



HELP Project Samaritan

ANNUAL REPORT 2009

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A Message from Paul Vitale, President & CEO

This year HELP/PSI celebrates its 20th anniversary serving people living with HIV/AIDS in the Bronx, Brooklyn and Queens. The organization was founded during the AIDS crisis and continues to thrive and help those who are underserved and in need of medical care and social structure to assist them in all areas of community living.

Since we are celebrating 20 years, I thought it fitting to discuss our origin. HELP/PSI came about through two organizations; Samaritan Village and Project Return (now known as Palladia). Both of these organizations specialized in the treatment of substance abuse and were struggling with the dually diagnosed people with AIDS who were entering their facility. It was then that Governor Mario Cuomo assisted both CEO's in forming a residential facility that focused on HIV/AIDS and substance abuse. Therefore, PSI (also known as Project Samaritan) was named after Samaritan Village and Project Return. The name "HELP" comes from the national organization HELP USA presently run by Maria Cuomo Cole who is a board member for PSI.

Today, HELP/PSI can be described as a Multifaceted organization specializing in the treatment of and services to people living with HIV/AIDS, substance abuse and those who are at risk. Our organization is comprised of a wide continuum of care beginning with our Residential Health Care Facility located in the Bronx. Our facility has 66 beds and services those who are suffering from AIDS and have a substance abuse diagnosis. This facility was the first part of our continuum. Our organization also has three Adult Day Health Centers which cater to those suffering from HIV/AIDS, substance abuse but living in the community. The day program brings structure into people's lives. Our clients arrive each day and have a hot breakfast and lunch along with structured groups to assist them as they reenter the community. Our groups are facilitated by licensed Social Workers and other professionals who work closely with our clients. The program also provides case management, has a medical component, as well as a host of recreational activities, including Art Therapy.

PSI has three health centers focusing on those living with HIV and those at risk. We service the homeless

population and provide excellent medical care along with state of the art dental care. Lastly, PSI is the largest provider of intensive case management for people who are living with HIV/AIDS and those at risk. Through our COBRA Program, we coordinate medical care, assist with job placement and housing, and provide several other case management services. Our organization is comprised of 22 teams of professionals who service the community.

HIV has exacted a very harsh impact on the community of the South Bronx. According to the NYC Department of Health and Mental Hygiene, as of December 2008, 22% of total number persons newly diagnosed with HIV/AIDS (PLWH) in NYC were living in the Bronx and approximately 28% of PLWH living in the Bronx were concurrently diagnosed with AIDS. Furthermore, while Bronx residents represent about 1 in 4 people with newly diagnosed HIV in NYC, they account for more than 1 in 3 deaths, indicating delay in seeking medical treatment. HIV is the fourth leading cause of death in the Bronx.

Through the provision of high-quality care for people living with HIV with a history of substance abuse, HELP/PSI's clients reflect the faces of medically underserved and indigent populations in New York City: approximately 90% of the clients are Black and Hispanic, 67% are women, 25% are homeless, 33% are in transitional or temporary housing, and 67% are at or below 200% of the federal poverty line, 76% are active/former drug users, 58% are mentally ill, and 44% are recent parolees.

Over the years, PSI continued to grow and change. As we celebrate our 20th anniversary this year, we are also going through a strategic planning process with our Board of Directors focusing on what our organization will look like as we enter the next few years. We know our mission will continue to serve those who have HIV/AIDS and those who are at risk. The at risk population continues to grow and will need medical care and case management as we move into the future. HELP/PSI will always be there to service all their needs. We are proud of our work and the high quality of professionals who truly care about their work and our missions.




PSI & HELP/PSI Services Corp Senior Staff

Paul Vitale, MPA
President & CEO

Barbara Zeller, MD
Chief Medical Officer

Alan Zuckerman, MS
Senior VP & Chief Financial Officer

Carol Murphy
Senior VP Health Care Operations Chief Nursing Officer

Nunzio Signorella, LMSW, CASAC
VP, Operations

Leslie K. Brown, MBA, MPH
VP, Business Development

Andrew E. Phelps
VP, Environmental & Support Services

Kenya Salaudeen, PHR
VP, Human Resources

Asif K. Ahmed
VP, Information Technology

Leonardo Vicente III, MS, MPH, LNHA
VP, Administrator, RHCF

HELP/PSI Newsletter

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Maria Cuomo Cole
Nigel Pearce
David Terrio

Locations & Programs

Executive Office & Residential Health Care
1401 University Avenue
Bronx, NY 10452
(718) 681-8700

Bronx Adult Day Health Care, COBRA Case Management & Primary Care Clinic
1543-45 Inwood Avenue
Bronx, NY 10452
(718) 299-5500 (ADHC)
(718) 299-3000 (COBRA)

Brooklyn Adult Day Health Care & Primary Care Clinic
803 Sterling Place
Brooklyn, NY 11216
(718) 804-0900

Queens Adult Day Health Care & Primary Care Clinic
105-04 Sutphin Blvd.
Jamaica, NY 11435
(718) 725-5000

Queens COBRA Case Management & PSI Finance Office
89-31 161st Street
Jamaica, NY 11432
(718) 739-2800

HELP/PSI, Inc. 2009 Financial Statement Year-End 12/31/2009 & 2008



Alan Zuckerman
Vice President of Finance

ASSETS

	2009	2008
Total Current Assets	7,323,640	6,624,593
Total Other Assets	17,010,632	17,719,425
Total Assets	24,334,272	24,344,018

LIABILITIES & NET ASSETS

	2009	2008
Total Current Liabilities	3,916,283	3,811,679
Total Long-Term Liabilities	10,097,707	10,480,376
Total Liabilities	14,013,990	14,292,055
Fund Balance – Year End	10,320,282	10,051,963
Total Liabilities and Net Assets	24,334,272	24,344,018

STATEMENT OF REVENUE, Expenses & Changes in Fund Balance

	2009	2008
Total Patient Revenues	23,788,679	22,354,824
Total Other Revenues	12,955	132,663
Total Operating Revenues	23,801,634	22,487,487
Total Operating Expenses	23,581,421	22,710,548
Excess (deficiency) of Operating Budget, revenue over expense	220,213	(223,061)
Fund Balance – Beginning of Year	10,051,963	9,948,050
Fund Balance – End of Year	10,320,282	10,051,963

Medical Report

By Dr. Barbara Zeller,
Chief Medical Officer



Our mission, “Make Life Healthier, in Partnership”, has focused on providing care and treatment for people with HIV infection who are in need of substance abuse treatment for the past twenty years. As we have grappled with the complexities of the medical and psychosocial needs of our patients and clients, we developed a continuum of services that provide quality care. Over the past year, under the leadership of Paul Vitale, President and CEO, HELP/PSI, Inc, has embraced a broader vision that has expanded our primary care services and our community partnerships with strategic organizations. The impact has both improved the care of the individuals and promoted a public health approach to controlling the epidemics in New York City of HIV and other blood-borne pathogens, substance use and mental illness.

The newest service, primary care, which began in late 2007, has been identified as the medical home where we can potentially care for people over their lifetime. All of our other services and programs are for HIV infected individuals and provide care for a specific period of time. This time period is defined by need for the services. After medical and psychosocial stabilization, the individuals are discharged, for example from COBRA Case Management, the Adult Day Health Care Program or from the Residential Health Care Facility. Our vision now is to encourage them to stay in a “medical home” – the Primary Care Program. Furthermore, our primary care services have extended to the non-HIV-infected community to reach family members, people at risk for HIV and other blood-borne pathogens such as Hepatitis C, as well as the broader underserved community.

Over the past year, HELP/PSI, Inc. has developed and nurtured partnerships with the goal of identifying people in need, linking them to care and keeping them in care; We have partnered with harm reduction programs and have sent medical providers with outreach teams to the streets and to the SROs. We have partnered with criminal justice agencies and city jails and detention centers to retrieve people from incarceration and bring them into the programs they need. We have also partnered with short term drug detoxification and rehabilitation programs to

encourage people to continue their care and not be lost again to the life in the streets.

Over the year, we have profoundly realized that treatment equals hope. For the individual this means that once engaged in care and treatment, people can break the cycle of illness and addiction and embrace positive change in their lives towards health, towards recovery, and towards restoring their relationships with family and community. All around them in HELP/PSI, Inc, programs, there are people who are role models for this transition. These are people who are living in good health with HIV, who are maintaining recovery, and who might be peer workers or organizational employees. Hope abounds.

We also understand that HELP/PSI, Inc. is playing an important role in the public health approach to controlling the HIV epidemic. We have interventions throughout our programs that have been identified by the New York State Department of Health AIDS Institute and the New York City Department of Health as key factors that contribute to controlling the epidemic: poverty, substance abuse and mental illness.

- *The Primary Care sites are HIV counseling and testing sites where HIV and Hepatitis C testing are provided along with linkage to care. In the Bronx we are part of “The Bronx Knows” HIV testing initiative*
- *Our case management and partnerships link people at risk or HIV infected to care. Treatment for HIV with antiretroviral medications improves individual health, but also decreases HIV transmission through reducing the amount of virus in the individual. “Prevention for Positives” messages help HIV infected people to be part of the “HIV Stops with Me” initiative through developing skills to prevent transmission such as safer sex and safer injection methods. Our programs provide substance abuse treatment and a multidisciplinary team approach to care to stabilize people and provide a path to recovery.*
- *Mental Health Services have been expanded so that people do not fall out of care because of destabilization due to mental illness. Mental Health Departments have been established for both the outpatient and residential programs.*
- *We are participating in grant funded initiatives that help link people to care and keep people in care and adherent to treatment through incentives and medical case management.*

As our twentieth anniversary approaches, we look toward a future where our mission of “make lives healthier, in partnership” continues to expand to make the most vulnerable New Yorkers healthier, the most vulnerable communities healthier, and one of the grandest cities in the world healthier.



PSI GRADUATION 2010





Recreation & Patient Life

By Gale Brown

The challenge in Recreation is to first get the clients interested and then keep them engaged. This is done by implementing activities that cover recreation tenets-social, cultural, physical, spiritual, educational, sensory, creative, science, mental and entertainment.

Selecting different monthly themes help combine these different tenets into a calendar that is stimulating. This past year at HELP/PSI's Brooklyn ADHC, I've had great success in doing this.

Last June during National Dairy month, -clients made ice cream on site for the first time. We used an authentic ice cream churn. It involved selecting and following a recipe, doing the hard team work of churning the ingredients into the finished product and then waiting for it to set before serving. Some clients reminisced fondly that they had done this as children with their parents and siblings. Ice Cream making is now a regular summer activity that the clients look forward to.

Compiling July activities beyond Independence Day recognitions was a very interesting task. In late June, we began promoting three activities. National Hot Dog Month Trivia was a fun mental activity-where we raffled off a fancy hot dog dinner picnic basket with all the trimmings for the client with the most knowledge of the all important hot dog. The next were Family Day picnics at Prospect Park. These extremely well attended events included spouses, siblings

and close friends of clients. There were child and parent team relay races and staff versus client volleyball games. Saturday Afternoon At The Movies began last July. Twice monthly, clients select and see a feature film together. The following Monday morning during my "Weekend Wrap-up" group clients discuss and review the film.

To commemorate August is Hawaiian Month, Brooklyn ADHC held a luau. It was resplendent with native Pacific Island Hula dancers/historians, and a delicious Hawaiian themed luncheon. Clients eagerly participated in both the dance demonstration and discussion about the history of Hawaii. As August is also Invention month, clients were educated about the history of the potato chip; invented in August. A taste testing competition was held with different varieties of potato chips and the client who guessed the most correct flavors was treated to a prize. During this seemingly silly event, clients were surprised and proud to learn that this popular food was invented by a man of color.

September is Alcohol and Drug Recovery Awareness Month. Clients are particularly proud of their accomplishments in this area. They are also appreciative of the time and efforts of their counselors. To help clients express this appreciation I organized the "Recovery Awareness" program. Clients read their own poetry, sang and gave testimonials. At the end clients presented our Relapse Prevention and Recovery and Spirituality facilitators with the "Recovery Quilt". This quilt was produced during four months of my Wednesday afternoon craft group. Each patch is a pictorial depiction of what

recovery meant to the client. It is a continuous source of pride for them.

October was extremely busy for Brooklyn. It was all at once National Pizza Month, Halloween and of course, German Heritage Month. We held PSI Iron Chef-Healthy Pizza Baking competition. The clients learned of the history of pizza. They used a host of healthy toppings, baked and then served their creations to their peers for judging. The winning team received prizes. We also hosted our Annual Halloween Party and Costume Competition. Snow White was there, the A-team were there, several devils and a host of other characters. We had a record 162 partygoers! Why not celebrate Octoberfest. I brought in public library travel films and music from Germany as well as historical facts. A German luncheon was prepared. It was surprisingly well received.

As November is AIDS Awareness Month and kicks off the holiday season-we planned two special events. We held an AIDS Awareness Spa Day. Groups focused on AIDS Awareness and clients were treated to massage, aromatherapy, African healing movement techniques and a healthy spa luncheon and smoothies. Clients attended the Radio City Christmas Spectacular with The Rockettes.

The holiday season is difficult for many of our clients. I incorporate their ideas as much as possible as to how they want the center to look. Decorating is an all month event, culminating with our own tree lighting ceremony. Clients place many ornaments on the tree that they've made with their own hands in our Craft Group. This past year the Client Council petitioned for, and were granted, a family Christmas party. Children, spouses and even grandchildren attended and danced to music provided by the Castillo Theater's own DJ Fame, at the clients' request. By using bake sale funds the Client Council was able to buy a gift for every one of the over two dozen children in attendance.

In January we held our first National Activity Week Program. Clients were educated about the importance of a positive leisure lifestyle and gave testimonials regarding how their participation in Recreation has affected their lives for the better.

This year we celebrated Chinese New Year and Black History Month in February. The Chinese Council on the Arts provided two Chinese dancers who thrilled our clients with their acrobatics and held their rapt attention with their history of Chinese New Year. For the Black History Month

Program I urged clients to choose persons of color from history and then portray them. Twelve clients reenacted the famous bus incident involving Rosa Parks – without a script! We also hosted HELP/PSI's Valentine's Day Dance this past February. We broke our own record of attendance. There were 172 persons present.

We have had a great opportunity to expose clients to culture through drama by attending several wonderful All Star Project/Castillo Theater productions in the past year. Among them, an improvisational show "This Is Your Ridiculous Life" and Political/Revolutionary themed plays-"The Task" and "Che-Risky Revolution". We've also seen All Stars/ Youth On Stage in three awesome performances-"The Hip Hop Cabaret", "The Work/Play" and "The Grapes of Wrath". A good number of attendees had never seen a play before this experience. They were initially very fearful. Castillo Theater provides the warm and caring atmosphere our clients needed. At this time dozens of Brooklyn's clients can boast that they have actually seen a theater's entire season. A few clients have attended performances independent of HELP/PSI. This is why I do this – to see our clients to pursue an independent positive leisure lifestyle.

In reviewing this past year, one particular client blossomed as her attempts at adopting a positive leisure lifestyle increased. Helen D. came in not wanting to do anything and confessed during her Recreation assessment that she had never danced, nor spoke in public and that she was terrified of looking stupid. Helen admitted that she had very low self esteem and did not know what to do about it. The sixth week she finally agreed to go bowling. She did poorly, but had a good sense of humor about it. Shortly thereafter, she accepted a movie invite. Over the summer she accepted an invitation to read aloud during Morning Meeting. Her peers were very supportive. She had attended and participated in two of the three site barbecues bbqs held that summer. Toward the holidays I noticed that Helen had developed a few friendships. This was all very exciting. She became a peer buddy. Fast forward to March 2009 - Brooklyn's Western themed party. While taking pictures of the festivities, I turn around and see Helen dancing with a fellow client. Shocked and in awe, I could not believe my eyes. Helen was dancing and in public and she had asked him! She was eventually elected and served as Client Council Vice President. This position required that Helen speak in public and take command of an audience. She also became a peer stipend worker. Today, Helen allows me to speak of her to other new clients who are fearful and resistant, like she once was.