The AIDS Resource Center of Wisconsin Gets a New Name

Starting January 1, the center—which has expanded to Colorado and Missouri—will be known as Vivent Health. Here's what that means.

December 26, 2019 By Trent Straube

The new year means a new name for the AIDS Resource Center of Wisconsin. Beginning January 1, the organization's name will be Vivent Health.

In recent years, the organization has been expanding across the nation—notably in Colorado and Missouri through mergers with Rocky Mountain CARES in Denver and St. Louis Effort for AIDS.

The organization's new branding

The organization provides services, care and treatment for people living with and at risk for HIV, especially in the context of the concurrent epidemics of opioid abuse and sexually transmitted infections.

Vivent Health's services are based on the patient-centered model of care, and more than 95% of the group's clients with HIV have a suppressed viral load, according to a press release on ViventHealth.org. This is important because people living with HIV who have an undetectable viral load not only live longer and healthier lives but also can't transmit HIV sexually, a fact referred to as undetectable equals untransmittable, or U=U.

Another priority at Vivent is helping people at risk for HIV obtain pre-exposure prophylaxis (PrEP).

The name Vivent merges the Latin verb vivet meaning "to live" with the English word prevent.

"Our new name is a celebration of our most sacred beliefs—that no one should be defined by the health challenges they face and everyone deserves the highest quality of care and the chance to live long healthy lives," said Michael J. Gifford, president and CEO of Vivent Health, in the press release. "Our new, stronger brand and mission reflect our relentless efforts to help people affected by HIV thrive."

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