

## Urban HIV Telemedicine Brings Expertise to Neighborhood Clinics

360-UCSF has launched one of the first telemedicine programs focused on HIV medicine to inner city clinics and organizations. The initiative is focused on benefiting people with HIV who use community-based programs. “This is an exciting time for 360-UCSF with the launch of Urban HIV Telemedicine”, says Dr. Malcolm John, 360 Medical Director, “This is an important effort that will truly help make a difference in people’s lives. This program is made possible through the generosity of community foundations and our supporters.”

### Urban Telemedicine Assists Community Programs and Clinics

The Urban HIV Telemedicine Program is focused on improving the quality of care for hundreds of disadvantaged patients with HIV through the use of live broadband video connections to three neighborhood clinics and one community based HIV organization. Beginning in August, medical providers and staff at Haight-Ashbury Free Clinic, Maxine Hall Health Center, South of Market Health Center and the Black Coalition on AIDS community center on Third Street in San Francisco will be able to consult directly using real time live video with experts in HIV care here at 360-UCSF. Telemedicine face-to-face consultations offer a broad range of services including medical consult, pharmacology, nutritional guidance and case management. The program is funded by grants from the Libra Foundation, Blue Shield Foundation, Wells Fargo Foundation and the Health Resources Services Administration (HRSA). “Patients in some of our communities’ poorest areas and their health providers will have direct access to the comprehensive resources here at our University setting,” concludes Dr. John. “Community support will enable us to deliver much needed patient services right to urban neighborhoods in a cost-effective and sustainable manner to over 140 individuals. This is effective use of scarce resources in an era of reduced funding.”