern part of South Africa. Below the map, there is a search bar with the text "Enter city or zip code" and a search icon. The search results are displayed in a table with three rows, each showing a doctor's name and their profession.

| Default View | General Practitioner | Psychologist |
|----------------|----------------------|--------------|
| Dr. Y. Mithal | General Practitioner | |
| Dr Bruce Moyo | General Practitioner | |
| Dr. I. De Wind | General Practitioner | |



Initial programme numbers

- Detailers are visiting doctors in Gauteng in the first phase: some other doctors with experience have been asked to join in other centres
- 426 doctors enrolled to date
- Refusal rate for visits is approximately 20%: mainly religious reasons or specialist practice reasons given
- 116 doctors have agreed to be listed as “Yellow Dot Doctors” on public listings



GP Feedback

"The little books are fantastic! There's is everything in it that a gay man needs to know about his health. I want 25 more"

Rivonia

"Posters are making an impact"

Fourways

"Most of my current patients are MSM and HIV, so this is very useful information for me"

Midrand

" I think Anova is doing great job to also take care of the minority group which is MSM .We really cannot ignore MSM patients and act like they don't exist"

Johannesburg CBD

"I really think this will help me to be more relaxed when I speak to MSM patients"

Hillbrow

"This is very sensitive topic and many people are ashamed to talk about it"

Johannesburg CBD



Initial Lessons learned

- Most doctors are willing to engage and find the process helpful and empowering
- Personal face to face interaction is acceptable for this topic
- Web based educational materials are not well received or used: doctors cite lack of time as main reason
- Client materials are well received and in demand
- Much more demand creation is needed within the MSM community to make them aware of the programme



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