

NEWS & NOTES

CARES
Spring 2005

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Spring 2005 News & Notes
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Anger Management

“I didn’t know I had an anger problem until I started attending the class,” shares Michael, a CARES client, currently attending the twelve-week anger management class. The class, which meets for one hour each week, serves seven clients, who are there to work through their anger issues.

“People think it’s normal to be angry, but it’s not,” relates Michael, who thought his anger was normal until he started learning that there is a healthier, more functional way to communicate. “It’s all about effective communication,” says Norma Cordero, Manager of the Alcohol and Other Drug Treatment Department (AOD). “We are giving clients the tools to reprogram what they’ve learned.”

Tools to anger management include recognizing the signs of anger in ones self. These signs include physical reactions, such as sweaty palms and increased heart rate, both of which indicate an increased anger level. Once clients learn to recognize these cues they can think about an event prior to reacting



Norma Cordero was instrumental in establishing the Anger Management Classes at CARES

to it. “With such tools individuals can keep their anger level at a five rather than jumping straight to a ten,” says Norma.

Michael, who received the award for outstanding student, strongly recommends this class to anyone who has ever had anger impact their life. “The tools and insight I’ve gained from this class have allowed me to live a healthier more productive life.”

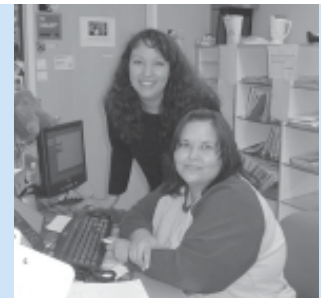
Clients can join the class through referrals from Social Service and Medical staff. The next twelve week session is due to start in April. Sign-up sheets will be available in the CARES lobby.

Low DNKA Rate at CARES

The DNKA (an acronym for “Did Not Keep Appointment”) problem is common for all healthcare providers, but it is of special concern for CARES. Whenever a client fails to keep their scheduled visit, it could mean that they have decided to discontinue their treatment, or are facing a crisis situation. Clients who do not keep their appointments are far less likely to manage their medical condition and more likely to see their health deteriorate.

Methods employed to reduce the number of DNKAs includes reminder phone calls and post cards. Both of these methods have proved very successful. “It is really the simple things that make a difference,” states Rosa Ronquillo, Lead Medical Receptionist. “I think our clients have really appreciated the extra effort that we have put forth.”

“The front office staffs have also done an exceptional job at



Rosa Ronquillo (l) and Sophia Galvez help keep the DNKA rate low at CARES

plugging unscheduled clients into available DNKA slots,” says Greg Brown, Case Management Manager.

Not only have drop-in clients been able to be seen more quickly by being placed into a DNKA opening, but also the rate of no shows has dropped significantly. “The State Office of AIDS was really impressed when we reported our DNKA numbers in January 2005,” says Greg. “I think our staff deserves a lot of credit for recognizing a problem and addressing it effectively.”

Donor Profile



Paul Curtis

According to Merriam-Webster Dictionary a donor is “one that gives, donates, or presents something”. Paul Curtis, out-going President of the CARES Board of Directors embodies all of these qualities and much more. Paul, who joined the CARES Board in 1999, has become the face of CARES in the local community.

“We are always able to count on Paul to give CARES his time, knowledge, and passion,” states Marty Keale, CARES Executive Director. “Paul used his commitment to CARES’s mission to lead the Board for a successful two year term.” During Paul’s time as Board President, CARES faced many new challenges and changes. As each one of these presented itself, Paul was always there to help develop creative and productive solutions.

Not only has Paul supported CARES with donations of his time and knowledge, he is also a significant piece of the CARES puzzle of support. Paul and his partner, Ray Allen, were among the first to be part of the CARES Major Gift Campaign. “Paul was more than eager to take part in the campaign,” shares Azizza Davis Goines, Director of Development and Community Relations. “He viewed the campaign as another way to show his dedication to CARES.”

While his tenure as Board President may be over, Paul will remain active on the board. “It was an honor serving CARES and my community as Board President,” says Paul. “I plan on maintaining an active role here at CARES in order to help us achieve our mission.”

CARES Finishes 2004 with Positive Financials

“Everyone in our organization did an outstanding job this past year to keep CARES moving forward,” states Executive Director, Marty Keale. “It is especially impressive given the funding cuts and revenue losses we faced throughout 2004.”

Indeed, last year was a trying one for CARES. The agency faced several significant threats to funding sources, including a 7% reduction to MediCal reimbursements for medications. “We got through it thanks to a lot of hard work from staff members, the Board of Directors and friends in the community,” Marty is happy to report. “The passage of AB1367, which will provide funds for adherence education, will replace a large portion of the financial losses we saw last year from the MediCal reduction.”

Another key element last year was the recovery of the on-site pharmacy. Under new direction from Pharmacy Manager, Vic Chikasawa, the pharmacy filled record levels of prescriptions in the last quarter of 2004. “Vic has done a great job in increasing the visibility and efficiency of the operation,” adds Marty. “He deserves a lot of credit.”



CARES Executive Director, Marty Keale

Other improvements, led by Marty and the Finance Department, included adjusting billing methods to ensure the organization maximized its reimbursable services, and examining different departments’ productivity to ensure that time was used at the greatest benefit for clients. “The way I approached it was that we are here to help the front-line staff serve our clients,” adds Bob Styron, CARES Controller. “We needed to find workable solutions that did not negatively impact quality of care.”

Marty hopes that the strong finish in 2004 will continue through 2005. “We took a good look at our procedures and adjusted them where necessary. I think we have the recipe for success in place.”



On April 28, 2005 CARES will hold **Dining Out For Life**. This National Fundraising event has raised millions of dollars nationwide for HIV/AIDS services.

Dine out as you normally would. Chose one of the participating establishments and a portion of your bill will go to support programs and services at CARES.

Dine Out For Life...you will feel better about all those calories!

For more details and a complete listing of participating locations visit www.diningoutforlife.com.



Put your compassion into action and participate in an experience to remember for a lifetime!

Take the **NorCal AIDS Challenge** on May 18-21, 2005. Ride 360 miles through the beautiful farmlands of Northern California. The four day ride will present a fun and meaningful challenge to all involved. You can participate as a cyclist or a crew member on this first ever Northern California AIDS ride. Space is limited so register now!

Visit www.norcalaidchallenge.org for more details on how you can get involved.

Pharmacy Sets Record Numbers

On November 1, 2004, the pharmacy filled a CARES record of 483 prescriptions. Four weeks later, on November 29th, the pharmacy set another new record with 505 prescriptions filled. "In 2003, November was the slowest month of the year for the pharmacy," says Vic Chikasawa, Pharmacy Manager. "We really turned that around in 2004."

CARES launched a major effort to market the pharmacy in the summer of 2004, when UC Davis Medical Center assumed operation of the pharmacy. Management took an active role in promoting use of the facility, improving customer service, and increasing revenue.

Along with the record sales, one noted improvement is shorter waiting times for clients, which now averages just six to twelve minutes per prescription. The addition of a second pill counting machine has enhanced prescription filling ability, while helping to keep wait times to a minimum. Another factor was installing an electric eye at the customer window to alert staff when someone is waiting.

"We aim to compete for our customer's business," adds Vic. "The pharmacy will match competitive prescription prices of



Vic (L) receives his Employee of the Quarter Award from UCD'S Director of Pharmacy, John Grubbs.

local independent and chain pharmacies." Vic also instituted FedEx and Ground delivery service. The first deliveries go to clients in Yuba City, Placerville, Lincoln, and Rio Vista. This service is expected to grow and better serve clients in outlying areas, especially those with transportation challenges.

For his tremendous effort and success, Vic was recognized by the UC Davis Medical Center as Employee of the Quarter for the last quarter of 2004. "This is really an honor," Vic says humbly. "It really is a testament to the hard work that everyone put into this effort."

The hard work continues in 2005. The pharmacy set another new record of 583 prescriptions filled on January 6th.

Clinic Succeeds in Care

For 16 years CARES has been at the forefront of providing state-of-the-art services to people living with HIV/AIDS. Through a comprehensive service model that focuses on medical treatment and extensive counseling, CARES has been able to achieve a high rate of success.

The measure of success in HIV/AIDS care is the percentage of clients who have achieved a 'non-detectable' level of the HIV virus. There have been few comparable studies conducted, but one study at the Johns Hopkins HIV clinic indicated that, for a limited cohort of patients, it was possible to achieve a 55% non-detectable rate. Another study from Switzerland, also under carefully controlled study conditions, achieved a 70% rate. At CARES, using a random sample of all clients we found a rate of 69%.

"This is truly remarkable", explains Dr. Paolo Troia, Medical Director. "Especially when you consider the numerous issues which our general clientele must deal with



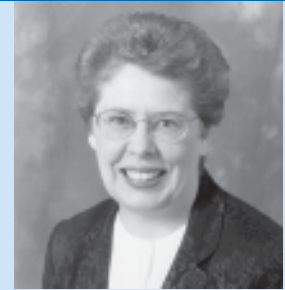
Another busy day in the Medical Clinic

in their lives, including mental illness, substance abuse and homelessness."

In the long term, clients who stay medically compliant and stay with their plan of care, can transition to permanent housing, enroll in substance abuse treatment, and gain or regain employment. These things combined with continuing social services allow clients to have the psychological and emotional health to live proficiently with HIV/AIDS.

"This low rate really shows that our model of care works," adds Dr. Troia. "The founders of CARES envisioned a 'Center of Excellence' in AIDS treatment, and these results indicate that we are living up to that vision."

Board Member Profile



Dr. Claire Pomeroy
President, Board of Directors

Claire Pomeroy, MD, MBA, a CARES board member since 2003 was sworn in as President of the Board in January 2005. "We are excited to have Claire at the helm of the Board," states Marty Keale, Executive Director. "She brings with her an incredible wealth of knowledge about the business side of healthcare."

Dr. Pomeroy is the newly appointed Vice Chancellor for Human Health Sciences and Dean of the School of Medicine at UC Davis. She is also an active researcher and professor of infectious diseases and of microbiology and immunology. Dr. Pomeroy has not only authored more than 100 publications, she has also been instrumental in influencing HIV/AIDS health care policy on both the local and national levels.

Since joining the Board of Directors, Dr. Pomeroy has played a major role in the Major Gift Campaign, herself being one of the first donors to join the campaign. "Being a part of this campaign allows me to show that I whole heartedly believe in this organization and it's mission," says Dr. Pomeroy.



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Medical Director:

Paolo Troia, MD

Development & Community Relations

Director:

Azizza Davis Goines

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Vice Chancellor for Human Health Sciences
Dean of the School of Medicine at UC Davis

Vice-President:

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Deputy Director, Workforce Development
CA Employment Development Dept.

Chief Financial Officer:

Richard SooHoo (2002)
Director of Finance
Sutter Auburn Faith Hospital

Secretary:

Jaime Arteaga (2002)
Public Information Officer
CA Department of Veterans Affairs

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Lotte Colbert (2004)
Legal Counsel
Murphy, Austin, Adams, Schoenfeld

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Objective Medical Evaluations

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Legislative Advocate
NAACP - CA State Conf.

Sister Gabrielle Marie Jones (2002)
Director, Mission Services
Catholic Healthcare West Sacramento - Mercy
Hospitals

Bishop Parnell Lovelace (2004)
Center of Praise Ministries

Kathleen McKenna (2002)
Director of Public Affairs
Kaiser Permanente

Raymond Nelson (1994)
Partner
Wilcox, Miller & Nelson

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UC Davis Medical Center

Joseph Robinson (2004)
Owner
Cruises, Inc.

Bary Siegel, MD (1995)
Physician
Sutter Medical Group

Glennah Trochet, MD (1999)
Sacramento County Health Officer
Sacramento County DHHS

Janet Wagner (1994)
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Sutter Davis Hospital

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SACRAMENTO**

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COMMEMORATING 16 YEARS AS A CENTER OF EXCELLENCE IN
HIV/AIDS CARE

SATURDAY, JUNE 18, 2005

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