



International AIDS Society

iasociety.org

Indlela: Applying behavioural insights to digital innovation



INDLELA
BEHAVIOURAL INSIGHTS
FOR BETTER HEALTH

@

Health Economics and Epidemiology Research Office
HERO²
With Health Consortium
University of the Witwatersrand



The B-Hub

A powerful engine for user-centred insight and innovation in health



Who's in the B-Hub?

- Recipients of care
- Community members
- Health care workers

All based in South Africa and engaged to shape better health solutions



- Centres health innovation on real users
- Builds solutions that reflect local realities
- Speeds up learning and adaptation

What do we do?

We listen, test, and learn fast.



Contextual inquiry

Understand lived experiences, preferences and needs



Prototyping

Get feedback on interventions before scaling



A/B Testing

Compare options to guide better decisions



Rapid Surveys

Answer key questions quickly and efficiently



The B-Lab

B-Lab is a **facility** that provides the capacity and equipment necessary to conduct **behavioural research** (in-house and mobile)



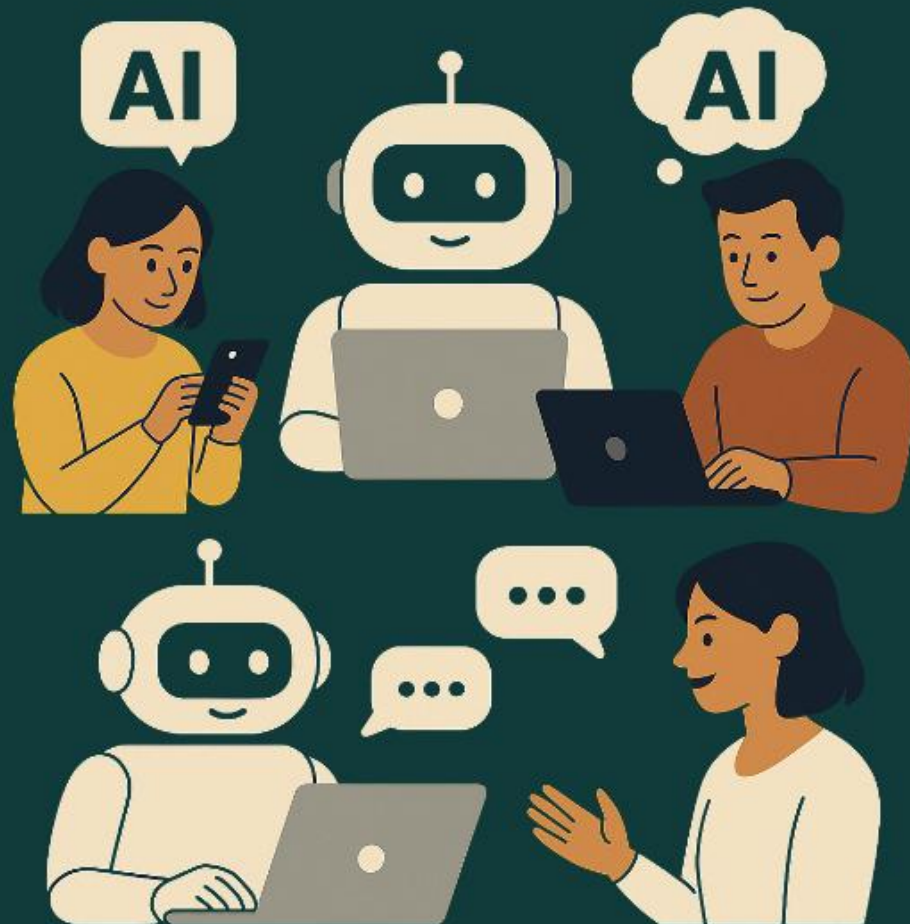
Economic/ Psychological Experiments

Contextual Inquiry (KAB)

Piloting/ Prototyping/ UX, AB Testing

Qualitative Investigation/ HCD

HE²RO AI PORTFOLIO



Product Usability



Behavioural Science



Cost-Effectiveness



Indlela has partnered with Audere, CHAPS, Shout-it-Now, Wits WHC and PSI to co-design and evaluate AI-driven solutions for HIV service delivery

**Primary Healthcare
Conversation Optimization**

Utilise a LLM powered counselor to gather data, estimate HIV vulnerability and provide a summary for a tailored HIV prevention plan.



**Primary Healthcare
Conversation Optimization**

Using AI to support HIV health decision-making after an HIV self-test through two-way AI-driven communication



Self-care from anywhere
Empathetic counseling and digitally guided testing to meet people where they are, educate, encourage at-risk testing, and connect to care.



SPARC
The AI Coach chatbot: Using artificial intelligence (AI) to provide digital health advice and support in Gauteng and KwaZulu-Natal



Your Choice

Your Path

Self-Care From Anywhere

AI Coach



Your Choice



We used the B-Hub to co-design and assess the usability, acceptability and appropriateness of the app as well as the feasibility and agreeability of the data collected

Enrolled a total of 130 recipients of care

Review of app and output

Survey on usability, acceptability and appropriateness

Enrolled 20 Healthcare providers

Interact with conversational agent

Qualitative interviews

Your Path Tool



Assessed Usability and Acceptability

Enrolled a total of 100 inds And 20 HCWs

Each user received a mock HIV test result

Pre and post surveys to assess intention to seek HIV care

Simulated the HIV testing process guided by the *Your Path* tool

Post-survey to assess usability of the *Your Path* tool

A subset participated in qualitative interviews to assess acceptability of *Your Path*

Self-care from anywhere



We used both the B-Hub and B-Lab for contextual enquiry, insights gathering and co-design of the AI Companion for HIV Self-Care

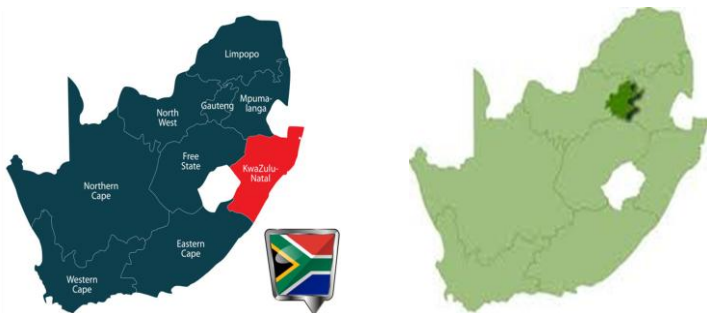
Design and Test Nudges

BART risk-taking assessment

FGDs, Qualitative Interviews and Observational Data

Intention-to-use Survey

The AI Coach chatbot



Using artificial intelligence (AI) to provide digital health advice and support in Gauteng and KwaZulu-Natal

Individual sessions/Observed

Group sessions/FGDs

Think aloud

Video, screen and audio recordings

Location: Gauteng and KwaZulu-Natal



How can we partner?

How can we partner to leverage our behavioural science expertise, the B-Hub, and the B-Lab to design and test interventions for AI use in HIV programs?

Behavioural science lens to AI use in HIV programs

User-centred co-design

Contextualisation

Rapid prototyping and A/B testing

Pilot testing and research





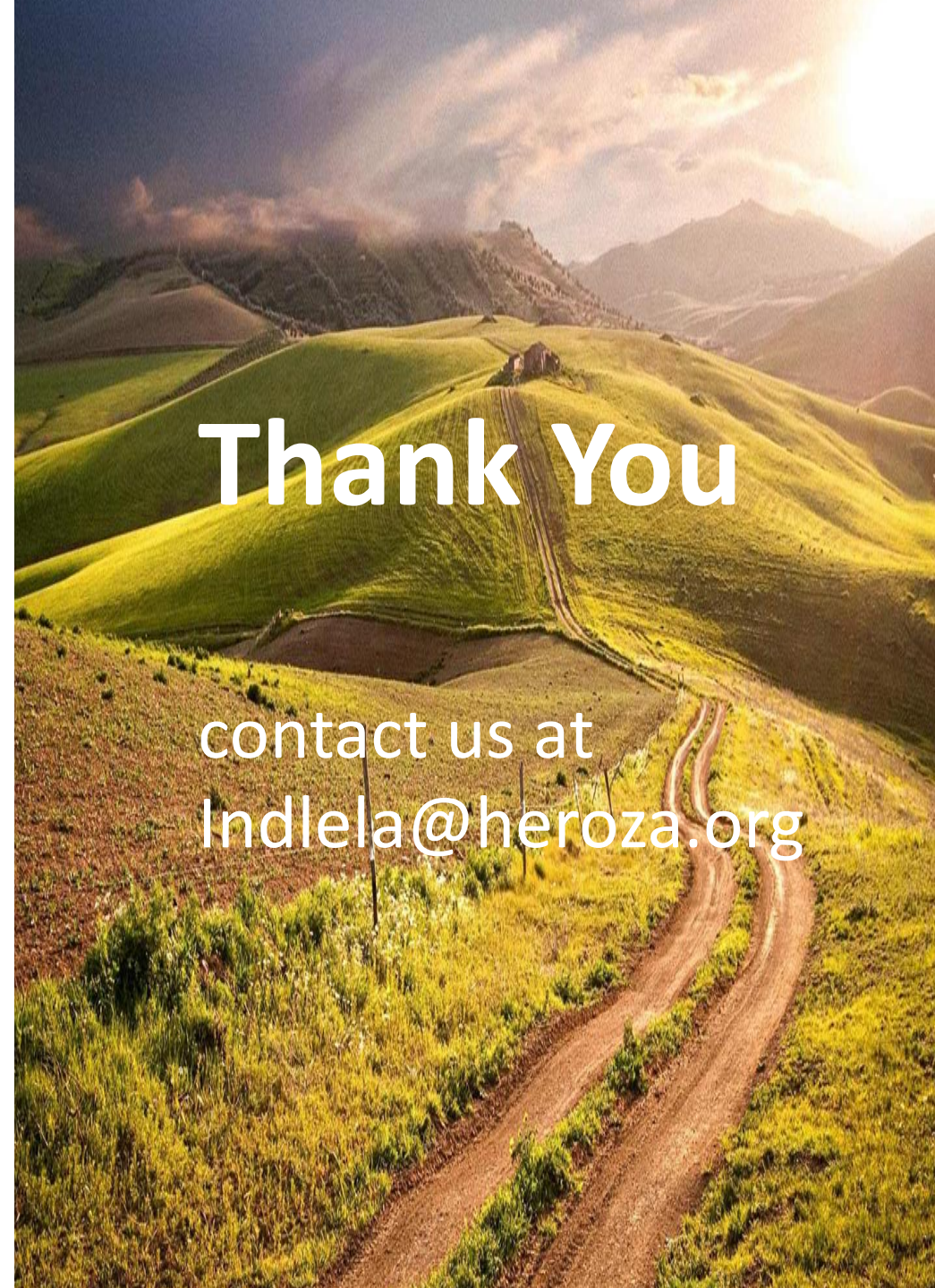
LinkedIn



www



WhatsApp



Thank You

contact us at
Indlela@heroza.org