PREFERENCES & WILLINGNESS TO PAY FOR BLOOD AND ORAL-FLUID HIV SELF-TESTS IN KENYA

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BACKGROUND

- HIV self-tests (HIVST) allow users to collect, perform, and interpret results of HIV tests
- Evidence suggests that HIVST is cost-effective & highly acceptable
- Most research on HIVST in sub-Saharan Africa has focused on public-sector and free distribution
- Little known about potential of private sector or consumer willingness to pay for HIVST
- We estimated WTP for oral-fluid and blood-based HIVST in urban Kenya

METHODS

- Recruitment: Private sector pharmacies and clinics in Nairobi & Mombasa
- Eligibility criteria: Age 15-49, resident of study area, visiting study facility
- Short questionnaire about demographics & SES
- WTP estimated using the Becker-DeGroot-Marschak method (**Figure 1**)
- Respondents bid on two HIVST kits: the OraQuick HIV Self-Test (OraSure Technologies, Inc.), and the INSTI HIV Self-Test (bioLytical Laboratories)



Figure 1: Becker-DeGroot-Marschak Method



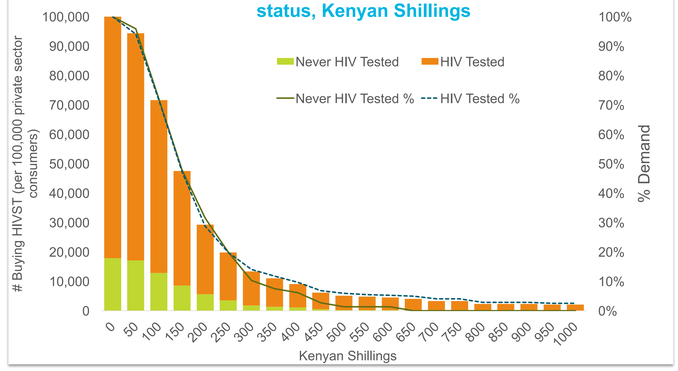
RESULTS

- 822 respondents from 66 facilities recruited from July 25 - Aug 2, 2017
- Averaged 25.4 years old, majority male (54%), & in urban wealth quintile 4 (23%) or 5 (54%)
- 25% had heard of HIVST (**Table 1**)
- Average WTP for HIVST was 201Ksh (IQR: 85-200Ksh) (**Figure 2**)
- Adolescent WTP was 201Ksh (IQR: 100-213Ksh), vs. 213Ksh for adult women (IQR: 83-225Ksh), and 178Ksh for adult men (IQR: 75-200Ksh, p=0.28)
- WTP nearly 45Ksh higher among previous HIV testers (209Ksh vs. 164Ksh, p=0.004)
- WTP did not differ significantly by HIVST awareness, county, facility type, or sex
- Accuracy, time to results, and specimen type influenced test preferences

Table 1: Demographic Characteristics & HIVST Awareness

Variable	Heard of HIVST (N=206, 25%)	Never Heard of HIVST (N=615, 75%)	P-value
Age	26.6 (8.0)	24.9 (7.5)	**0.009**
Female	106 (51.5%)	283 (46.0%)	0.176
Live in Nairobi	106 (51.5%)	265 (43.1%)	**0.037**
Read newspaper >=1x/week	127 (61.7%)	264 (42.9%)	**<0.001**
Use internet >=1x/week	180 (87.4%)	423 (68.8%)	**<0.001**
Education			
None	0 (0.0%)	13 (2.1%)	**<0.001**
At least some primary	26 (12.6%)	137 (22.3%)	
At least some secondary	73 (35.4%)	317 (51.5%)	
Tertiary or above	107 (51.9%)	146 (23.7%	
Ever tested for HIV	175 (85.4%)	495 (81.0%)	0.160
Ever had sex	181 (89.2%)	499 (83.0%)	**0.036**
Durable goods	8.6 (2.5)	7.7 (7.5)	**<0.001**

Figure 2: Consumer willingness to pay by previous testing status, Kenyan Shillings



CONCLUSIONS

- The vast majority of respondents were willing to pay >0Ksh for an HIVST. Other research suggests pharmacies may be a preferred access point for HIVST Because current market prices for HIVST are between 800-900Ksh in Kenya, targeted subsidies may be needed to support demand among priority groups, including new testers, adolescents, and men.

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