



# INNOVATIVE APPROACHES TO EXPAND ACCESS TO HIV AND STIs SCREENING

## A SOCIAL BUSINESS PERSPECTIVE

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# Public health initiatives and programmes screening for HIV and STIs in Thailand

- Public health initiatives are strategies implemented by governments, healthcare organizations, and community-based organizations to identify and prevent the spread of infections within the population.
- These initiatives aim to promote early detection, timely treatment, and prevention measures to reduce the burden of HIV and STIs on individuals and communities.
- The public health initiatives working at scale, making great progress. Some of the challenges include gaps in reach and public policy obstacles to accelerate and scale screening, treatment, and counseling.
- Key public health initiatives and programmes for HIV screening in Thailand:

# Public health initiatives and programmes screening for HIV and STIs in Thailand

- **Thailand National Guidelines on HIV/AIDS Treatment and Prevention 2021/2022**, the Ministry of Public Health (MOPH)
- **Community-based voluntary counseling and testing (VCT) services** provide pre-test and post-test counseling and support for those who test positive
- **Community Outreach and Mobile Testing** to reach marginalized and high-risk populations
- **Prevention of mother-to-child transmission of HIV and Early infant diagnosis (EID) of HIV**
- **HIV Self-testing and self-sample collection of STIs testing** (e.g., HPV and NG/CT)

# Achieving the 95-95-95 targets for all: A pathway to ending AIDS by 2030 (UNAIDS)



## The National Health Security Office (NHSO) has set aside 3.97 billion baht

to fund the 2023 fiscal year project, which involves the provision of free HIV screening tests, consultancy, treatment, and related laboratory testing required as part of the life-long treatment of PLHIV.

<https://hivhub.ddc.moph.go.th/>

# Ending the HIV epidemic is requiring innovative and sustainable approaches



Innovations

A bottom-up, community-engaged process using social change to improve health through new tools, financing, or services



Tools



Services



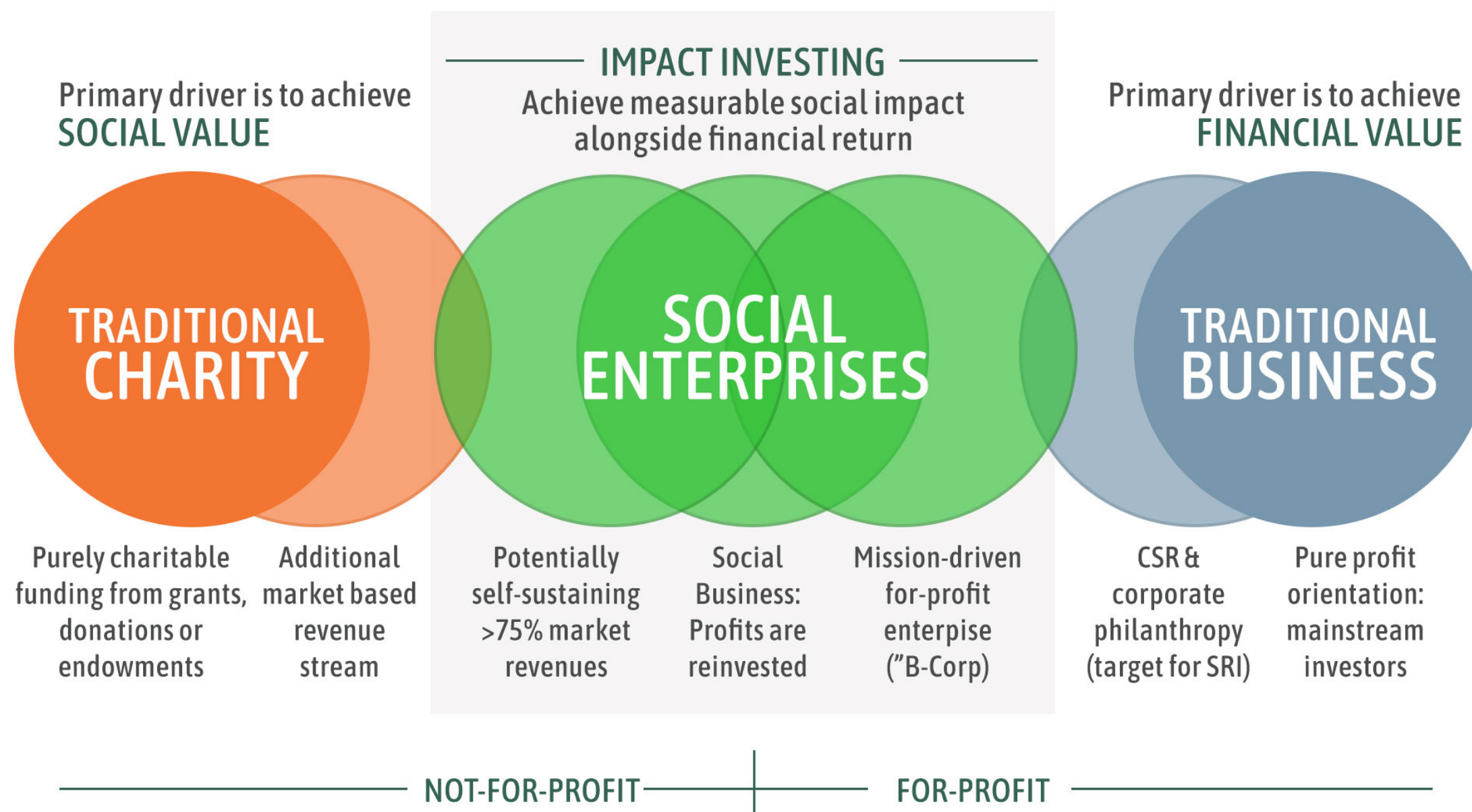
Financing

# Social Business - innovation toward financial sustainability with social impact objectives at the core

**Non-loss:** financial independence and sustainability

**Non-dividend:** financing expansion to scale long-term impact

The Business Model Spectrum Revisited



Source: <https://yunus-thailand.org/> Adapted from J. Kingston Venturesome, CAF Venturesome and EVPA

# Social Business - innovation toward financial sustainability with social impact objectives at the core

Social innovation type	Intervention example	Impact
Social enterprise	<i>Blued</i> A social networking app offering online dating and livestreaming services, as well as HIV prevention and testing services. Blued’s HIV testing campaign involved: providing in-person promotional materials at Blued’s six HIV testing clinics, an electronic banner advertisement on the phone application’s launch screen and embedding an appointment-making platform within the application.	<ul style="list-style-type: none"> <li>• The HIV testing campaign was linked to an increase in HIV testing at six Blued clinics.</li> <li>• This project’s success highlights the potential for geosocial networking applications to be used effectively in public health campaigns.</li> </ul>

Srinivas ML., et al. Sexual Health, 2021, 18, 5–12

BlueCity pioneered the concept of digitally-enabled HIV prevention in 2008, by integrating online and offline resources to streamline access to HIV testing, counseling and treatment. Earlier this year, BlueCity began inviting organizations to register on Blued and provide critical HIV-related services to the app's 6+ million monthly active users in 170 countries and regions around the world. ([www.prnewswire.com](http://www.prnewswire.com))

# Yunus Thailand Theory of Change





# Areas for social impact innovation

INFORMING &  
COUNSELING



TESTING &  
SCREENING



TREATMENT &  
PREVENTION

Reaching bottom of the pyramid  
and key risk populations

ACCESSIBILITY

AFFORDABILITY

ANONYMITY

ADAPTABILITY

AGILITY



# Areas for financial innovation

**STREAMLINING  
AND OPTIMIZING  
PROCESSES**

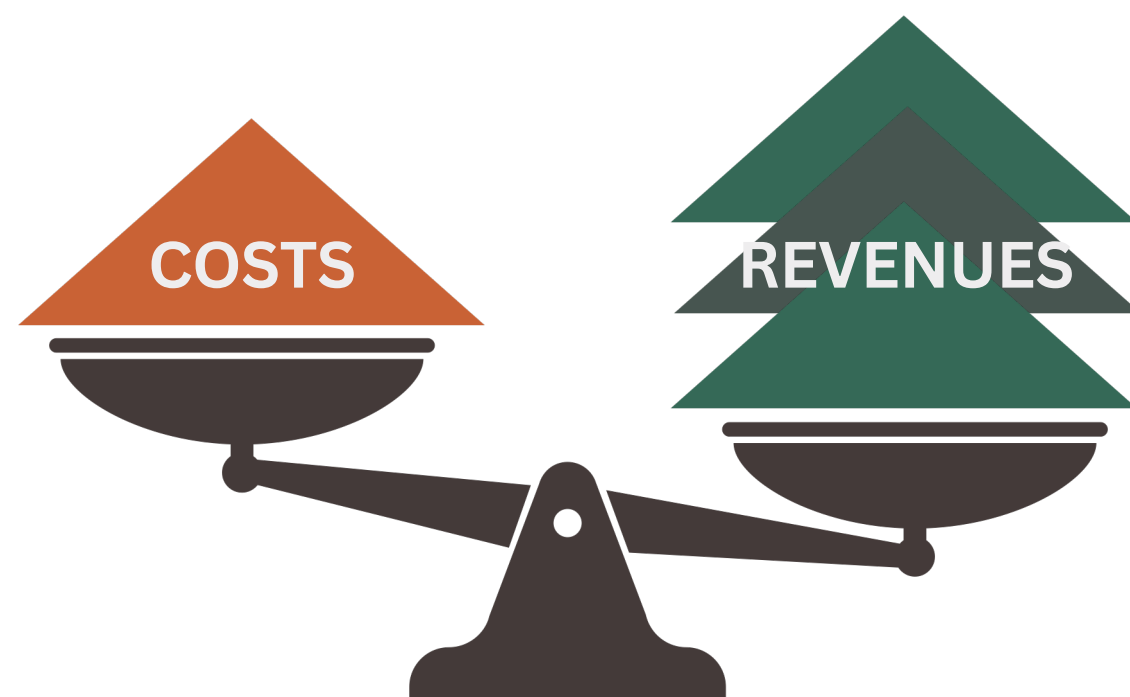
**ELIMINATING  
UNNECESSARY  
EXPENSES**

**NEGOTIATING  
WITH SUPPLIERS  
& PARTNERS**

**EXPANDING THE  
CUSTOMER BASE**

**LEVERAGING  
INCENTIVES &  
SUBSIDIES**

**EXPANDING  
PRODUCTS &  
SERVICES**



**FINANCIAL AND  
SUSTAINABILITY  
MODELS**



**TARGET POPULATIONS  
AND REACH**



**SERVICE DELIVERY  
APPROACHES**



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