

P-782 Descriptive Evaluation of a Medical Affairs–Led Educational Resource to Support Healthcare Providers in the Implementation of Lenacapavir for HIV PrEP

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Conclusions

- The lenacapavir (LEN) for pre-exposure prophylaxis (PrEP) (L4P) medical website offers US-based healthcare providers (HCPs) a wide range of educational and operational resources
- The utilization of the website shows that HCPs accessed a range of these implementation-focused resources, with continued traffic growth over 12 months
 - Repeat visits to the website by HCPs were frequent
- Utilization patterns provide insights into the information HCPs access when navigating a newly available HIV prevention modality
 - HCPs engaged frequently with information on LEN dosing and administration on the L4P website
 - The most downloaded file was a PDF containing all website resources followed by the 'LEN for PrEP full Prescribing Information' file
- While no assessment of changes in knowledge, behavior, or practice outcomes was performed, these data suggest strong HCP utilization of digital educational resources for newly available HIV prevention modalities
- Overall, the L4P website is widely used and provides helpful, complementary educational resources, such as the Dosing Schedule Tool, that address the needs of HCPs

Plain Language Summary

- Pre-exposure prophylaxis (PrEP) helps lower the chance of getting human immunodeficiency virus (HIV)
- Lenacapavir (LEN) is a PrEP medicine that is given as an injection under the skin twice a year
- After LEN was approved for HIV PrEP, a website was created to provide US-based healthcare providers (HCPs) with information on LEN safety, dosing, and prescribing information
- Researchers studied how HCPs used the website during the first year after LEN was approved
- They found that website use increased over the first year
 - The most downloaded resource was a PDF version of the full website
 - HCPs also frequently viewed information about LEN dosing and how to give LEN
- These findings suggest that HCPs value online resources for learning about new PrEP medicines

Introduction

- Twice-yearly subcutaneous (SC) LEN was highly efficacious and well tolerated in the Phase 3 trials PURPOSE 1 (NCT04994509) and PURPOSE 2 (NCT04925752), leading to US Food and Drug Administration (FDA) approval for HIV PrEP¹⁻⁵
- An accessible digital resource could complement existing HCP educational materials by providing on-demand centralized access to clinically relevant information
- We developed an HCP-facing LEN for PrEP (L4P) implementation medical website to support provider education by supplying prescribing information and up-to-date operational guidance⁶ (**Figure 1**)
 - Educational topics for the website were derived directly from information in the package insert
 - Some website features, such as the Dosing Schedule Tool (**Figure 1**), were added after the initial rollout in response to feedback from HCPs
- The L4P website did not make comparisons between products and provided non-promotional information to support the safe implementation of L4P

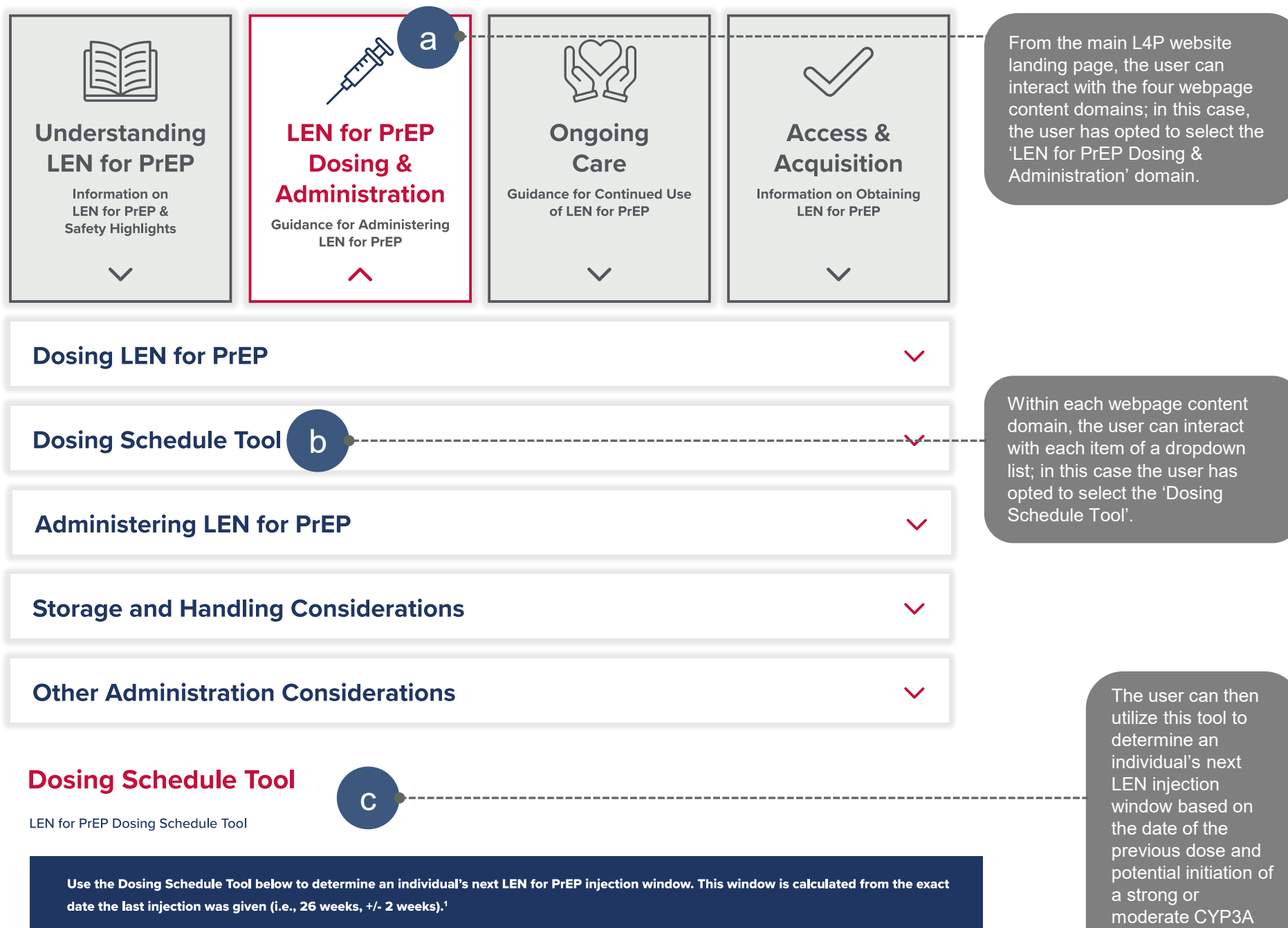
Introduction (cont.)

- The L4P website includes four webpage content domains:
 - Understanding LEN for PrEP (Information on LEN for PrEP & Safety Highlights)
 - LEN for PrEP Dosing & Administration (Guidance for Administering LEN for PrEP)
 - Ongoing Care (Guidance for Continued Use of LEN for PrEP)
 - Access & Acquisition (Information on Obtaining LEN for PrEP + link to a separate non-medical Gilead website)
- The first three content domains are split into further subtopics
- Users could access the website upon attestation as a US-based HCP



US-based HCPs can scan the QR code here to access the L4P website (see example in **Figure 1**)

Figure 1. The Dosing Schedule Tool is an Example of the Wide Range of Educational Content and Functional Tools Available to Users of the L4P Website



This example illustrates only one of several available features. Please visit the website to explore additional tools and resources.

CYP3A, cytochrome P450 3A; L4P, LEN for PrEP; LEN, lenacapavir; PrEP, pre-exposure prophylaxis.

Objective

- To describe utilization patterns of the L4P website by US-based HCPs

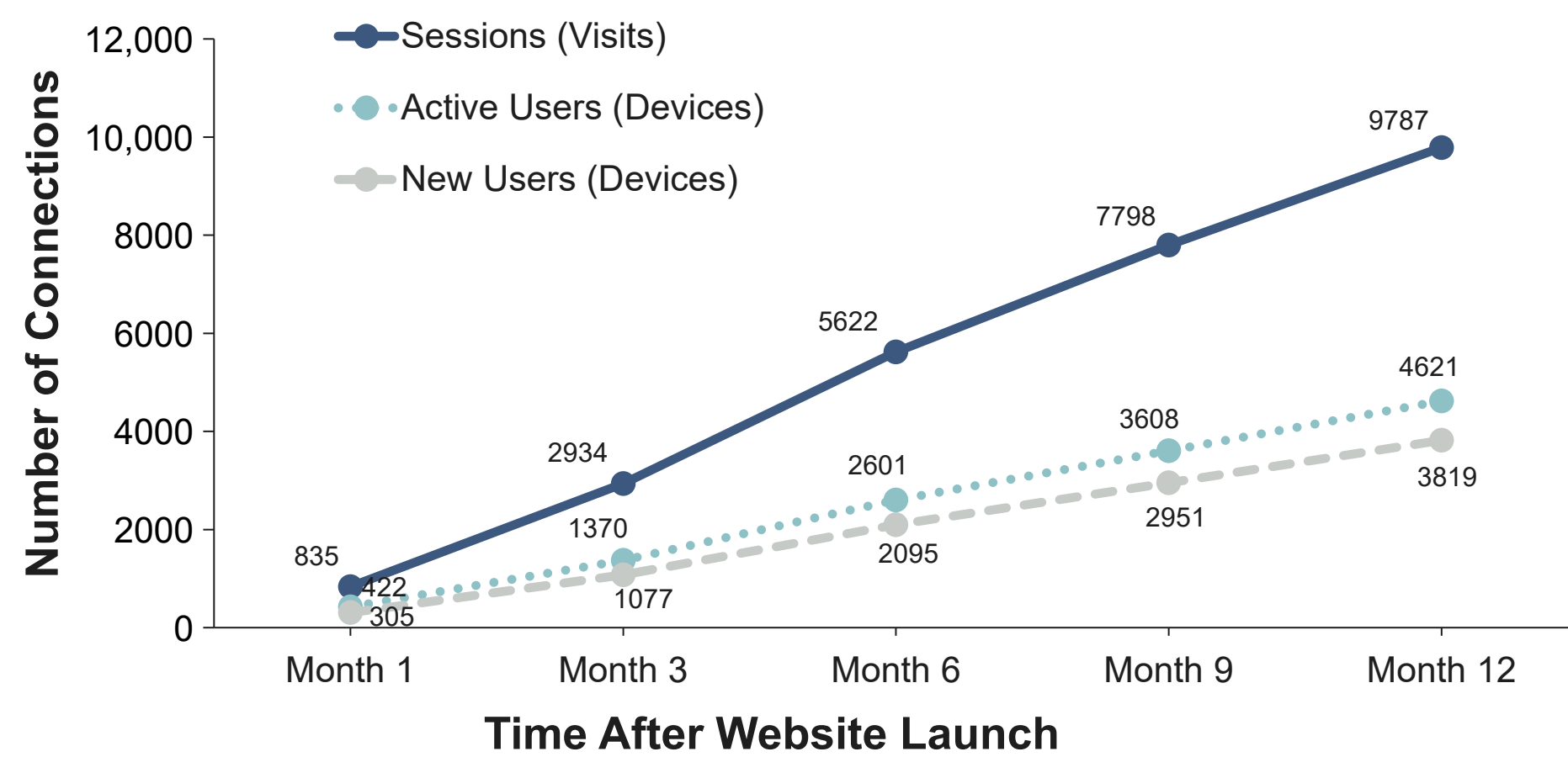
Methods

- The L4P implementation website launched on June 27, 2025, 1 week after FDA approval of LEN for PrEP (June 18, 2025)⁵
- Patterns of HCP interaction were evaluated in the post-approval period (through June 27, 2026) for the L4P website and the four webpage content domains
- User interactions were analyzed using Google Analytics 4 (GA4) software
- The L4P website used two GA4 events to track file downloads:
 - Custom events capturing most file downloads on the site
 - An enhanced measurement event to capture interactions with the website's 'Download Page' button
 - The analysis included counts of sessions and devices:
 - Sessions included all visits to the L4P website, however short, across users and devices. One user visiting the website twice from the same device would be reported as two sessions
 - Devices included all the individual devices (eg, computers, laptops, phones) that connected to the L4P website. One user visiting the website from two separate devices would be counted twice since only devices are measured rather than individual users
 - Active users included all devices with meaningful engagement (ie, ≥ 10 seconds on the L4P website, ≥ 2 pages viewed, or a first-time visit). Repeated engaged visits from the same device were counted once per analysis period
 - New users included devices connecting to the L4P website for the first time through the analysis period. Later visits from the same device were not counted again, even within the same analysis period
- All data for session and device counts are presented cumulatively over five analysis periods, falling between the website launch through Months 1, 3, 6, 9, and 12, and reconciled with manual counts

Results

- In the first month, 305 new devices connected to the L4P website, accounting for 835 sessions (**Figure 2**)
- Between the website launch and through Months 1, 3, 6, 9, and 12, the cumulative number of sessions was 835, 2934, 5622, 7798, and 9787, respectively (**Figure 2**)
- Repeat visits were frequent, with a ratio of cumulative sessions to cumulative devices (active users) of ~2:1 (**Figure 2**)
- Over the first 12 months, files on the website were downloaded 687 times (**Figure 3**)
 - Files were downloaded over 567 sessions and saved to 491 devices
- The most downloaded file was the PDF containing all website resources (accessible by clicking 'Download Page'; 343 downloads), followed by the 'LEN for PrEP full Prescribing Information' file (217 downloads) (**Figure 3**)
- Page-level traffic at 12 months demonstrated focus on the main L4P website landing page (5099 sessions) and the 'LEN for PrEP Dosing & Administration' content domain (3588 sessions) (**Figure 4**)

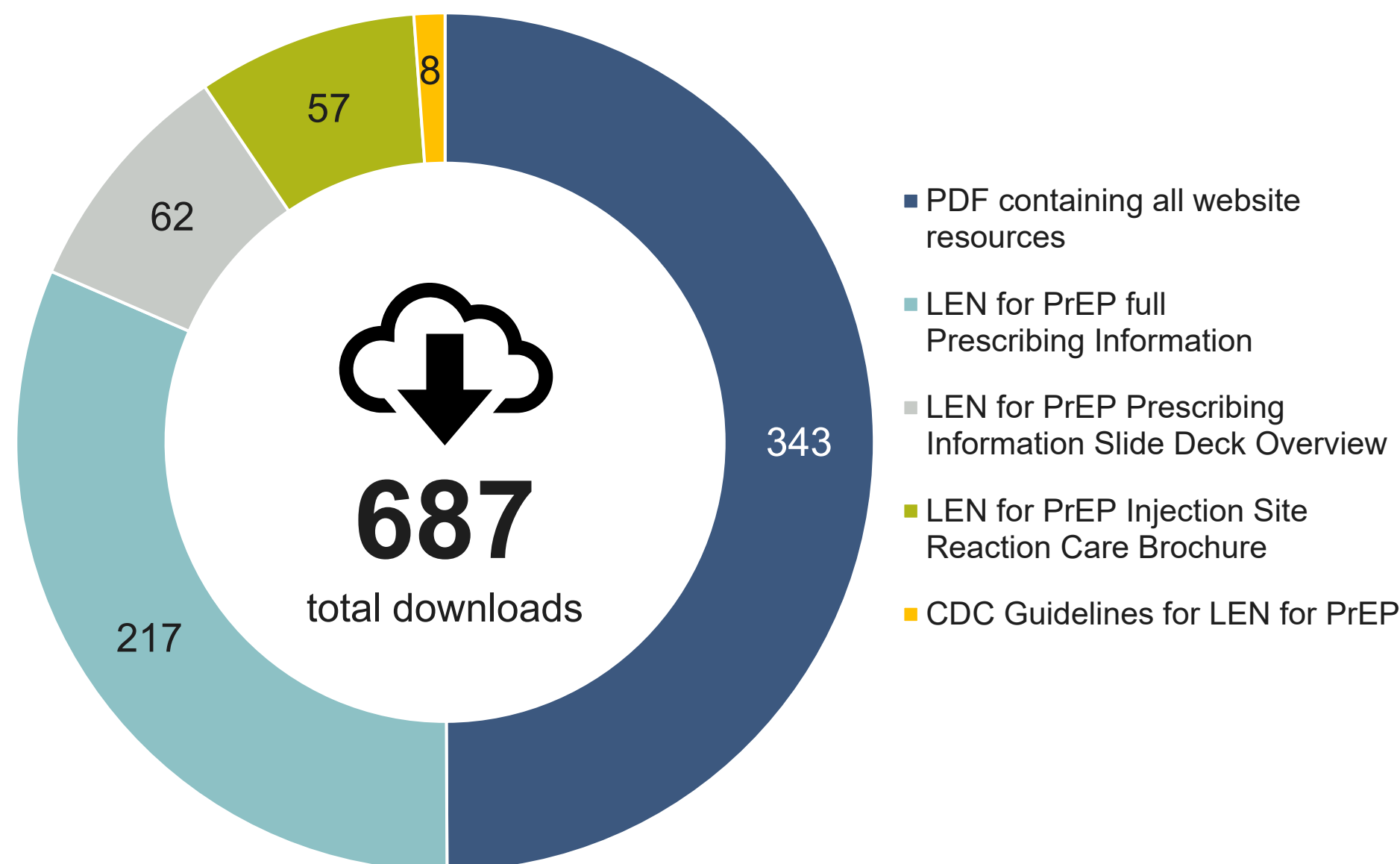
Figure 2. Cumulative Number of Sessions (Visits), Active Users (Devices), and New Users (Devices) of the L4P Website Continually Increased Over 12 Months Post Launch



L4P, LEN for PrEP; LEN, lenacapavir; PrEP, pre-exposure prophylaxis

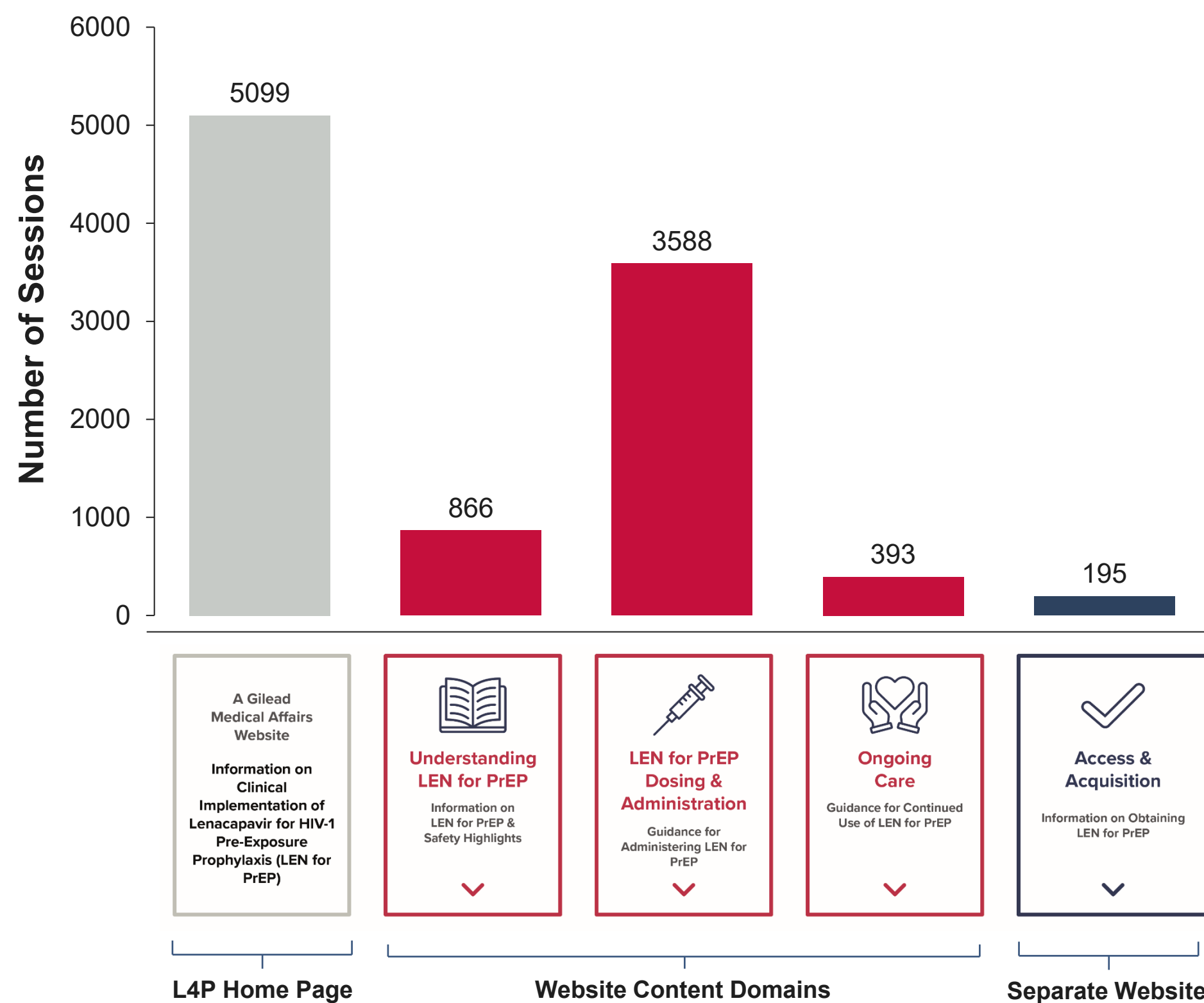
Results (cont.)

Figure 3. Many Users Downloaded Resources and Files Available on the L4P Website Over 12 Months



CDC, Centers for Disease Control and Prevention; L4P, LEN for PrEP; LEN, lenacapavir; PrEP, pre-exposure prophylaxis

Figure 4. Users Most Frequently Started Sessions on the Home Page and LEN for PrEP Dosing & Administration Page



^a<https://prep.advancingaccess.com/>.
L4P, LEN for PrEP; LEN, lenacapavir; PrEP, pre-exposure prophylaxis.

References: 1. Bekker LG, et al. *N Engl J Med.* 2024;391:1179-9. 2. Kelley CF, et al. *N Engl J Med.* 2025;392:1261-76. 3. [NCT04994509](https://clinicaltrials.gov/study/NCT04994509). <https://clinicaltrials.gov/study/NCT04994509> (accessed Oct. 7, 2026). 4. [NCT04925752](https://clinicaltrials.gov/study/NCT04925752). <https://clinicaltrials.gov/study/NCT04925752> (accessed Oct. 7, 2026). 5. Gilead Sciences, Inc. <https://www.gilead.com/news/news-details/2025/yeztogo-lenacapavir-is-now-the-first-and-only-fda-approved-hiv-prevention-option-offering-6-months-of-protection> (accessed Oct. 7, 2026). 6. Gilead Sciences, Inc. <https://www.askgileadmedical.com/en4prep/> (accessed Oct. 7, 2026).

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