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Community Research Initiative Announces New Name to AccessHealth MA

Boston-based nonprofit Community Research Initiative (CRI) announced they will be changing their name to **AccessHealth MA**, beginning June 15, 2022. The announcement will take place at a virtual unveiling event on Tuesday, June 14, at 6:00PM (EST). The change, which includes a brand-new website (accesshealthma.org), comes after an extensive assessment and rebranding process guided by the team at Sametz Blackstone Associates.

“We have been working to update and align our communications and website with news of our growing programs,” said Julie Marston, CRI co-founder and executive director. “The HIV medical and treatment landscape has changed enormously in the past 32 years (since the inception of CRI in 1989) with about 46 HIV drugs now, up from just a few drugs then. So too have the expectations of our supporters and the people that we serve, and our changes address this as well. As HIV treatment has become better and better, thanks in part to CRI’s research contributions – we have grown and shifted to help our clients access these many life-saving medications. We are also helping people at risk for HIV get bio-medical interventions **to prevent getting HIV**; gain access to our tuberculosis drug assistance program and assist our clients in securing and paying for health insurance.”

AccessHealth MA will continue to focus on providing access to those in need, and continue to integrate treatment, prevention, research, and education, offering a holistic, client-centered approach that advances social justice and equity in healthcare.

“Our updated identity of **AccessHealth MA**, brings our verbal and visual communications in line with who we are today,” says Marston, “It also helps us better connect with those we serve, elevate our value, and bring forward the ongoing relevance and urgency of our work”

AccessHealth MA’s will continue to participate in life-saving clinical trials and continue to administer the Massachusetts HIV Drug Assistance Program, the TB Drug Assistance Program, PrEP and nPEP Drug Assistance Programs, and assist in paying for health insurance premiums for people living with HIV through the Comprehensive Health Insurance Initiative.

AccessHealth MA Executive Team and staff members are available for interviews. If you would like to schedule an interview or obtain more information, please contact Kevin Hudson, Director of Communications and Development, at khudson@accesshealthma.org.

AccessHealth MA is an independent, nonprofit, community-based organization who’s mission is to lead the fight against HIV and other infectious diseases. A unique, public health nonprofit, we provide access and support through drug assistance, insurance support, prevention, and research—all to make Massachusetts a healthier, more equitable place for every resident of the Commonwealth.