

High satisfaction with and loyalty to GetCheckedOnline.com among first-time users of an online STI testing service in British Columbia, Canada

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BACKGROUND:

- A positive user experience is key to trust and repeated use of online services
- GetCheckedOnline.com (GCO) is an online testing service for HIV/STI launched in British Columbia in 2014.

OBJECTIVE:

- To assess user perceptions of the experience of using GCO

SURVEY METHODS:

- Eligibility:** received HIV test result in past 2 weeks, either via GCO or at STI clinic
- Recruitment (2015-16):** All-comers to GCO and STI clinic are invited to consent to be contacted for research
- Survey:** online and anonymous
 - Demographics, testing reason, how found out about GCO
 - Satisfaction, convenience, ease of use, loyalty (trust, repeated use) as 5-pt Likert scales (collapsed for analysis)
- Analysis:** Descriptive for GCO; between-group comparisons using Chi-square test (* p<0.05 statistically significant)

RESULTS:

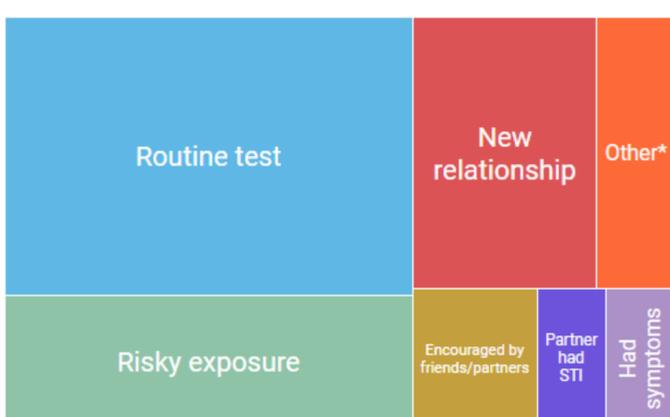
A. Describing GCO client experience (N=86)

Figure 1: How did you hear about GCO?



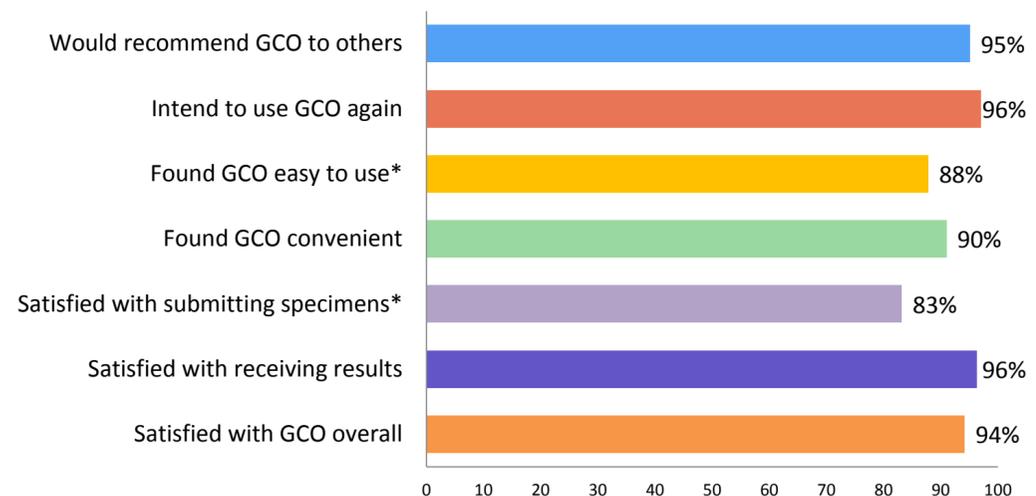
*Other included hearing about GCO from a clinic receptionist, dating or hook-up apps, work, school, and internet searches.

Figure 2: What was your reason for testing through GCO?



*Other included curiosity, wanting to check out the service, and testing after the end of a relationship.

Figure 3: GCO Satisfaction and Loyalty



*Among these users, reasons for lower ease of use/lower satisfaction included problems creating accounts, lab staff unfamiliarity with GCO, lab cleanliness

B. Comparing perceptions between GCO (N=86) and STI Clinic Clients (N=349)

Table 1: Satisfaction and Confidence in Testing Services

Survey Question	GCO (%)*	Clinic (%)*	p-value
Satisfaction with last testing experience	94% 61%	98% 79%	0.086* <.001*
Confidence that information and results will be kept confidential	91% 45%	90% 61%	0.891 0.009
Satisfaction with experience of receiving results	96% 76%	93% 66%	0.275 0.086

*Black = (very satisfied or satisfied/very confident or confident) vs other
 *Blue = (very satisfied/very confident) vs other

Table 2: Convenience, Trust & Loyalty

Survey question	GCO (%)	Clinic (%)	p-value
Very convenient to get tested	91% 69%	83% 41%	0.067 <.001*
Would use service again	97% 87%	98% 77%	0.321 0.039*
Would recommend to others	95% 86%	97% 79%	0.427 0.133
Received enough information to decide what tests I needed	92% 67%	95% 69%	0.319 0.737

*Black = (strongly agree/agree) vs other
 *Blue = (strongly agree) vs other

CONCLUSIONS:

- Overall, GCO and STI clinic clients expressed high levels of satisfaction and loyalty, although intention to re-use was higher in GCO, while satisfaction and confidentiality were higher in clinic clients.
- Routine test, new relationship, and risky exposure were the most common reasons for testing
- These findings point to the importance of assessing and responding to user perceptions.

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