HIV Screening. Standard Care.™

A Rebranded Program for Primary Care Clinicians
Routine HIV Screening. Every Patient.

CDC recommends HIV screening for all patients ages 13-64

An estimated 1.1 million people in the United States are living with HIV, and approximately 1 in 7 are unaware of their status and would benefit from treatment. Early detection and treatment means your patients can live longer, healthier lives, and help prevent further HIV transmission.

For free materials to incorporate HIV screening into your practice, call 1-800-CDC-INFO or visit:
www.cdc.gov/actagainstaids/hssc.
REBRANDED CAMPAIGN: CURRENT DIGITAL ADS

Squared banner ads that can run on physician social networks and websites that target primary care providers.
NEW MATERIALS FOR PATIENTS AND PROVIDERS

Updated resources for primary care providers to share with their patients

Did you know...?

No matter who you are, this test is for you

Today, more than 1.1 million people in this country know they have HIV. Men, women, and people of all racial, ethnic, and age groups are getting infected.

1.1 MILLION PEOPLE

How?

Above one in seven people with HIV don’t know they have it.

Testing is an important step toward staying healthy

You can protect your health with three important steps:

1. Get a test.
3. Follow your provider’s advice.

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Simple, routine tests can save lives.

HIV testing is now a routine part of your physical exam. Like testing your blood pressure or glucose levels, routine HIV testing can help you find out for sure if you have HIV.

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Most people test “negative” for HIV.

You will know that you don’t have HIV. But if your test results are “positive,” early HIV treatment could help you live a longer, healthier life.