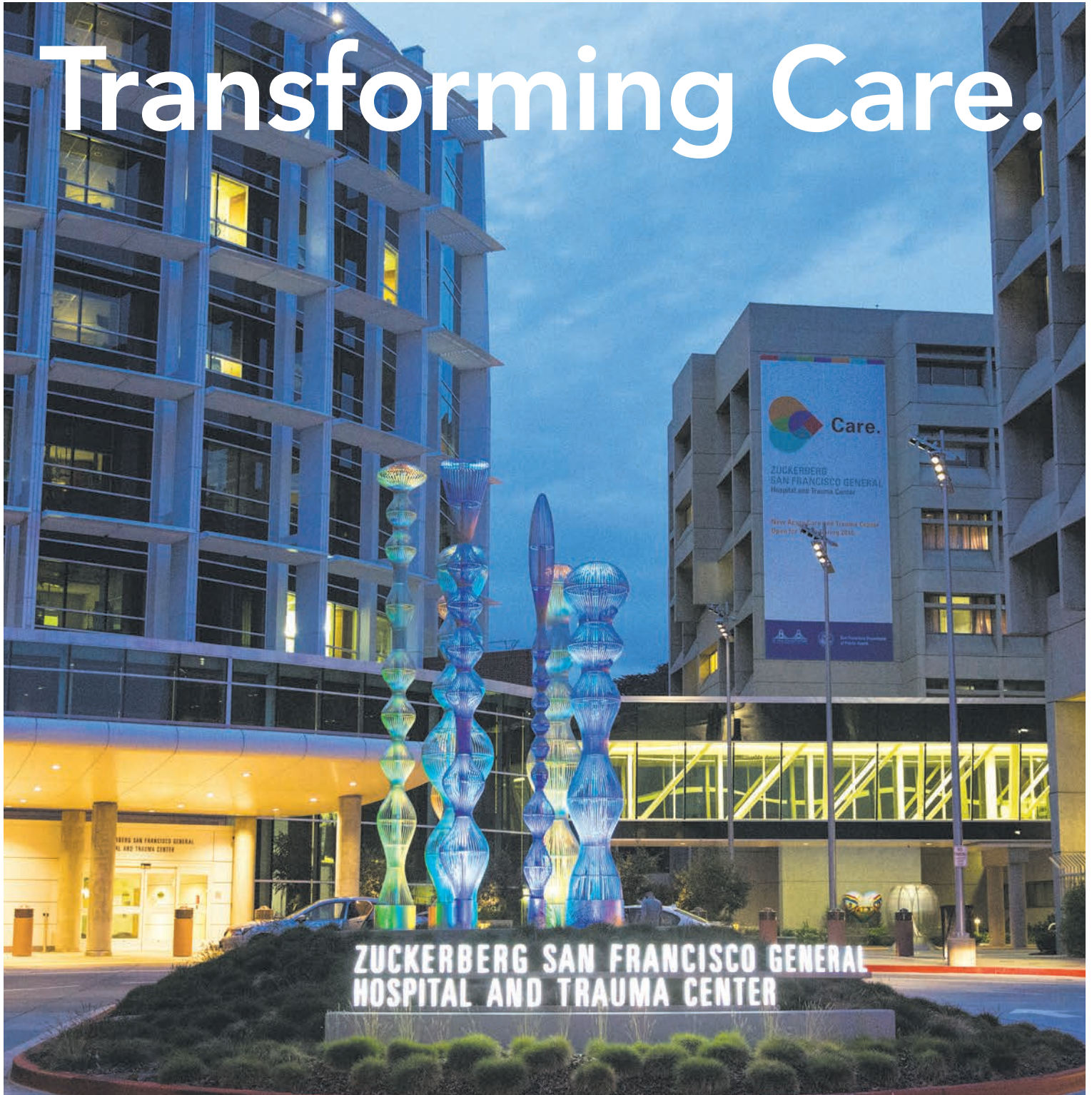


ADVERTISING FEATURE OF THE SAN FRANCISCO CHRONICLE

# Transforming Care.



# Leaders at the forefront of Getting to Zero

By Natalie Feulner

Since 1983, Zuckerberg San Francisco General has been a global leader in HIV/AIDS treatment, prevention, research and education. At the helm of the Division of HIV, Infectious Diseases and Global Health is Dr. Diane Havlir and a peerless team of caregivers and scientists.

Havlir and her team are revolutionizing prevention, care and treatment through their leadership in all aspects of San Francisco's multi-sector and multi-stakeholder Getting to Zero Consortium.

The Consortium, strongly supported by the Mayor, city leadership, Health Department and the larger community, aims to make San Francisco the first municipal jurisdiction to achieve UNAIDS goals of zero HIV transmissions, zero HIV deaths and zero HIV stigma. The near-term goals are to reduce new transmissions and deaths by 90 percent by 2020. Zuckerberg San Francisco General with its mission to provide care to all San Franciscans regardless of resources is a key player in this effort.

At its historic and world-renowned clinic, Ward 86, some of the hardest to treat and retain in-care patients are seen. The roughly 2,800 patients comprise over a quarter of HIV patients in the city and the clinic is able to achieve treatment success undetectable levels of virus in almost 90 percent of patients. One of the key innovations of the Getting to Zero effort, and one that is now copied around the country and the world, is the RAPID program developed by caregivers and researchers at Ward 86.

The program links patients to care and starts them on medications immediately on diagnosis, said Havlir.

The Consortium, founded in 2013, has a three-pronged approach. They are working to expand access to pre-exposure prophylaxis, expand the reach of the RAPID program within

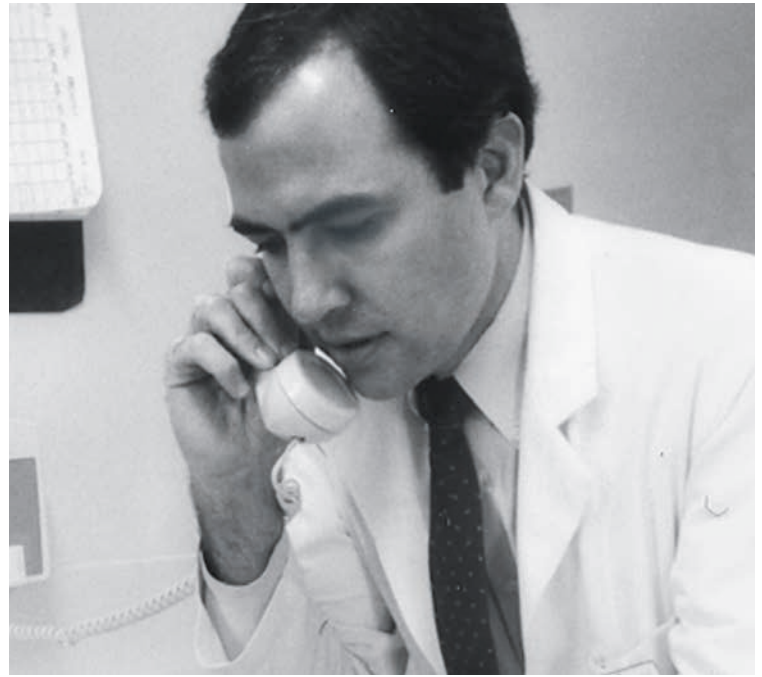


LAURA MORTON / SPECIAL TO THE CHRONICLE

**Dr. Diane Havlir, Chief of HIV, Infectious Diseases and Global Medicine Division at Zuckerberg San Francisco General, is leading a team to reduce HIV transmissions and deaths by 90 percent in San Francisco by 2020.**



COURTESY ZUCKERBERG SAN FRANCISCO GENERAL HISTORICAL ARCHIVES



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**Left: San Francisco General staff were at the forefront of HIV/AIDS research in the 80s. Right: Dr. Paul Volberding founded the first inpatient HIV ward at the hospital.**

the city and coordinate services to insure that people can stay on their treatment programs even when they face challenges like employment or insurance changes, which can affect access to clinics or life-saving medications.

Havlr also discussed the innovative research toward a cure for HIV by her team of global leaders in her division and at the hospital's Division of Experimental Medicine.

At Zuckerberg San Francisco General, we were leaders in the initial response to AIDS in the early 80s. That wave of compassion and innovation in caregiving helped create the San Francisco Model, which has spread throughout the world and continues to be refined. Through our transformative initiatives in Getting to Zero, which are being adopted around the globe, and our cutting edge research, our team and our partners at Zuckerberg San Francisco General hope to finally bring about an end to this epidemic, she said.

San Francisco's approach

to HIV has been characterized by an ethos of all in and care for all. We meet people where they are and we work with them to get them healthy and stable. The larger community is tightly integrated into our care model with community based organizations on site helping provide the care our patients need. And our team, the best and brightest people I have ever worked with, care for our patients with the highest level of commitment and compassion, said Havlr.

Havlr also hopes the launch

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Dr. Diane Havlr, Chief of HIV, Infectious Diseases and Global Medicine Division at Zuckerberg San Francisco General

of the new nine-story hospital will draw the community's attention to the hospital, and the groundbreaking work being done there, especially if it encourages people to find ways to help.

People sometimes think that HIV/AIDS is no longer a problem and that the problem is solved. In reality, we have always had unmet needs in terms of the whole HIV/AIDS response. Today, 34 million

people are infected globally. Even if we make progress getting to zero new infections locally, there will still be over 10,000 San Franciscans living with HIV. We need to make sure we have resources to continue to support patients and all of their needs. We need new tools for prevention, like a long lasting pre-exposure prophylaxis medication injected monthly or quarterly, and we need a cure, she said.

Zuckerberg San Francisco General is a place where all of this can happen.



STEVE KEITH, KATY RADDATZ / THE CHRONICLE

**Rita Rockett and her Brunch Bunch from the early 90s.**

**HIV/AIDS FIGHT POINT IN HISTORY**

**1987**

In many hospitals, an inpatient ward dedicated to HIV/AIDS patients might have been unrelentingly gloomy.

But at San Francisco General Hospital, Ward 5A had moments of brightness and fun. Rita Rockett, a single mother and dancer, was close friends with four men who had AIDS.

In their honor, she began organizing parties at Ward 5A every other Sunday, putting on tap dancing shows and bringing home-cooked lunches for the patients. Her events brought some sunshine into the lives of the ward's patients and staff, and they named a sitting area after her in thanks.

Zuckerberg San Francisco General Hospital is still a leader in treating patients today.