

# CDPH OA Mpox Vaccine Incentives Program

ORIENTATION PRESENTATION

# Introductions

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## HIV & Mpox

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Nearly all mpox-related deaths were among immunocompromised individuals with HIV (~94%) (CDC,2023)

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Mpox related hospitalizations more common in people with HIV than those without HIV.(CDPH, 2023)

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Approximately 40%of mpox infections have been among people with HIV in California. (Schildhaueretal., 2023)

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Mpox transmission continued in California throughout 2023

Spring & Summer 2024

# Program Overview

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CDPH offering digital and physical (print-out) gift cards to people living with HIV who receive mpox vaccines at participating sites/clinics.

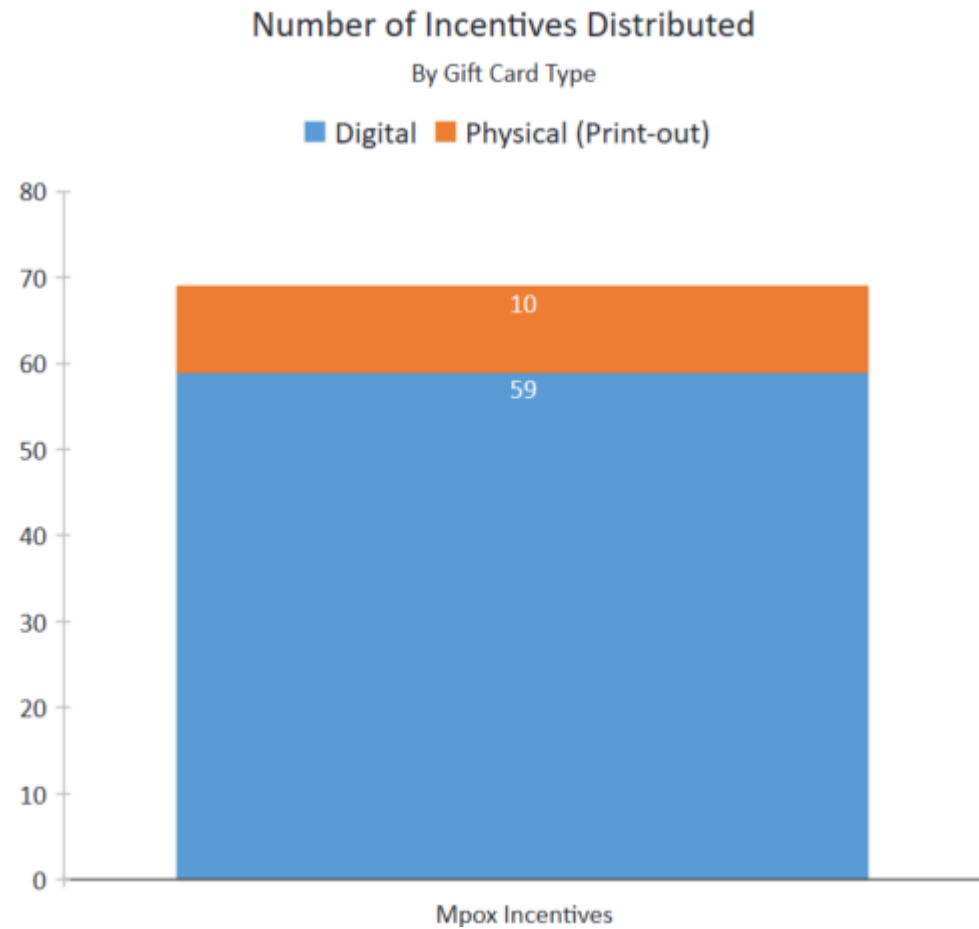
\$50 gift card incentive per mpox vaccine to PLWH who are engaged in care; max \$100

\$100 gift card incentive per mpox vaccine to PLWH, previously out of care; max \$200

Expected to run through end of June 2024

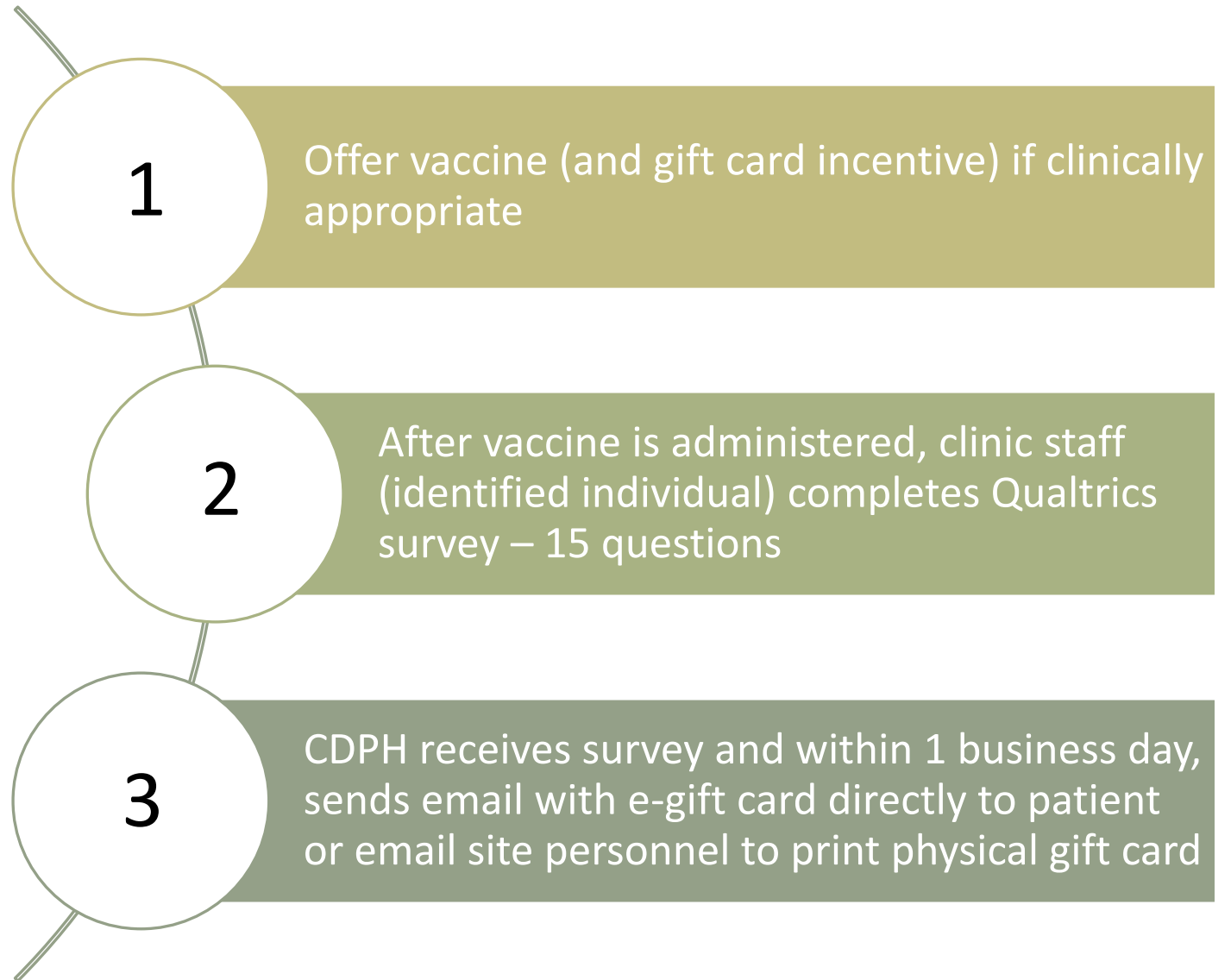
# Pilot Program

- Run from 01/02/24 – 01/31/24
- 3 sites
- Positive experience among clients
- Encouraged additional outreach, engagement, and education



\*Total as of 01/29/24

# Gift Card Process



# Gift Card Eligibility

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18 years or  
older

Living with  
HIV

Receiving 1<sup>st</sup>  
or 2<sup>nd</sup> dose of  
JYNNEOS



## Gift Cards

### \$50 gift card

- Engaged in care

### \$100 gift card

- Previously out-of-care
  - **Out-of-care:** Patient has not been seen by a healthcare provider or had care labs in the last 12 months
- Could be referred by public health or identified by clinic outreach



# Digital Gift Cards

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**Vendors:** Visa and Mastercard

**Client must have access to email/Internet**

**Processing time:** ~1 business day

**Immediate delivery via email**

Dear John Doe,

The California Department of Public Health would like to thank you for your interest in the Mpox Incentives program.

As a token of our appreciation, we are pleased to offer you you a gift card as a small thank you for your dedication to health and community. Once issued, this gift card cannot be replaced for an alternative form of compensation and is not transferable.

If you have any questions about the vaccine or if you experience any issues, please contact your primary care provider or visit your closest health care facility.

\$0.00



Code: ABCD-EFGH-IJK

### To Redeem

1. Click the redemption link above to claim your reward.
2. Select a Virtual Visa Card, ready for immediate use online or over the phone anywhere Visa debit is accepted, or select a Physical Visa Card to be mailed to you (shipping and handling fee of \$8.00 applies).
3. The redemption site will ask you to provide your name, address, email and mobile phone number to be associated with your Prepaid Card.
4. Agree to the Cardholder Agreement to complete the redemption.

# Digital Incentive Email Sample

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# Physical (Print-Out) Gift Card

**Vendors:** Target and Walmart

For clients without access to email/internet

**Processing time:** ~1 business day

Gift card emailed to clinic to print and hand off to client



Dear John Doe,

The California Department of Public Health would like to thank you for your interest in the Mpox Incentives program.

As a token of our appreciation, we are pleased to offer you you a gift card as a small thank you for your dedication to health and community. Once issued, this gift card cannot be replaced for an alternative form of compensation and is not transferable.

If you have any questions about the vaccine or if you experience any issues, please contact your primary care provider or visit your closest health care facility.

\$0.00



Code: ABCD-EFGH-HIJK

### To Redeem

To redeem your Target eGiftCard at a Target store in the U.S.:

1. Using your web-enabled mobile device, click on the Redemption URL.
2. At check out, a Target team member will scan the Target eGiftCard barcode.  
\Enter Access Number.

# Physical (Print-Out) Gift Card Email Sample

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# Qualtrics Survey

Welcome to the CDPH Office of AIDS Monkeypox Vaccination Incentives Program. Your participation is essential to supporting patients who are receiving the monkeypox vaccine (Jynneos). By completing this survey, you will submit a request for a gift card on behalf of your patients. Patients may receive a gift card for each vaccine dose (up to 2 doses) with a monetary value of either \$50 or \$100 per gift card, depending on their care status prior to vaccination.

To ensure the smooth and accurate delivery of the gift card, please make sure all fields are completed with accurate information.

Thank you for your participation.

- Required for requesting gift cards
- Client information
  - Name
  - Age
  - SOGI (Sexual Orientation, Gender Identity)
  - Vaccine dose (1<sup>st</sup> or 2<sup>nd</sup>)
  - Date of Vaccine
  - Staff & provider contact information
  - Client care status (Gift card amount)

# Data Security & Privacy

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Qualtrics survey data is encrypted

Surveys do not track IP address/location

Transferred data is stored securely on CDPH server

Password protected

# Next Steps

Receive onboarding email

- Qualtrics survey link
- Onboarding PowerPoint slides
- Incentives Standard Operating Procedures Document

Determine site start date

Identify site lead/champion

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