

**What's In A Name?**

Because the merger of AIDS Rochester and AIDS Community Health Center resulted in a new and improved organization with expanded services, we decided that this new company would have a new name and tagline, which was revealed to our patients and clients in late December: **AIDS Care, the Center for Positive Living.**

The process we undertook to determine the new name of the organization was lead by a consultant who is a branding expert, and consisted of equal participation from both ACHC and ARI consumers, board members, senior leadership, and staff members. Consumers played a considerable role in determining our new name with input provided through individual, half-hour interviews conducted by the consultant. All of the input gathered resulted in options for a new name, which were evaluated against criteria to ensure that the name accomplished our goals, and was approved by the board of directors.

The logo accompanying the name and tagline is colorful, modern, and abstract, and is open to interpretation.

The interior signage has been installed and exterior signage is coming soon, using the abbreviated version of the new name and logo, **AC**, to ensure privacy and confidentiality are maintained.

**Upcoming Events:**

- AIDS Walk Rochester**  
Saturday, June 5<sup>th</sup>
- AIDS Red Ribbon Ride**  
5-day – August 18<sup>th</sup> to 22<sup>nd</sup>  
1-day – August 22<sup>nd</sup>

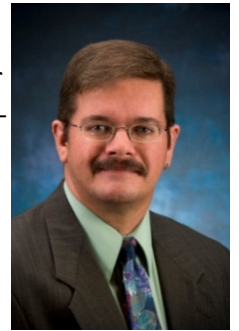
For more information, contact **Josh Davis at 585-210-4183 or [jdavis@acRochester.org](mailto:jdavis@acRochester.org)**

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259 Monroe Ave., Rochester, NY 14607  
585-545-7200 - 800-266-9292

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**Who and What Is A Consumer Relations Manager?**

Simply put, "Your voice to AIDS Care and the community." By now you should have heard the name, maybe seen the face or heard the voice. Rich Fowler, who has been with the organization since 1995 in roles including Front Office and Medical Records Supervisor, Purchasing and Facilities Coordinator, and Information Systems Manager, has assumed the duties of Consumer and Community Relations Manager. Rich offers a direct consumer perspective and opinion to agency leadership while representing the interests of people living with HIV and AIDS on local, regional, and state levels. When you have an issue or suggestion and do not know where to turn or how to handle it, Rich can help. He will hear you out, offer direction if needed, take it through the proper channels or just let you get it off your chest. As an HIV positive individual, he can offer a peer level of understanding that many can not. A respected member of AC management and the HIV/AIDS community at large, he can assist you personally or suggest resources available to you within our organization or elsewhere. One of the duties associated with this position is staff liaison to the Patient and Client Advisory Committee (PAC), which offers another avenue for you as a patient or client to share your thoughts or learn about AC, its services, and events coming up in the Finger Lakes region. Please help him as he continues to develop this new means of ensuring that the patient's and client's perspective is respectfully heard and represented both at AC and elsewhere. Rich can be reached by phone at 585-210-4129, by email at [rfowler@acRochester.org](mailto:rfowler@acRochester.org), or feel free to schedule a one-on-one meeting or attend a PAC meeting, held the third Tuesday of each month with dinner beginning at 5:15 pm in the Behavioral Wellness Suite at 259 Monroe Ave.



**Which Way Do I Go?**

As the dust settles at 259 Monroe Avenue we would like to remind everyone of the recommended entrances.

Monroe Avenue or rear parking lot entrances for:

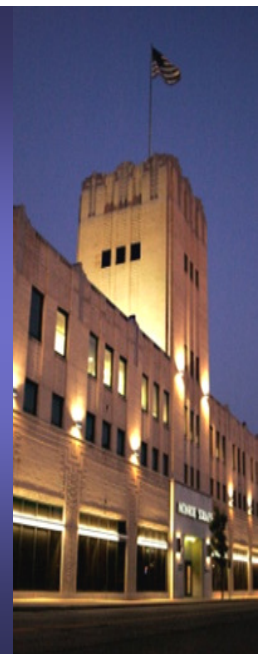
- > Case Management
- > Administration
- > Client Services
- > Prevention
- > Behavioral Wellness

Union Street entrance for:

- > Health Services
- > ACM Lab
- > Pleasant Street Apothecary

For those taking the bus (Monroe 7), enter from Monroe Ave. for Case Management and Client Services; for the clinic, pharmacy or lab, walk around the corner of the building toward Union St. and through the gate to the side entrance.

**Both the Union Street and rear parking lot entrances are handicapped accessible.**



**Patient Record Changes**

Many of you will recall that in December of 2007 ACHC went live with its first electronic medical record. We had a process that worked, but a product that was not a good fit for our needs and the work that we do. Therefore, taking what we have learned, we are prepared to do it all over again.

A team representing all aspects of services at AIDS Care is currently working to put a new, state-of-the-art system in place. Our new vendor, eMDs, is nationally recognized and has a proven track record with HIV providers, including Evergreen Health Services in Buffalo. It is our goal to make this transition a seamless one and at the same time continue to improve the quality of services you receive. This will be done with no impact on services as the change from one electronic record to another is far easier than from paper to electronic.

**As part of the plan and in accordance with new insurance regulations, all patients will be asked to update their personal information and provide a current picture ID and insurance cards at all appointments going forward.**

**From the Desk of Jay Rudman,  
President and CEO**

Dear Friends,

I want to extend my sincere best wishes for a happy, healthy and prosperous New Year to you and your loved ones.

As you may know, AIDS Care became a reality on January 1, 2010 as a result of the merger of AIDS Community Health Center and AIDS Rochester, both organizations that were founded in the 1980s when HIV/AIDS was first identified.

The journey to reach this point has been long and intensive. It has required and inspired a spirit of cooperation, compromise and creativity. AIDS Care was created to bring together all the HIV/AIDS services you need, and it is the only organization in the Finger Lakes region entirely focused on providing HIV/AIDS care and services.

That said; let me assure you that the things you loved most about ACHC and ARI have not changed as a result of our move and merger. The same compassionate staff continues to provide personalized service in the warm, caring atmosphere you have come to expect. And as always, patient privacy and confidentiality remain of the utmost importance.

We are proud to present you with the first edition of *+Connections* produced by our new company. Like the original *+Connections* newsletter published by ACHC, you can look to this as a source for the news and updates that matter most to you – our patients and clients.

Don't forget we're here to extend a hand and to help you get through the good times and the bad, as you face the challenge of living with a chronic disease. As always, please call us with questions, comments, or concerns!

All the best,



**everybodysgood.com**

**Celebrating LGBT Health and Life!**

When it comes to health, the LGBT community is often poorly represented, researched, informed, and served. We believe this hurts us in a variety of ways. This website is a place where lesbian, gay, bisexual, transgender, intersex, and queer people can access comprehensive, inclusive information to help build healthier lives and stronger communities. We hope this site creates dialogue and makes us all think more about our bodies, our community, and our right to equal health. More than that, we hope you have fun here and enjoy and learn from this site as much as we did making it!



**Medication Questions?**

**Unable to Pick Up your Meds?**

**Trouble Understanding Medicare D?**

For answers to these or any other prescription drug or insurance questions, contact the friendly and knowledgeable staff at Pleasant Street Apothecary.

The pharmacists, Mark and Doug, are experts in HIV/AIDS management and will be happy to help with all your medical supply needs.

Confidential delivery service and on-line ordering are examples of the excellent services available to PSA customers.



259 Monroe Ave.  
Rochester, NY 14607  
585-241-9000  
800-923-9394  
[www.PleasantStreetRx.com](http://www.PleasantStreetRx.com)

**Spotlight on Prevention**

The Prevention department at AIDS Care offers many valuable services to both the HIV community and the general population throughout New York State's nine-county Finger Lakes region. At the time ACHC and ARI came together as one organization, two powerful teams of knowledgeable, dedicated workers also came together. While outreach and HIV testing and counseling are core services, and the most well known activities provided by this group of dedicated staff and volunteers, they are far from all they do. Functions of this diverse team include educational and harm reduction trainings provided to audiences ranging from doctors and medical professionals to prison inmates to youth groups; an on-line presence in chat rooms and billboards like Craig's List encouraging people to know their status and play safe; LGBT health education programs surrounding disclosure, STDs, and behavioral issues using many innovative techniques, including the recently launched website [www.everybodysgood.com](http://www.everybodysgood.com); traditional and non-traditional supportive services to women, people of color, gay men, inmates, injection drug users and anyone who needs them; and finally one of the oldest and most successful syringe exchange programs in the state. AC's prevention staff collaborate regularly with other organizations in the region such as The MOCHA Project, the University of Rochester, and regional HIV/AIDS task forces to be sure the needs of the community are being addressed in a consistent and professional manner in the rural areas surrounding Monroe County as well as in the greater Rochester area. In addition to these formal collaborations, we have also built strong relationships with area businesses to help reach a broader audience. As well, many of the support groups and outreach efforts in the area are under the direction of this program. Held both in our offices and those of our partner agencies or affiliates, groups and educational programs include topics of interest for all. Whether you are an HIV+ mother looking for a safe place to get advice from your peers, a medical provider hoping to better serve a transgendered patient, an injector in need of clean syringes and a meal, or just someone with a question, these are the people who can help.



*For more information on the valuable resources available through this program please call AC at 585-545-7200 and ask for Prevention.*