# Monitoring Primary Prevention: What to look at and why it matters - for oral PrEP and more





#### **New client reach**

Explore alternative approaches to demand generation and service delivery to engage new people who could benefit from PrEP.







### **Population coverage**

Inform redirection of resources towards demand generation or expanded access points if specific populations are lagging behind others in coverage.



Return for 1st follow-up visit



#### **Barriers to continuation**

Investigate reasons for early discontinuation to distinguish between user preferences versus structural barriers.







#### **Client-month coverage**

Understand trends in use preferences for specific populations to refine service delivery practices/expectations for frontline providers.



Infections averted

Developed by the Clinton Health Access Initiative under the Prevention Market Manager partnership led by AVAC, 2019.

## **Impact-oriented** planning

- Track quarterly and annual return on investment in terms of proxies for incidence impact: use data to scale or refine programs.
- Predict and track how program spending on demand generation campaigns, user education, increased delivery points, etc. impacts return on investment.