



TESTING THE TESTERS

How Mystery Shoppers can Improve HIV Prevention Services

WHAT IS IT?

Mystery shopping is a process where a **trained professional anonymously** visits a retail store, restaurant, or bank with the goal of **evaluating the quality of customer experience**.

However, this strategy is **not common** in healthcare settings, like clinics offering **HIV counseling, testing, and referral (CTR)** services.

Previous research has demonstrated that **young men who have sex with men (YMSM)** may be motivated to engage in HIV prevention strategies, like HIV testing or PrEP, when CTR services are **high-quality** and tailored to their needs and challenges.

Yet **present quality assurance (QA) strategies** offer a **limited understanding** of how YMSM clients experience when they visit a clinic for CTR services.

WHY DOES IT MATTER?

THE STUDY

In 201X, the [name of study] research team **recruited and trained 24 YMSM** to conduct mystery shopper visits and systematically **assess the quality of services** at **66 HIV testing sites** in Philadelphia, Atlanta, and Houston.

Below is a diagram explaining the process:



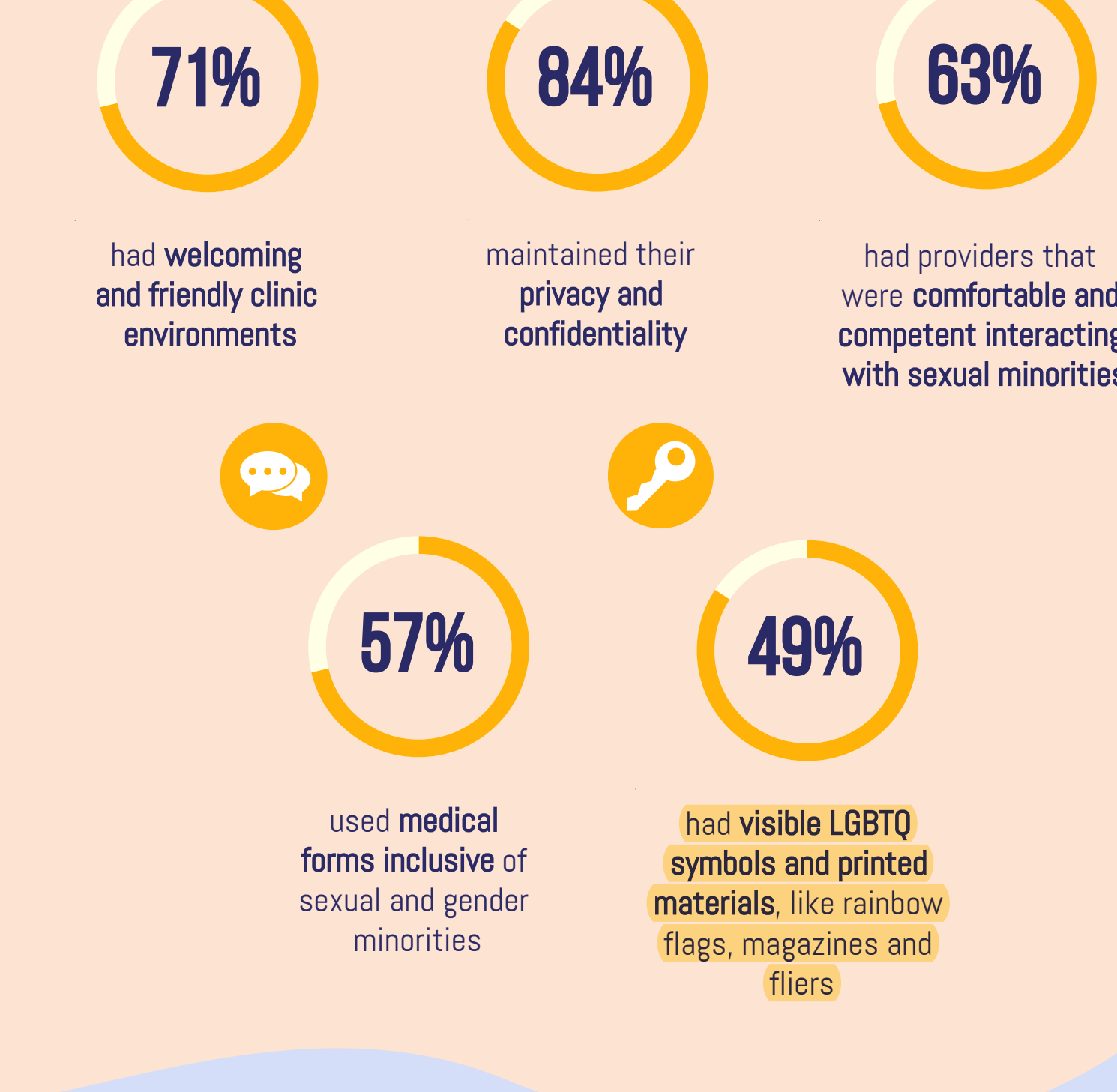
ASSESSMENT BREAKDOWN

The self-assessment had questions about different aspects of HIV testing experiences like:

- Clinic Environment
- Visibility of LGBTQ+ imagery
- Privacy and Confidentiality
- Provider's ability to talk about relationships, safer sex, and PrEP

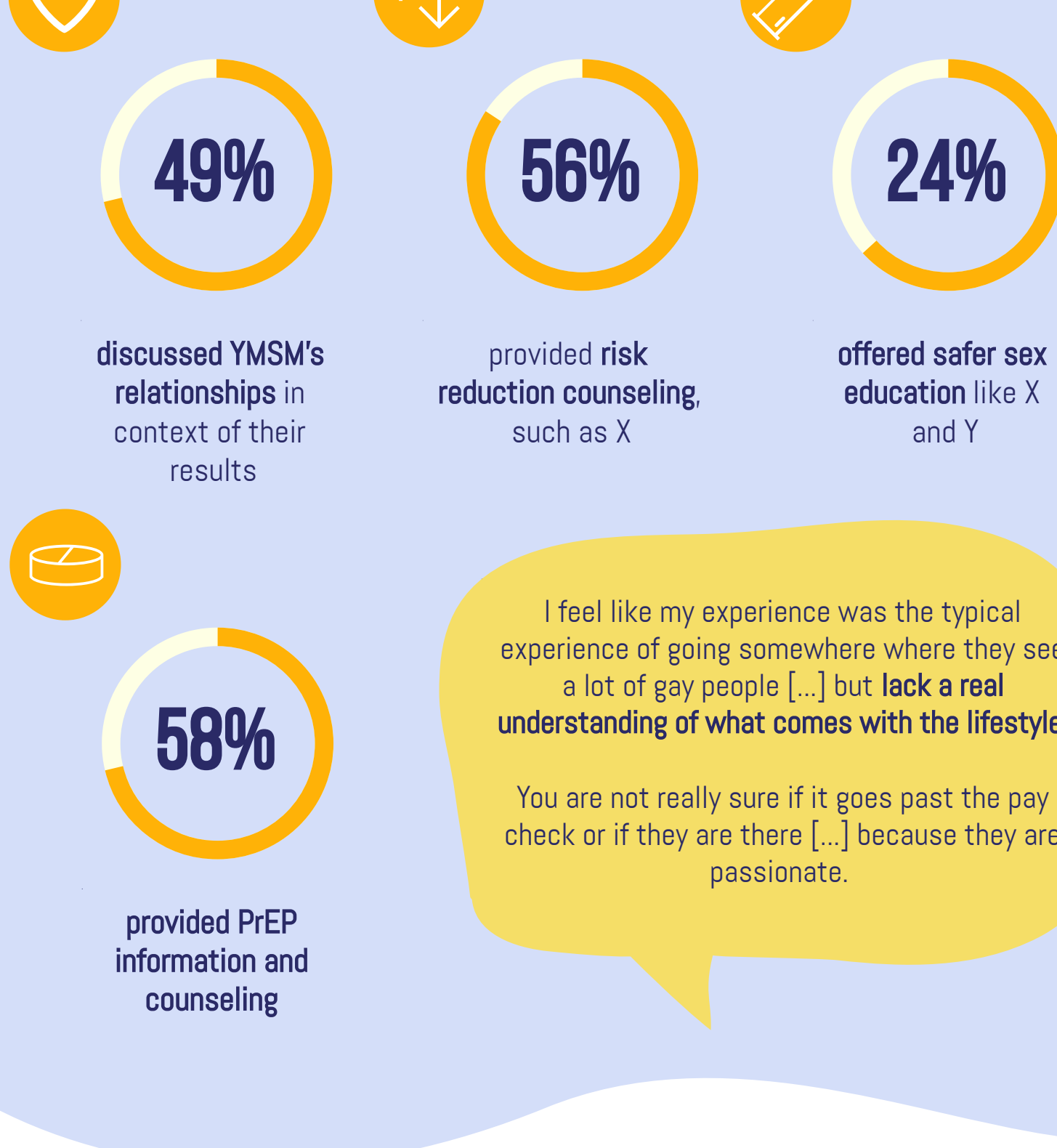
DIVING INTO THE RESULTS

Participants generally agreed that among participating sites in Atlanta, Houston, and Philadelphia:



DIVING DEEPER

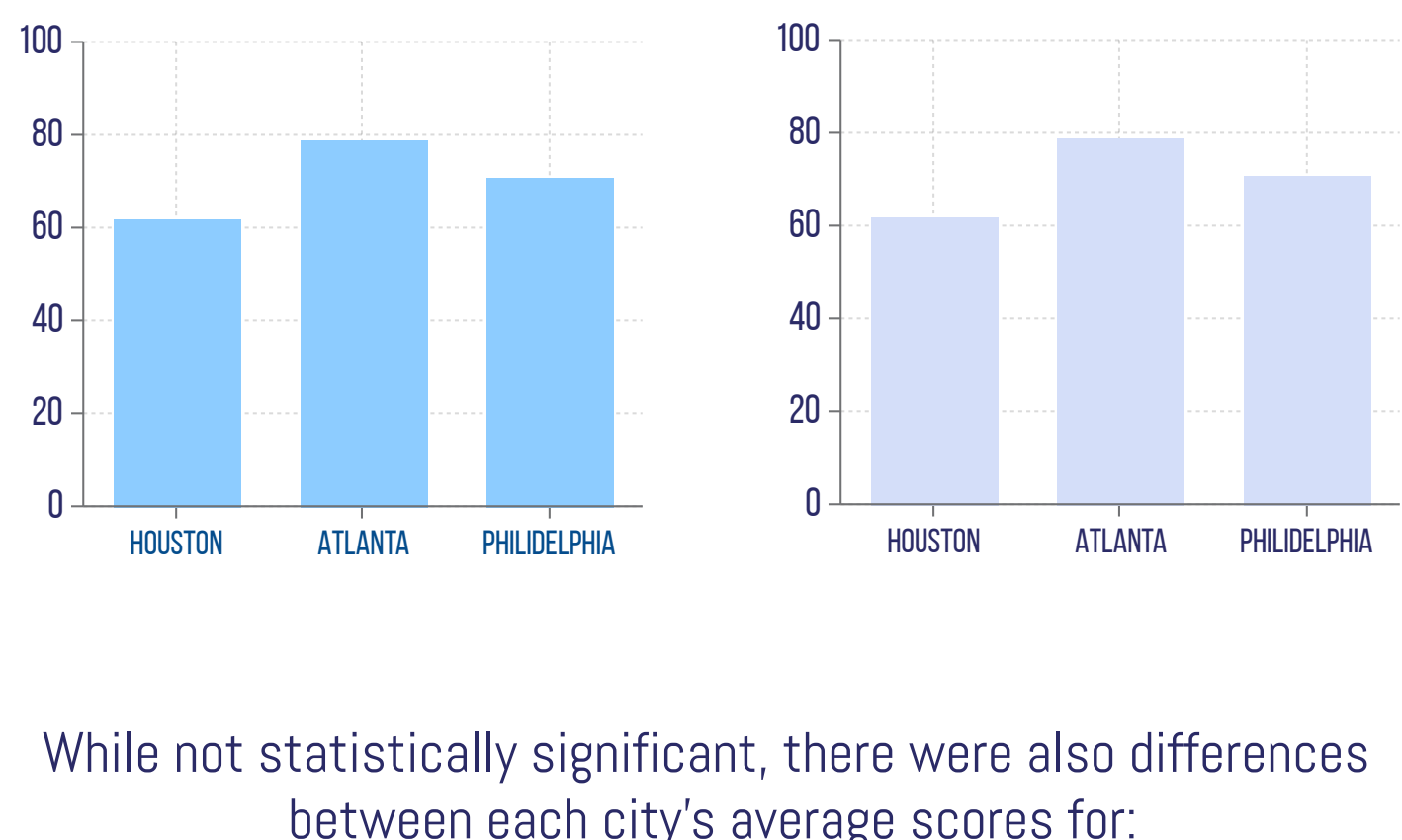
However, participant also evaluated their conversations with providers, finding that among all visits:



A TALE OF THREE CITIES

Researchers also found significant differences across agencies in the three cities, highlighting how HIV testing services vary region by region.

Agencies in **Atlanta** tended to **rate higher** than those in Houston and Philadelphia when it came to:



While not statistically significant, there were also differences between each city's average scores for:



TAKING ACTION

key take aways/next steps

- ITEM 1
- ITEM 2
- ITEM 3

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