

# Audience Segmentation of Preferences for Long-Acting Injectable PrEP Among U.S. MSM: A Latent Class Analysis – EPC198

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## Introduction

Cabotegravir long-acting injectable HIV pre-exposure prophylaxis (LA-PrEP) is superior to daily oral PrEP and has a good safety profile. Understanding variations in preferences for LA-PrEP to segment audiences is useful for tailoring services and messaging to maximize uptake and persistence.

## Methods

Preferences for LA-PrEP were measured in 2,621 HIV-negative, sexually active men who have sex with men (MSM) in the 2020 American Men's Internet Survey. Randomly chosen respondents were offered a discrete choice experiment (DCE) with paired profiles of hypothetical LA-PrEP alternatives: out-of-pocket cost (\$10, \$30, \$50, \$75), side effects (25% chance of pain, 15% chance of headache, 5% chance of rash), level of protection (90.0%, 95.0%, 99.9%), and total clinic time (1, 2, 3 hours), with an opt-out option. Latent class analysis was conducted to estimate preference heterogeneity, and within-class coefficients calculated into relative importance.

## Participant Details



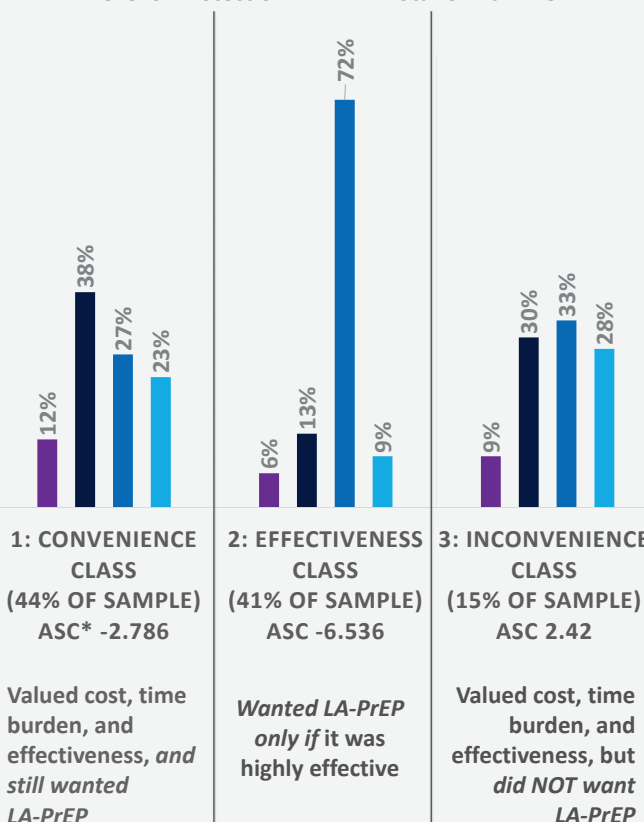
64% <30 years old  
64% White / 9% Black / 19% Hispanic  
78% ≥some university education  
60% urban or suburban

13% current oral PrEP use  
15% past oral PrEP use

## Results

The majority of respondents consistently chose LA-PrEP vs. no LA-PrEP regardless of cost, clinic time, side effects, or protection level. However, preferences among these attributes varied by class.

Side Effects Out-of-Pocket Cost  
Level of Protection Total Clinic Time



\*ASC=Alternative Specific Constant, a measure of the (dis)utility of opting out of LAI-PrEP, given the attributes.

## Recommendations

Preferences for LA-PrEP varied depending on participants' latent class. Heterogeneous approaches are necessary to maximize uptake across audience segments. Easing access burdens will assist some, while emphasizing high effectiveness will sway others to uptake LA-PrEP.

## Affiliations & Acknowledgments

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See the main analysis of this data at Poster EPC191:

Willingness & Preferences for Long-acting Injectable PrEP among US MSM

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