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M E M O R A N D U M

TO: George Martin

FROM: Hunter Gooch, Amidei and Company

DATE: 1/28/88

SUBJECT: Positive Action Healthcare Press
Conference

*file
Positive
Action
Healthcare
(new file)*

DISTRIBUTION:

George, I have enclosed some background materials on Positive Action Healthcare. Included is a media advisory giving details of the press conference Tuesday, Feb. 2. Fred Ponder of PAH talked to Dr. Silverman recently, and apparently Dr. Silverman agreed to let us use his name as one of those endorsing the concept of early medical intervention for HIV positive persons.

Fred would like Dr. Silverman to attend the press conference and to let us add his name to the enclosure titled, "EARLY MEDICAL INTERVENTION..." and including the names of Martin Delaney, Thomas E. O'Connor and John A. Fox.

We need the same basic information on Dr. Silverman. If he agrees, I would need this early Monday, Feb. 1 to have time to add it to this sheet and get it printed before the press conference.

I'll call you early Monday to check on this. In the meantime, please call me at 788-1333 if you have questions.

Positive Action Healthcare

EARLY MEDICAL INTERVENTION FOR SEROPOSITIVE GAINS SUPPORT

The following men support the basic concept of early medical intervention for HIV positive persons provided by Positive Action Healthcare:

Dr. Mervyn Silverman, M.D., (information to come)

Martin Delaney, co-founder and co-director of Project Inform, the national nonprofit organization providing information about treatment approaches for AIDS, ARC and HIV infection.

Delaney co-authored a popular 1987 book, "Strategies for Survival," for people at risk or infected with HIV.

Aside from his work with the AIDS group, Delaney develops instructional materials, seminars and video productions for high-technology and financial services companies.

Thomas E. O'Connor, AIDS educational and political activist who recently authored a 1987 book, "Living With AIDS." He co-founded the Healing Alternatives Buyers Club (HABC), which provides information about treatments for persons exposed to the HIV and sponsors a nutritional center. O'Connor also conducts seminars telling those with the virus that AIDS is a manageable and treatable disease.

John A. Fox, chairman of the board of HABC.

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MEDIA ADVISORY

FIRST OUTPATIENT CLINIC SPECIALIZING IN TREATING
HIV POSITIVE OPENS IN SAN FRANCISCO; OTHERS PLANNED

EVENT: Press conference announcing details of Positive Action Healthcare, a clinic to treat persons with the human immunodeficiency virus (HIV), the precursor of AIDS.

DATE: Tuesday, Feb. 2, 1988.

TIME: 11 a.m. to 12:30 p.m.

PLACE: Michaelangelo Room, Ramada Renaissance Hotel, 55 Cyril Magnin St., San Francisco.

DESCRIPTION: Dr. Alan Levin and Dr. Vera Byers of the PAH medical staff and Fred Ponder and Richard White of the business staff will describe the clinic's objectives for San Francisco and other cities.

Medical and lay spokesmen who support the concept of early treatment for HIV positive persons also will be available for questions. Organizations represented include Project Inform and the Healing Alternatives Buyers Club.

News representatives are invited to attend and will receive background information at the conference. A light lunch and soft drinks will be served.

CONTACT: Gary Frank or Hunter Gooch of Amidei and Company in San Francisco. Telephone: (415) 788-1333.

FOR: Positive Action Healthcare

CONTACT: Gary Frank or
Hunter Gooch
Amidei and Company
(415) 788-1333
Fred Ponder
(415) 788-7545

DATE: February 1987

BACKGROUND INFORMATION

POSITIVE ACTION HEALTHCARE OFFERS
HEALTH AND HOPE TO THE HIV POSITIVE

Many of those with the human immunodeficiency virus (HIV) are forced to endure months or years of fearful uncertainty, an indeterminate sentence of waiting helplessly while the virus weakens the immune system.

Only when the immune system is so damaged that acquired immune deficiency syndrome (AIDS) or AIDS-related complex (ARC) is diagnosed is there effective treatment for the virus, which allows a foothold to a variety of opportunistic infections and cancer.

And that treatment sometimes means dosages of experimental drugs whose side effects are unknown.

This is the grim prospect for several million seropositive Americans, those infected with the HIV. Of those, about 70 percent will develop deadly AIDS or ARC. These frightening statistics include between 300,000 and 500,000 asymptomatic (not yet developed) carriers in California alone.

Some physicians believe much more can be done for HIV carriers, though, and their pioneering work gives hope to those carrying the virus while researchers continue work on the vaccine that will end the epidemic.

Two of these are Dr. Alan S. Levin, M.D., and Dr. Vera S. Byers, M.D., Ph.D., the medical director and staff physician, respectively. They, along with two Bay Area businessmen who will assist in managing the program, have formed Positive Action Healthcare (PAH) to treat the HIV positive.

The first PAH outpatient clinic, opened recently in San Francisco at 450 Sutter St., Suite 1138, will serve as the model for clinics planned by the end of 1988 in Los Angeles, New York, Chicago and Houston, all cities with large gay populations.

Keeping the Immune System Healthy

PAH's objective is to keep the immune system of HIV positive persons as strong as possible, enabling them to lead productive lives and avoid expensive treatment (for AIDS and ARC). This is done by maintaining a high count of what are called T4 helper cells, the key protectors of the immune system. These cells keep the immune system strong so it can resist disease. Normal, healthy individuals have between 500 and 1,400 T4 cells; in most AIDS patients, the count drops to fewer than 100.

Drs. Levin and Byers, who have extensive teaching and medical practice experience in immunology and related

disciplines, have treated about 20 HIV positive men in their private practice. Although the treatment varies from patient to patient, depending on the condition, a typical regime may include what is called transfer factor, antiviral medications and immune boosters.

Transfer factor, an immune modulator developed by Dr. Levin for PAH, is a substance prepared from healthy human white blood cells and used to confer certain immunities. It is effective in the therapy of auto-immune diseases and immunodeficiency disorders.

Regular monitoring is important. PAH tests patients for the number of T4 cells monthly; if the number of these cells falls below 500, PAH will consider antiviral and immune-boosting therapy. And if the count drops below 300, the clinic will evaluate prophylactic (preventive) treatment against pneumocystis (aerosol or oral).

Results of the PAH treatment are encouraging. Seven PAH patients treated for between three and 36 months showed an average T4 cell count increase of 11.3 percent, and none of the patients has developed AIDS or ARC. However, PAH makes no guarantee, and it is too early to project long-term results.

PAH is not an AIDS treatment clinic; those with AIDS or ARC are referred to physicians specializing in this treatment.

The difficulties for those threatened with AIDS and ARC don't end with their sickness. Many patients have had

difficulty getting reimbursements for treatment from insurance companies, for example, so the clinic has retained a legal who is also a physician to work with PAH patients and their insurers to recover some of their costs. Other services for PAH patients include HIV testing and group counselling by mental health professionals.

PAH's business group is headed by two seasoned entrepreneurs -- Fred J. Ponder, chief executive officer, and G. Richard White, chief operations officer.

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(Editors note: Biographies of PAH principals are available.)

FOR: Positive Action Healthcare

CONTACT: Gary Frank or
Hunter Gooch
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(415) 788-1333
Fred Ponder
(415) 788-7545

DATE: February 2, 1988

FOR IMMEDIATE RELEASE

FIRST CLINIC SPECIALIZING IN TREATMENT OF
HIV POSITIVE PERSONS OPENS IN SAN FRANCISCO

SAN FRANCISCO, Feb. 2, 1988 -- The first outpatient clinic to specialize in treating persons with the human immunodeficiency virus (HIV), the precursor to AIDS, has opened here.

The objective of the clinic, called Positive Action Healthcare (PAH), is to maintain the health of the immune system using a unique protocol of antivirals, immune boosters and immune modulators, said Dr. Alan S. Levin, the medical director of the clinic.

It is not an AIDS treatment clinic; those with AIDS or ARC are referred to physicians specializing in this treatment.

PAH is now treating about 40 patients at its first clinic at 450 Sutter St. Levin said the group intends to open similar clinics in Los Angeles, Houston, Chicago and New York by the end of 1988. All of the selected cities have large gay populations and many HIV positive persons.

The PAH premise is that a healthy immune system is the best defense against AIDS and aids-related complex (ARC). Levin said one important measure of the immune system's health is the number of T4 helper cells.

"These cells keep the immune system strong so it can resist disease," Levin said.

"Normal, healthy individuals have between about 500 and 1,400 T4 cells; in most AIDS patients, the count drops to fewer than 100."

To maintain a high count of T4 cells, Dr. Levin has developed a protocol for seropositive (HIV positive) persons combining transfer factor, an immune modulator developed by Dr. Levin for PAH; AZT; acyclovir; and intravenous gamma globulin.

He explained that transfer factor is prepared from healthy human white blood cells and used to confer certain immunities. It has been used successfully to treat malignancies, auto-immune diseases and immunodeficiency disorders.

Levin and his medical staff continually monitor the drug market for promising new therapies for treating the HIV positive, and they work closely with patients to devise an effective treatment program.

Patients' T4 cell counts are monitored regularly, and the treatment is adjusted based on the immune system status.

Encouraging Results

Levin said the results of the PAH treatment are encouraging. The T4 cell counts of one group of HIV positive patients

increased an average of 11.3 percent during treatment for between three and 36 months.

"The therapy has given evidence of slowing or even stopping the deterioration of the immune system, and none of the patients in the program has developed AIDS or ARC," he said.

"PAH offers an alternative and hope to the seropositive, who in many instances are not able to get effective treatment until their immune systems are damaged to the extent that they are diagnosed as having AIDS.

"AIDS is a national epidemic; in America today, there are several million seropositive persons, and about 70 percent of these will develop AIDS or ARC. We believe we can do a lot to help them, though. Our goal is to keep as many as possible healthy while work goes on to find an AIDS vaccine."

Levin is a clinical and research immunologist and has been in private practice in San Francisco since 1981. He is adjunct associate professor of immunology and assistant professor of immunology in the Department of Dermatology at the University of California at San Francisco. He was decorated for bravery while serving as a U.S. Navy flight surgeon attached to the Marine Corps during the Vietnam Conflict between 1966-68. Levin served in Vietnam shortly after completing medical studies at the University of Illinois Chicago Medical Center.

Dr. Vera S. Byers, M.D., Ph.D., who is married to Levin, is the staff physician for PAH. She is adjunct associate professor of immunology in the Department of Dermatology at

UCSF, a lecturer in tumor immunology at Nottingham University in England and a project manager for Xoma Corp. of Berkeley.

Two local businessmen have formed the managing group of PAH. Fred J. Ponder, owner of Food & Beverage Development Co. of Oakland, is chief executive officer; and Richard White, a

Two local businessmen have formed the managing group of PAH. Fred J. Ponder, owner of Food & Beverage Development Co. of Oakland, is chief executive officer; and Richard White, a partner in the business development group of Professional Management Systems, Inc., is the chief operations officer. Both men are active in the Bay Area gay community.

Ponder said PAH also provides nonmedical help to its patients. This includes HIV testing, group counselling by mental health professionals and working with insurers that resist payment for medical treatment.

For more information, contact: Fred Ponder, Positive Action Healthcare, Inc., 450 Sutter St., Suite 1138, San Francisco, CA 94103. Telephone: (415) 788-7545.

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AMIDEI AND COMPANY

MEDIA ADVISORY

FIRST OUTPATIENT CLINIC SPECIALIZING IN TREATING HIV POSITIVE OPENS IN SAN FRANCISCO; OTHERS PLANNED



Public Relations Counsel
Strategic Communications

55 Green Street
San Francisco, CA 94111
415 788-1333

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