

## Notable Heroes in Health Care: Mike Gifford

Dec 14, 2021 10:52 am



*Last updated on December 17th, 2021 at 12:21 pm*

The COVID-19 pandemic came with some particular challenges for Vivent Health president and chief executive officer Mike Gifford. Vivent's HIV Medical Home model is based on delivering holistic care that addresses clients' medical, emotional and social needs, but pandemic restrictions meant Gifford's team needed to switch from a hands-on, high-touch model of care to a remote operation without restricting patient access to services or sacrificing quality of care.

Limiting elective services in the short term was not an option; all services provided via the HIV Medical Home are considered essential, according to Bill Keeton, Vivent's vice president and chief advocacy officer.

Gifford's team transitioned to "radical response mode" and reopened in a new virtual and home-delivery model of care, Keeton said.

