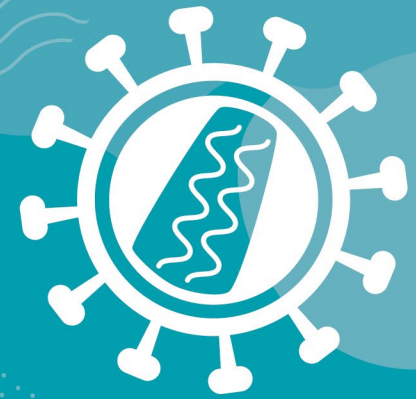




# Pat: improving access to HIV and sexual health information through AI chatbot technology

Ian Montgomery  
Positive East

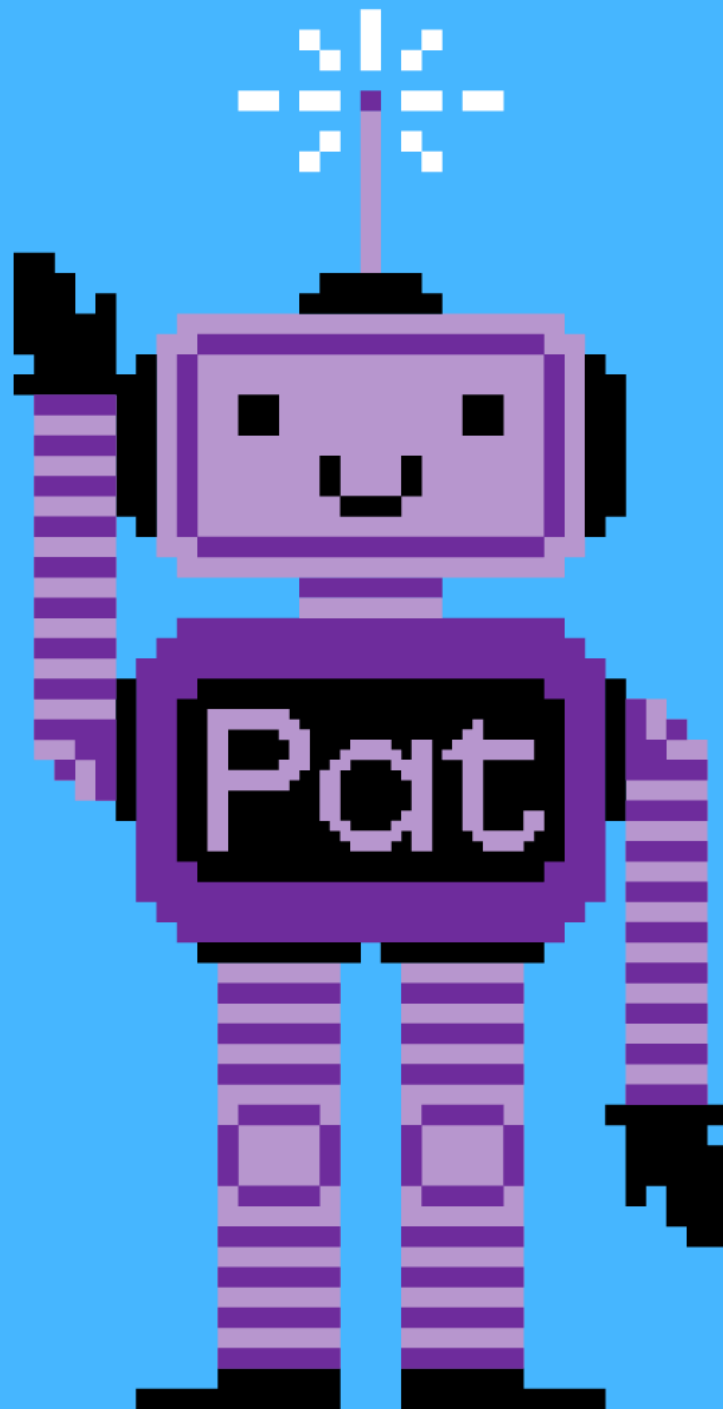
Ingrid Folland  
Japeto



## **Conflict of Interest**

In relation to this presentation, we declare that we have no conflict of interest

Speakers are required by the Federation of the Royal Colleges of Physicians to disclose conflicts of interest at the beginning of their presentation, with sufficient time for the information to be read by the audience. They should disclose financial relationships with manufacturers of any commercial product and/or providers of commercial services used on or produced for patients relating to the 36 months prior to the event. These include speaker fees, research grants, fees for other educational activities such as training of health professionals and consultation fees. Where a speaker owns shares or stocks directly in a company producing products or services for healthcare this should also be declared.



# Why we developed Pat

Increase Positive East's capacity to provide more bespoke support to complex cases

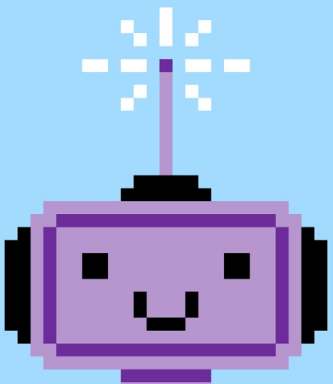
Provide Positive East with an additional tool

Leverage shift in communication

Pilot a new approach in digital communications

Provide accurate information 24/7/365

Automate common sexual health queries



# How we developed Pat

What will Pat talk about?

- Surveys
- Focus groups
- Common questions

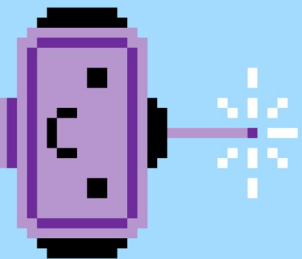
How will Pat respond?

- Interview Positive East staff/volunteers
- Review Positive East resources
- Focus groups

How will we understand our users?

- User testing: pretend to be the chatbot
- User testing: users test chatbot
- Review real message data

300+ intents



*“Being neurodivergent & having chronic mental and physical illnesses, I usually really struggle to remember to log onto STI centre pages ...The PAT bot was just advertised ... I clicked on it, and spontaneously booked for tomorrow. I haven't had an STI test in 3(!) years”*

*“I was a little overwhelmed at the choice when doing it manually. Pat helped me through it step by step”*

*“It has been a great experience. Easy to book and accessible in my local community. Love it !”*

# Key findings

**Chat to Pat**  
Our sexual health chatbot

question or select one of the options below.

what is an STI

Thank you for your question. STI stands for sexually transmitted infection. It refers to a range of infections usually spread through sex, including anal, vaginal, frontal and oral sex.

There are many different STIs but some common ones are chlamydia, gonorrhoea, genital warts,

I think I have an STI

Type here

Cost effective tool to improve access to information

150 users on average per month

High message accuracy rate of 98.6%

Primary user themes: 42% HIV testing, 15% window  
Periods, 12% STI symptoms

Between 8am and 8pm most popular time of use

77% reduction in sexual health inquires to  
general email

# Next steps

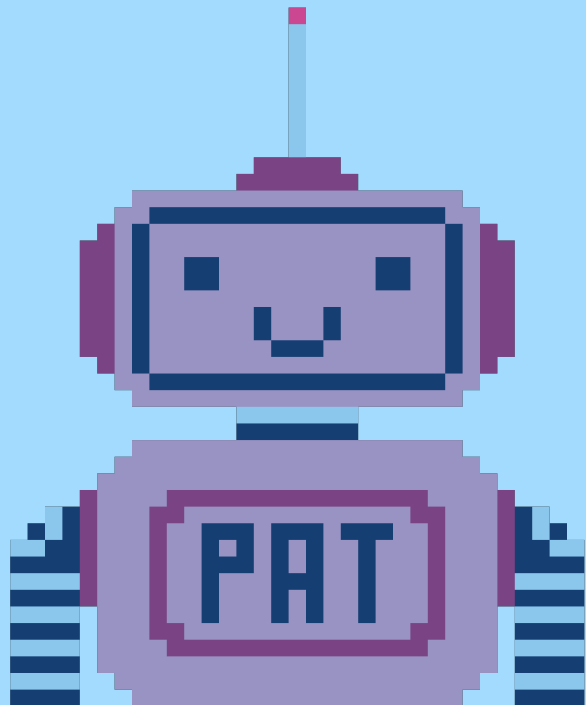
Continue to develop Pat's capabilities

Expand hosting Pat on additional websites

Automate more common sexual health queries

Chat to Pat = online source for sexual health info

Pat currently exists on 3 additional sexual health websites: South West London, Hertfordshire, Derbyshire





PositiveEast

Chat  
to Pat