



University of California, San Francisco
400 Parnassus Avenue, 4th Floor
San Francisco, CA 94143-0378
501(c)(3) Tax ID: 94-2829914
415.353.2705 • www.360.ucsf.edu
Email: brandon.norris@ucsfmedctr.edu

FACT SHEET

Founded: **1984**

Director: **Malcolm John, MD, MPH**

Number of primary care providers: **6**

Number of medical/research staff: **3**

Number of secondary care providers: **10**

Number of administrative staff (FTE): **2**

Number of patients served annually: **750**

Annual Budget: **\$1,072,000**

Mission

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

Our Unique Model of Care

We recognize that our patients have special needs and concerns about their health and living with HIV/AIDS. To meet those needs, we provide a collaborative and comprehensive array of services based on the multidisciplinary model of care originated here in San Francisco. We bring together the scientific and clinical resources at UCSF to develop models of care that best serve our patients. We tailor specialty programs, such as those targeting African American men and women, in a culturally sensitive, patient-driven manner. The clinic is staffed by expert specialists in adult HIV/AIDS.

Our services include the following:

- Primary care
- HIV consultations
- Pharmacist consultations
- Nutrition counseling
- Social work
- Case management
- Peer advocacy
- Onsite collaboration in health counseling
- Onsite collaboration in alternative therapies

Programs

- 360 General Practice (650 clients)
- Men of Color Program (100 clients)

History & Structure

360: Positive Care Center at UCSF, formerly PositiveHealth Practice, is one of the oldest HIV clinics in the U.S. We are the only UCSF HIV clinic available for privately insured HIV+ individuals, and also provide high-quality care to uninsured and marginally insured individuals. 360 is known for its clinical HIV excellence and consistently ranks among **the best in outpatient care in the national *Press Ganey Patient Satisfaction Survey***.

360 features a General Practice for men and women living with or at high risk for HIV/AIDS and the Men of Color Program (MOCP) that was added in 2002. The MOCP is funded by the SF Department of Public Health to address the health needs of medically uninsured and underinsured men of color--particularly African American men--with HIV/AIDS in San Francisco. **The success of the MOCP has been outstanding**, resulting in a \$1.5 million collaboration with Bayview Hunters Point Foundation, Black Coalition on AIDS, Maxine Hall Health Center, Southeast Health Center, and Westside Community Services to provide care to African Americans in the southeast part of the city.

HIV and aging represents a growing area of our focus. The impact of issues related to aging such as cardiovascular disease, hormonal deficiencies, osteoporosis, and body changes in our patients (especially in gay men) is being explored. **We envision a future *HIV Center of Excellence*** that houses institutes of **HIV Health & African Americans** and of **HIV & Aging**.

360: Positive Care Center at UCSF is a program of the AIDS Research Institute at UCSF (ARI), which coordinates all of the HIV/AIDS research, treatment, and prevention activities at UCSF. Combining the best basic science, bench-to-bedside research, behavioral studies, direct care services, and policy development, **the ARI is one of the premier HIV/AIDS medical, education, and research institutions in the world.**

Advisory Board

Mark Alexander, PhD

Research Scientist & Activist

Dan Bunker

Realtor, Paragon Real Estate Group

Gil Gerald

Principal, Gil Gerald & Associates, Inc

Eric Goosby, MD

CEO, Pangaia Global AIDS Foundation

Peter Goss

Realtor, Zephyr Real Estate

& Co-Owner, Tangerine Restaurant

Meryl Krouss, MSW

Social Worker, UCSF Medical Center

David Latina, CCIM

Owner, Paramount Development Grp.

Woody Scal, MBA

Marketing Executive and Investor

Staff

Director

Malcolm John, MD, MPH

360: The Positive Care Center at UCSF

Providers

Oliver Bacon, MD, MPH

Susa Coffey, MD

Pierre Crouch, NP

Harry Hollander, MD

Malcolm John, MD, MPH

Adam Luring, MD, PhD

David Lim, MD, PhD

Paul Volberding, MD

Medical/ Research Staff

Glaiza Dalire, MA

Les Kiley-Smith, RN

Sharon O'Leary, RN

Social Services Staff

Jennie Buss, BA

Monica Eisenhardt, LCSW

Donnie Gayfield, BA

Paul Poole

Pharmacists

Kirsten Balano, PharmD

Christina Gruta, PharmD

Dietitian

Melody O'Donnell, MS, RD

Administrative Staff

Tirzah Gonzalez

Mariann Ferretti

Kay Stegner

Contact

Malcolm John, MD, MPH

Director, 360: Positive Care Center at UCSF

400 Parnassus Ave., Rm A437, Box 0378

San Francisco CA 94143

415.353.2125 (w) • 415.353.2406 (fax)

Malcolm.John@ucsfmedctr.org

Alan R. Beach; Development Director

415/597.4982 or ABeach@ari.ucsf.edu

Goals

- Explore models of chronic care delivery for HIV+ patients that optimize resources and complement the support services of local organizations
- Increase access to care and reduce the period before a client is first seen
- Improve clinic efficiency, care coordination, and patient follow-up through continued integration of our electronic medical record with all aspects of care delivery in our practice – building upon the Chronic Care Model
- Reduce geographic barriers to care by providing transportation solutions and a satellite clinic in Mission Bay to increase service to the southeast part of San Francisco, an area with high unmet needs for HIV care
- Introduce practices that better address the culturally specific needs of HIV+ African American men
- Bring the highest quality of care to underserved populations
- Document, evaluate, and disseminate the MOCP model of specialized services for African American males with HIV
- Develop a research program in HIV and Aging & evaluate best practices for clinical care in this new area

Highlights

Clinical

- Continuously ranks in the highest group at UCSF on the Nationally known Press Ganey Satisfaction Surveys
- Men of Color Program – so successful that recognized throughout city; invited to participate in \$1.5 million collaborative for Bayview-Hunter's Point; want to expand model for MSM (gay men) in general
- Awarded grant from BlueShield Foundation in 2007 to start one of the first urban telemedicine projects of any kind to provide community clinics and their underserved populations access to subspecialty HIV services at 360 – including HIV dietitian, pharmacist, and expert MD consultations
- Instituted specialty pharmacy services involving the School of Pharmacy (#1 in America); one of few clinics that incorporates HIV dietitian and pharmacy services into routine clinical care
- Centricity EMR implemented to complete a major part of the Chronic Care Model
- Increasing clientele as private practices in SF close; now ~750 patients per year
- Onsite acupuncture and massage therapy provided by Quan Yin Healing Arts Center; also onsite health counseling provided by Shanti

Research

- Gene therapy study in HIV – screening of potential subjects underway
- Study of HPV in African American men – focus on differences in anogenital HPV strain variants and implications for disease outcomes
- Clinic medical records and pharmacy records concordance study of the benefits of our new EMR system
- Pharmacogenomics study with School of Pharmacy, including exploring ethnic/racial differences affecting metabolism of HIV medications

Teaching

- Train medical residents that every 1-2 years a goes on to practice HIV care, important as San Francisco providers are aging.

Community

- Art for Recovery Program -- writing exchange program and patient/staff art project for 360-UCSF
- Collaborations such as Southeast Collaborative to increase services in underserved areas throughout the city