



Contact: Bill Keeton , ARCW Vice President of Government and Public Relations 414-225-1572 (o) Bill.Keeton@arcw.org 414-313-2036 (c)

For immediate release

Baye Foundation Donation to Connect ARCW Health Records

Milwaukee... The AIDS Resource Center of Wisconsin (ARCW) has received a \$50,000 donation from Cary and Susie Silverstein through the Baye Foundation to help connect the electronic health records of patients who are receiving care in the dental and medical clinics operated by ARCW. This type of connectivity between clinical practice areas – which is critical to helping health and dental care providers deliver optimum care – is rarely implemented.

“Today, 78% of ARCW patients are successfully managing their HIV, compared to only 25% nationally,” said ARCW President and Chief Executive Officer Mike Gifford. “With the generous support of Cary and Susie through their foundation, ARCW will be better able to deliver outstanding patient care and help more of our patients achieve this health care outcome.”

This new electronic health record project at ARCW comes with a price tag of \$100,000 and will ensure the nation’s largest and most comprehensive HIV clinic continues to provide high quality, patient-centered care to a constantly growing number of patients. Already a leader in HIV patient outcomes, ARCW has a strong commitment to quality assurance that further necessitates this heightened level of connectivity.

According to research published in 2011, and identified by the widely-acclaimed journal *Science* as its breakthrough of the year, HIV patients who are successful in managing their HIV are 96% less likely to transmit the virus to someone else, further establishing access to, and success in, HIV treatment as a public health imperative.

“ARCW is a national leader in delivering health care to HIV patients. Susie, her family and I are excited to be able to support their mission and work,” said Cary Silverstein. “We are delighted to be able to help make sure ARCW has the resources and infrastructure it needs to be successful.”

“We know this is an investment in healthier lives for patients with HIV,” said Susie.

Cary and Susie, live in Fox Point, Wisconsin and have been donors to ARCW since 1994. A small business consultant and trainer, Cary Silverstein also is a feature writer for BizTimes Milwaukee and is President & CEO of SMA, LLC & The Negotiating Edge.

About AIDS Resource Center of Wisconsin

The AIDS Resource Center of Wisconsin is home to the ARCW Medical Center – Wisconsin’s largest and fastest growing HIV health care system. Through its integrated medical, dental and mental health clinics along with its pharmacy and dedicated social services that include food pantries, a legal program, housing support and social work case management, 3,000 HIV patients in Wisconsin gain the health care and social services they need for long-term survival with HIV disease from ARCW.

-END-