

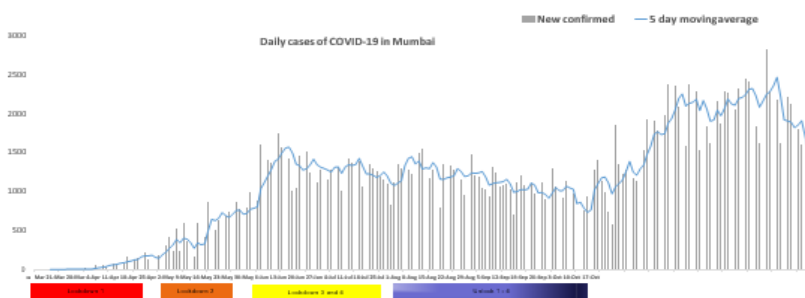
ARTMitr

A Unique initiative by MDACS: Reaching the Unreached during COVID 19

I-TECH India, in coordination with Mumbai District AIDS Control Society and CDC India, supported the initiative on **ARTMitr**, an Integrated Voice Response System (IVRS), which was launched in Mumbai during the first wave of COVID-19 pandemic in 2020; to reach out to people living with HIV (PLHIV) who missed their appointments in stringent lockdown period.

'Mitr' meaning 'Friend' in English

COVID-19 Epidemic Curve, Mumbai



Why?

- Loss of continuum of HIV care due to migration
- 53% Unreachable PLHIV on Manual Calls
- Only 4% PLHIV knew nearest ARV refill site
- Untrained staff at ARV refill sites
- Incomplete drug records at decentralized refill sites

Objectives

- Guide PLHIV to services based on their location during lockdown
- Distribute ART based on patient location
- Identify and operationalize new decentralised ART refill sites
- Ensure real-time stock update

Patients can get their HIV medicine either by home delivery or by pick-up at the closest Antiretroviral Therapy Center (ARTC) or decentralized ART sites.



All along the way, the ARTMitra App captures data on location, delivery, and medicine stock at community sites that provides a real-time feedback loop for the program to continuously improve and respond to populations most at risk.



Intervention

- PLHIV who missed appointments receives a SMS from ARTMitr IVRS
- The IVRS prompts PLHIV to respond on the availability of ART; current location and ability to reach the nearest ART centre
- Depending on the responses recorded in the IVRS, PLHIV are called for further guidance and referral to the nearest ART refill site
- The web form captures data at refill sites and allows for real-time updates
- New ART delivery sites are made operational based on need and web form for real time stock updates during decentralized ART delivery

ARTMitra Brings ART to PLHIV

Accessible version: <https://www.cdc.gov/globalhealth/stories/2021/hiv-mumbai-medication.html>

How it works



Conclusion

- Implementation of the ARTMitr platform averted a potential crisis of treatment interruption by optimising technology to ensure treatment continuity during the pandemic
- The user-friendly mobile web forms facilitated dispensation of right and uninterrupted supply of ARV at the decentralised sites



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