

## Brenda Goodman Receives West Hollywood's Warrior Award

LOS ANGELES, Calif., December 9, 2009 - Brenda Goodman, RPh, Vice President, Specialty Pharmacy, ModernHEALTH Companies, and President, Serra Ancillary Care Corporation Board of Directors, was honored with the Paul Andrew Starke Warrior Award on December 1, 2009, by the City of West Hollywood. This award is given annually to honor exemplary work in providing prevention and direct HIV/AIDS services to West Hollywood community members.



*Councilman John Heilman and Brenda Goodman (photo: Joshua Barash)*

Ms. Goodman served Aid For AIDS in a volunteer capacity as a board member from 1997 and presided as President for seven years before moving into the same executive position when the organization merged with The Serra Project in February of 2009, under the 501(c)(3) of Serra Ancillary Care Corporation. Aid For AIDS, founded in 1983 and currently a DBA of the merged non-profit, provides direct financial assistance and other supportive services to those with HIV/AIDS in financial need in the City of West Hollywood, as well as other communities throughout Los Angeles County.

Ms. Goodman's leadership includes development of the Aid For AIDS Pharmaceuticals Plus Program, established in the 1990s. Currently named The Wellness Program, the pharmacy assistance offers impoverished clients nutritional supplements, vitamins, and certain medications not covered by insurance. She has worked to ensure that the program is supported by participating pharmacies and that the list of approved items well serves the needs of clients. Also during Ms. Goodman's tenure, in collaboration with senior staff and other Board members, the organization established a Medical Advisory Council, completed the merger, and recruited new Board members from the UCLA School of Public Health and the Division of Infectious Diseases at Cedars-Sinai Medical Center. Her interviews and public speaking in the region have brought continued awareness to HIV/AIDS concerns.

Speaking on World AIDS Day after she received the award, Goodman said, "I want to dedicate this award to all of the Aid For AIDS staff, as it is all of them and our volunteers who make a difference every day in our community."

Serra Ancillary Care Corporation also does business as The Serra Project and helps provide the basic necessities of life to men, women, children, and families living with HIV/AIDS through a safety net of essential housing and direct supportive services. Housing includes three programs: direct financial assistance to help independent clients stay in their existing homes; group homes for the chronically ill needing a high level of 24-hour care; and rental units throughout Los Angeles County for permanent supportive housing for those with a secondary disability or challenge who are able to live independently. Related websites are [www.aidforaids.net](http://www.aidforaids.net) and [www.serraproject.org](http://www.serraproject.org).

Ms. Goodman resides in West Hollywood, California.

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