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National HIV Non-Profit Announces New Name ***CAEAR Foundation Changes Name to HealthHIV***

Washington, DC – The CAEAR Foundation, one of the largest national HIV non-profit organizations, is changing its name to HealthHIV and launching a new website. The announcement on World AIDS Day coincides with the start of a campaign to promote the organization's new vision and expanded capabilities and reach.

“HealthHIV clearly, quickly and easily states our mission and reason for being,” said HealthHIV Executive Director Brian Hujdich. “HealthHIV's logo reflects the evolving healthcare environment and the essential integration of HIV into the primary care setting, significantly changing and broadening the way we approach HIV as a chronic disease. Our new website (www.healthhiv.org) will integrate HIV-related information available to professionals and consumers, provide numerous educational programs, and centralize HIV technical assistance offerings.”

HealthHIV directs significant federally-funded projects that address HIV primary medical care (“Supporting Networks of HIV Care by Enhancing Primary Medical Care”), fiscal management (“Communities Learning Together”), and HIV awareness among government officials. In addition, HealthHIV conducts numerous medical and patient education programs across the spectrum of prevention, care and treatment topics. HealthHIV has a full-time staff of over 18 professionals, with specific HIV-related expertise in areas such as clinical, cultural competency, stigma, and research as well as experience in work settings ranging from universities to PEPFAR-funded countries.

“The foundation which CAEAR built over the past 10 years allows us to now move to the next level of relevance and impact. As our new tagline states, we’re ‘Putting Health First’, redefining how an HIV non-profit fits into a broader healthcare environment,” said Hujdich. “Using state-of-the-art technology and state-of-the-science approaches, HealthHIV will be data and outcomes driven in addressing provider and consumer behavior and needs.”

HealthHIV is a national non-profit working with organizations, communities and professionals to advance effective prevention, care, and support for people living with, or at risk for, HIV/AIDS through education and training, technical assistance and capacity building, advocacy, and health services research and evaluation. HealthHIV supports primary care providers treating HIV, as well as community and faith-based organizations involved in HIV prevention, care and treatment. For more information on HealthHIV, visit www.healthhiv.org.

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HealthHIV is a national 501(c)(3) non-profit organization based in Washington, D.C.