

# The Motivate C Project

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THE METHODICAL EVALUATION AND OPTIMISATION OF TARGETED  
INCENTIVES FOR ACCESSING TREATMENT OF EARLY-STAGE HEPATITIS  
C - MOTIVATE C



# The Motivate C Project

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Drew insights from behavioural economics to the design a financial incentives strategy for DAA therapy

Propose incentives will encourage people to seek treatment where they have not so far

What amount is the right amount?

Does paying the GP to prescribe also increase treatment commencement rate?

Clinical trial - randomised to an incentive amount

# Investigator and research team

Prof Thomas Snelling ( Chief Investigator) – University of Sydney

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**Assoc Prof Joseph Doyle** - Monash University

**Dr Wendy Cheng** - Royal Perth Hospital

**Prof Margaret Hellard** - EC Australia, Burnet Institute

**Dr Alisa Pedrana** - EC Australia, Burnet Institute

**Prof Joshua Davis** - University of Newcastle

**Mr Mark Jones** - University of Sydney

**Assoc Prof Penelope Abbott** - Western Sydney University

**Assoc Prof Jane Davies** - Menzies School of Health Research

**Prof Kirsten Howard** - University of Sydney

**Scientia Professor Gregory Dore** - Kirby Institute

**Assoc Prof Richard Norman** - Curtin University

**Dr Jacqueline Richmond** - EC Australia, Burnet Institute

**Assoc Prof Karen Heslop** - Curtin University

**Mr Andrew Davies** - Homeless Healthcare

**Jane Assange** - Western Sydney Primary Health Network

**Dr Samuel Elliott** - Riverside Family Medical Practice

**Dr Alan Leeb** - Illawarra Medical Centre

**Associate Professor Alireza Ahmadvand**- Griffith University

**Dr Nada Andric** - Exodus Foundation Clinic Ashfield

**Parveen Fathima** – University of Sydney

**Reena D’Souza** – Telethon Kids Institute

# How does it work – SMS based sign up



**CURED**

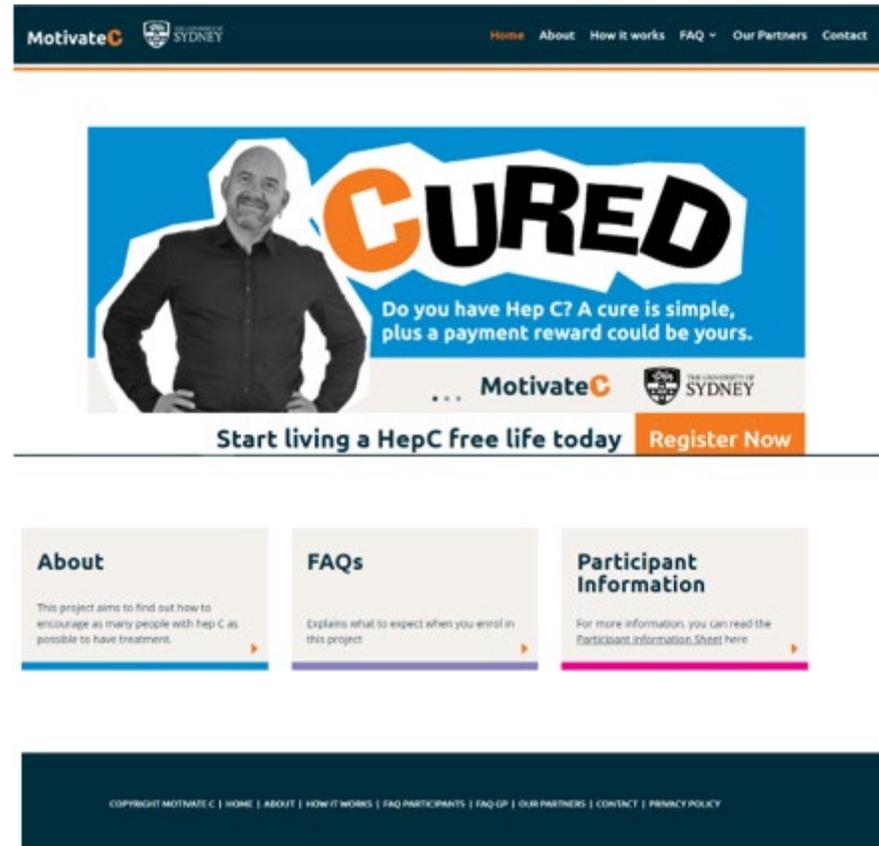
Do you have Hep C? A cure is simple, plus a payment reward could be yours.

It is easy to get started with a quick effective treatment of tablets, AND you will receive payment for your time in this project. Your Hep C free life starts today.

This study has been approved by Sydney Local Health District Human Research Ethics Committee (HRE2022-XXXX)

MotivateC  
motive-project.sydney.edu.au

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**CURED**

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... MotivateC THE UNIVERSITY OF SYDNEY

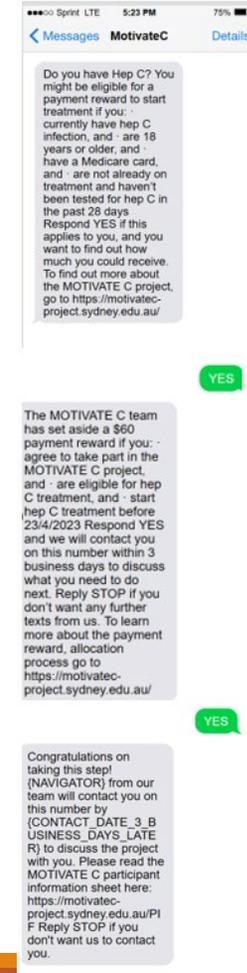
Start living a HepC free life today Register Now

About: This project aims to find out how to encourage as many people with hep C as possible to have treatment.

FAQs: Explains what to expect when you enrol in this project.

Participant Information: For more information, you can read the Participant Information Sheet here.

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Messages MotivateC Details

Do you have Hep C? You might be eligible for a payment reward to start treatment if you: currently have hep C infection, and are 18 years or older, and have a Medicare card, and are not already on treatment and haven't been tested for hep C in the past 28 days Respond YES if this applies to you, and you want to find out how much you could receive. To find out more about the MOTIVATE C project, go to <https://motive-project.sydney.edu.au/>

YES

The MOTIVATE C team has set aside a \$60 payment reward if you: agree to take part in the MOTIVATE C project, and are eligible for hep C treatment, and start hep C treatment before 23/4/2023 Respond YES and we will contact you on this number within 3 business days to discuss what you need to do next. Reply STOP if you don't want any further texts from us. To learn more about the payment reward, allocation process go to <https://motive-project.sydney.edu.au/>

YES

Congratulations on taking this step! (NAVIGATOR) from our team will contact you on this number by (CONTACT\_DATE\_3\_B USINESS\_DAYS\_LATE R) to discuss the project with you. Please read the MOTIVATE C participant information sheet here: <https://motive-project.sydney.edu.au/PI F> Reply STOP if you don't want us to contact you.

Scan QR on a poster

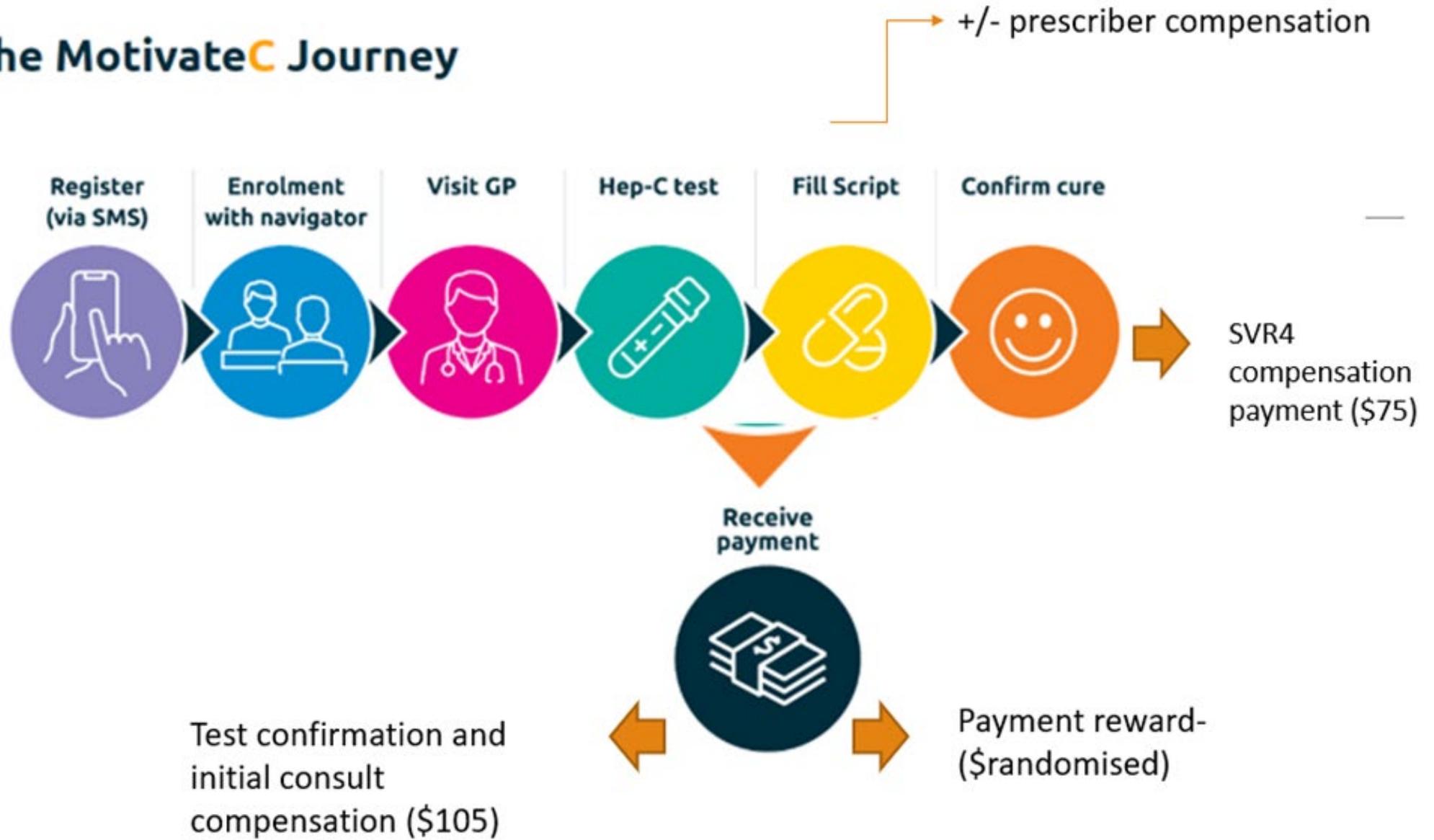


Click REGISTER on Project Webpage



Text Consent to start

# The MotivateC Journey



# How does it work – Project navigators

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- Each participant will be allocated a navigator to guide them through the clinical trial procedures
- The navigators will also be the interface between the project and the participant nominated prescriber.
- The navigators will be trained (including good clinical practice [GCP] training and consenting practices)

# How does it work – Payment Rewards

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Personalised

Confidential

Simple

Compensation  
for getting  
tested

Payment reward  
for starting  
treatment

Compensation  
for end-of-treat  
SVR test

# Creative Concept



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Opening Slide

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**Scan me for more details**



**Your Hep C free life starts today.**

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# Communication Strategy and Stakeholder Engagement

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- NSW
  - Enigma (Media buying agency) – Convenience advertising for a month (Posters across areas indicated in Mapping project)
  - PHNs – newsletters, posters
  - ASHM
  - NGOs
  - NSW Health Department
  
- WA
  - RUBIS advertising agency – Posters for 12 months
  - WAPHA – Newsletters GPs and Practice managers
  - WA Health and WACHS
  - Pharmacies

# Where are we now?

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- Full approval from the Sydney Local Health District Human Research Ethics Committee
- Registered and allocated the ACTRN
- Creative concepts Ethics approved
- Digital software and Navigator portal developed
- Recruitment complete of 2 navigators for WA and NSW (Training underway)
- Experienced GP Telehealth Prescriber list consolidated
- Consultation with Hepatitis Australia to put together Consumer Reference group
- Recruitment of Participants – April 13th

# How can you help

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When to refer to the project-

- People at risk of hepatitis C infection and not connected to care
- Person reluctant to test due to stigma
- Prefer online/ telephone option - anonymity



# THE MOTIVATE C PROJECT

## More information - Contact

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Telethon Kids Institute

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