

## MISSION STATEMENT

To provide the highest quality of care to diverse populations in a compassionate and supportive environment using the clinical and scientific expertise available at UCSF Medical Center.

## WHAT WE BELIEVE - IT TAKES A COMMUNITY TO STOP HIV/AIDS

- Support efforts to build a community that addresses factors that hinder HIV/AIDS treatment and prevention here at 360-UCSF (e.g. our Men of Color Program), locally, nationally and beyond.
- These factors include: isolation, stigma, poverty, homelessness and marginal housing, mental health illness, substance abuse, and others...

## WHAT MAKES 360-UCSF SPECIAL

- One of the oldest clinics that has built a reputation on it's clinical expertise using the multidisciplinary model of care and elements of the chronic care model
- Clinical agenda emphasizing regional problem solving that can be duplicated nationally and globally
- We serve both the insured and underinsured thus offering high quality care to patients from diverse socioeconomic backgrounds (~45% Medicare/MediCal)
- The only clinical program in San Francisco that designs and evaluates models of care specifically for African American men living with HIV/AIDS
- We work closely with the #1 school of pharmacy to offer the most advanced support regarding medications for their care including use of novel treatment and adherence tools and programs
- We have access to the academic, research and clinical expertise or resources needed to redefine clinical care delivery in San Francisco in the face of decreasing funding for HIV care domestically

Given decreased funding for HIV clinical care despite more complex patients, 360-UCSF is an excellent investment of funder and donor support. We can be a hub for sharing multiple types of HIV expertise with partner clinical and service sites thereby increasing access to high quality HIV subspecialty services to all.

## WHY 360-UCSF NEEDS SUPPORT

Insurance only pays for an office visit with our clinicians, but patients living with HIV/AIDS need so much more. It is important to address the factors that hinder HIV/AIDS treatment and prevention. For this reason, we offer specialty programs to help underinsured or marginalized patients and others in need of support. All of our specialty services require support from external funders – **unmet need ~ 25% budget**.

**UCSF does subsidize (10 – 20%), but cannot support all of our services which include:**

- |  |  |
|--|--|
| - Pharmacist/Treatment Adherence program                                 | - Collaborative Programs:  |
| - Dietitian/Nutrition Program  | o Bayview-Hunter's Point Center of Excellence Collaboration for African American men and women |
| - Social Services Program  | o Video/Telepharmacy Project   |
| - Special Populations Support (e.g. Men of Color Program, HIV and Aging) | o Alternative Medicine Collaborations  |

## MAKING A GIFT TO 360 AT UCSF

- \$5,000** Provides a year of visits and routine tests for a patient with marginal insurance or without insurance
- \$2,500** Provides six months of visits and routine tests for a patient with marginal insurance or without insurance
- \$1,400** Provides one year of weekly home visits and support for a patient in most need
- \$1,200** Provides one year of adherence and pharmacy support for four patients most challenged with taking their needed medications so that they can get needed assistance
- \$800** Provides a year of nutritional support for four patients most in need
- \$100** Purchases a ticket and meal for a patient to the annual Autumn Gala or support a patient attending a support group for one year
- \$200** Helps a patient with transportation needs make their appointments for one year

## WHAT CONTRIBUTIONS SUPPORT

### **PHARMACY/TREATMENT ADHERENCE PROGRAM**

1. Expand treatment adherence program to Online Treatment Adherence Protocol (for MD, patients)

#### New initiatives

1. Stages of Decision Making PharmD/Pharmacist Intervention
  - a. Identify barriers to successful ARV decision making and once on ARV, problem solve with patients in a client-centered approach
  - b. Questionnaires, one-on-one patient-centered counseling and treatment planning, role play, visual tailored decision aids (shown to improve decision making)
2. Video pharmacy program (Telepharmacy)
  - a. With community clinics to increase access to pharmacy specialty services (providers and uninsured patients)

### **NUTRITION PROGRAM**

#### New Initiatives

1. An innovative Peer-supported approach for self-management of chronic metabolic problems to address increasing diabetes, cardiovascular disease, osteoporosis from aging and HIV:
  - a. 3-month sessions, individual assessment and counseling, group sessions - includes didactics, visual aids, role playing, anthropometric measurements, analysis of food diaries – online access
  - b. Pre- and Post-program evaluation surveys to determine perceptions of nutritional health, feedback on program and the impact on personal health
2. Video Nutrition Consultations – with community clinics and community-based organizations

### **SOCIAL SERVICES**

- Increase access to our general practice and support for our most disadvantaged patients in our Men of Color Program and Bayview-Hunter's Point Collaboration (for men and women)

#### New Initiatives

- Co-localized staff e.g. sharing social services staff with community-based organization(s) (CBO) to improve access to and engagement of difficult to reach populations at points of non-clinical service thereby increasing likelihood of following-up with clinical appointments
- Add support group for older patients

### **NOVEL CLINICAL SERVICES – MAJOR NEW INITIATIVES**

1. New Models of HIV Primary Care at UCSF - Group Visits e.g. several patients meeting simultaneously with providers to share experiences, questions and answers; more time with client
2. Multimedia approaches to patient self-management – CBO Health Media Rooms linked to UCSF
3. The "Hub and Spokes" Model – i.e. UCSF having multiple subspecialty services (the "hub") that can be shared via translation of modern technology e.g. telepharmacy, video consultations, co-localized staff, health media rooms (the "spokes") with partner clinics and CBOs

## FUTURE DIRECTIONS

1. Center of HIV Excellence
  - a. HIV and African Americans
  - b. HIV and Aging
2. New space to house HIV Center of Excellence
3. Satellite clinic for Bayview-Hunter's Point areas
4. Integration of Modern Technology into HIV practice
5. Targeted research projects – esp. re: HIV and Aging
6. Targeted international projects

### **CONTACT**

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## WAYS TO HELP

1. Annual Autumn Gala
2. Spring Reception
3. Donations & Gifts
4. Donate services
5. Volunteer

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