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## VHHA in Action

Each day, VHHA actively works on behalf of its members, their employees, and Virginians to advance the interests of Virginia's hospitals and health care systems. In the past week, these are some developments of interest to Virginia hospitals and health systems:

## **VHHA Hosts 2025 Virginia Healthcare Workforce Summit as a Virtual Event**

- This week, VHHA hosted the **2025 Virginia Healthcare Workforce Summit** as a virtual event with programming and speakers focused on exploring innovative strategies for hospitals to adapt their practices related to developing, recruiting, retaining, and supporting team members in a rapidly changing workplace. Summit sessions delved into engaging and retaining a multi-generational workforce, building flexibility to meet evolving needs, fostering internal mobility and career development, and adopting cutting-edge models to address workforce challenges. Additional topics included advancing virtual nursing, leveraging artificial intelligence for workforce planning, and refocusing leadership approaches to empower teams. Individuals who registered for the Summit can use this [link](#) to access program session recordings for up to 30 days following the event.

## **VHHA Hosts In-Person Meeting of Virginia Chief Nursing Officers and Nurse Leaders Forum**

- This week, VHHA hosted an in-person meeting of the **Virginia Chief Nursing Officers and Nurse Leaders Forum** at its offices in Glen Allen, VA. Agenda topics including nurse staffing committee implementation, group discussion, and clinical environmental considerations. Contact **Abraham Segres** at [asegres@vhha.com](mailto:asegres@vhha.com) with questions about the group.

## **VHHA Holds Meeting of the Board of Directors' Executive Committee**

- The **Executive Committee** of the **VHHA Board of Directors** met this week for a discussion of issues of interest and importance to hospitals and health systems, including state legislative and federal policy issues.

## **VHHA Wins Top Award from Mid-Atlantic Society for Healthcare Strategy and Market Development**

- This week, VHHA was honored at the [Mid-Atlantic Society for Healthcare Strategy and Market Development](#) (MASHSMD) Annual Conference in Dewey Beach, DE with the 2025 Best Overall (Platinum) Award for Integrated Marketing Campaigns. VHHA received that award for the [Control Your Care](#) public awareness campaign, which was [launched](#) to help educate the public about personal health care rights under a series of consumer-friendly policy reforms approved in recent years by Virginia lawmakers with support from hospitals. Research conducted by VHHA showed that the vast majority of Virginians weren't aware these consumer-friendly reforms exist. VHHA invested in developing a website as well as paid and earned media campaigns to inform people about their health care rights under the law, including consumer-friendly policy reforms from recent years on surprise medical bills, medical debt collection, price transparency, and good faith estimates. At the MASHSMD conference, VHHA also received a Bronze Award in the Content Creation and Management category for the Help Us, Help You initiative – a video public awareness campaign featuring [powerful, personal stories from frontline nurses who have experienced workplace violence](#). This work was inspired by feedback from hospital members who continue to experience rising incidents of health care workplace violence. Those members asked VHHA to lead efforts on raising awareness about this growing problem and [appropriate behavior expectations in hospital settings](#).

## **View VHHA Highlight Video from the 2025 Virginia Healthcare Emergency Preparedness Summit**

- In April, VHHA and the **VHHA Foundation** hosted the **2025 Virginia Healthcare Emergency Preparedness Summit** at The Westin-Richmond. “Today’s Challenges, Tomorrow’s Impact” was the theme for the in-person event, during which participants engaged with speakers, sponsors, and support organizations from across the Virginia health care community regarding opportunities to strengthen the Commonwealth’s preparedness for threats to the health care delivery system including severe weather, active aggressor incidents, crisis standards of care considerations, and special pathogens response. VHHA recently produced a Summit [highlight video](#) that is now available online. View the Summit program brochure [here](#) and read more through this [link](#). An event photo gallery can be viewed [here](#).

### **Register for VHHA-IHI Open School Quality and Patient Safety Certificate Program**

- Now is the time to register for the latest cohort of the [IHI Open School](#) Certificate Program in Quality and Patient Safety offered by the **VHHA Center for Healthcare Excellence**. Since the first offering in 2021, hundreds of participants have completed the 13 required courses and have been recognized at the annual **Virginia Patient Safety Summit**. Now in its fourth year, Virginia health care professionals looking to gain quality and patient safety improvement knowledge are invited to register to join the IHI Open School courses to earn a certificate in quality and safety. Content is delivered through narrative, video, and interactive discussion. There are 13 core courses to earn the Basic Quality and Safety Certificate (17.75 CE credits available for the 13 courses) and [more than 30 courses](#) available in total for Continuing Education and Specialty Board Certification. The courses offer a dynamic learning environment for health care professionals of all levels and are available as self-paced online modules that are estimated to take 13-22 hours to complete. Those who register will be contacted by e-mail before June 1, 2025, with instructions about how to log in. Participants will have access to all courses from June 1, 2025-May 30, 2026. Those who complete the certificate by Jan. 31, 2026 will be recognized during the 2026 Virginia Patient Safety Summit. The VHHA group rate cost to enroll is \$199 (\$399 without the group rate). Team members from Virginia rural hospitals participating in the Flex grant are encouraged to contact [rpryor@vhha.com](mailto:rpryor@vhha.com) for pre-approval before registering. Questions can also be directed to [kburnette@vhha.com](mailto:kburnette@vhha.com). Register to participate through this [link](#).

### **VHHA in the News**

- VHHA actively engages with the news media to share public messaging and coordinate member media appearances to showcase the important work done by Virginia hospitals. That work is reflected in recent coverage from [CBS Evening News](#), [WVEC](#), the [Richmond Times-Dispatch](#), and [Cardinal News](#).

## **News Updates**

### **Legislative Proposal on Medicaid Cuts Clears U.S. House Energy and Commerce Committee**

This week, the **U.S. House Energy and Commerce Committee** voted to approve [draft legislation](#) regarding proposed Medicaid policy and funding changes as part of a broader budget reconciliation package with the intent of reducing programmatic spending by hundreds of billions of dollars over the next decade. The Committee legislation is among a package of bills working their way through the

process as part of a larger budget package of proposed tax cuts and spending plans pending further action and potential approval by Congress. Preliminary estimates by the **Congressional Budget Office** (CBO) indicate the proposed Committee legislation would reduce the federal deficit by \$912 billion over a decade, including \$715 billion in savings from reductions in Medicaid. CBO also projects the legislation could result in at least 13.7 million more individuals without health insurance by 2034. The legislation would establish more frequent eligibility redeterminations to prevent duplicate enrollment. It would also require certain able-bodied adults ages 19 to 64 without dependents to work at least 80 hours per month or participate in community engagement activities to maintain Medicaid coverage. The proposed legislation seeks to limit the growth of Directed Payment Programs (DPP) while incorporating grandfather clause language that specifies any programs that received written prior approval before the date of enactment would be capped at the levels outlined in its currently approved preprint and State Plan Amendment (SPA). Preserving funding mechanisms such as the State Directed Payment Program is essential for sustaining high-quality and affordable care for Medicaid beneficiaries across the Commonwealth. The draft legislation maintains the current Federal Medical Assistance Percentage (FMAP) model rather than shifting to per capita caps or block grants. Meanwhile, the **Centers for Medicare & Medicaid Services** (CMS) recently issued a [proposed regulation](#) intended to address a loophole regarding Medicaid provider assessments used to generate program revenues. The proposal seeks to add safeguards “to ensure that tax waivers” for certain health care-related levies meet statutory requirements. A 60-day public comment period is being offered on this proposal. See more information [here](#).

### **White House Issues Executive Order on Pharmaceutical ‘Most-Favored-Nation’ Pricing for U.S.**

This week, **U.S. President Donald Trump** issued an [executive order](#) declaring that “Americans should not be forced to subsidize low-cost prescription drugs and biologics in other developed countries, and face overcharges for the same products in the United States.” The order directs the U.S. Secretary of Commerce to engage with pharmaceutical makers “to bring prices for American patients in line with comparably developed nations” through regulatory action “to impose most-favored-nation pricing.” It also directed the U.S. Secretary of Health and Human Services to “facilitate direct-to-consumer purchasing programs for pharmaceutical manufacturers that sell their products to American patients at the most-favored-nation price.”

### **Celebrating National Hospital Week 2025 in Virginia**

This week is **National Hospital Week 2025** (May 11-17). Virginia joins the nation in celebrating National Hospital Week, which is a time to honor the dedication, compassion, and care provided by hospitals and their teams to support and strengthen communities. Hospitals are pillars in our society that offer essential medical care to people in need, drive clinical research leading to advances in care and patient outcomes, help form the first responder safety net in emergencies, and support the economy. The **Virginia Hospital & Healthcare Association** (VHHA) counts among its members 26 health systems that represent 113 community, children’s, psychiatric, rehabilitation, and specialty hospitals. Each of those organizations is home to physicians, nurses, technicians, caregivers, and other professionals with a passion for improving health and an unwavering commitment to delivering high-quality care to patients. In recognition of Hospital Week 2025, [Virginia Governor Glenn Youngkin has issued a formal proclamation honoring the work and contributions of Virginia hospitals](#). VHHA is also celebrating the week with an [online contest awarding gift cards](#) to select Virginia hospital employees who are nominated by others. The contest enables social media users to spotlight exceptional team members working in Virginia hospitals to register them for a chance to win a gift card.

## VDH Seeks Survey Responses to Improve Neonatal Abstinence Syndrome Awareness

The **Virginia Department of Health** (VDH) is seeking survey responses to improve public health reporting and surveillance of Neonatal Abstinence Syndrome (NAS), which is a condition that affects newborns exposed to opioids or addictive substances in the womb, causing them to experience withdrawal symptoms during their first few days of life. By participating in this brief survey, clinicians will help identify key areas where additional support or resources are needed. This survey will provide valuable insights into the challenges and barriers faced when reporting NAS cases, helping VDH develop better educational tools to support health care providers across the state. All responses will be used for VDH's evaluation efforts and any data shared will be reported in aggregate to ensure privacy. Survey questions may be sent to **Julie Keeney**, CSTE Applied Epidemiology Fellow, at [juliana.keeney@vdh.virginia.gov](mailto:juliana.keeney@vdh.virginia.gov) or **Dr. Dane De Silva**, Director of the Division of Population Health Data, at [dane.desilva@vdh.virginia.gov](mailto:dane.desilva@vdh.virginia.gov). The survey is available through June 30. Access the survey through this [link](#).

## Health Sector Coordinating Council Shares Health Care Cybersecurity Report

The **Health Sector Coordinating Council** (HSCC) recently shared a new [report](#) titled "On the Edge: Cybersecurity Health of America's Resource-Constrained Health Providers." The report highlights how resource-constrained health care systems including small, rural, and critical access hospitals, family clinics, skilled nursing facilities, and federally qualified health centers (FQHC), among others are only marginally prepared for ongoing cyber threats to clinical care and operational liquidity. It also recommends forms of support needed amid stiffer cybersecurity regulatory requirements.

## Events

### VONL to Host May 16 Spring Nurse Leader Workshop in Richmond

The **Virginia Organization for Nurse Leaders** (VONL) is hosting a daylong 2025 Spring Nurse Leader Workshop on May 16 in Glen Allen, VA. The focus of the workshop will be on conveying professional ownership to team members to instill trust in their abilities, which can help improve communication process flow for tasks and projects, and lead to developing a feedback system to address challenges that arise. Group registration options are available for this event. Contact [VONLstaff@gmail.com](mailto:VONLstaff@gmail.com) for more information. Register through this [link](#).

### Register for May 20 Webinar on Building a Hospital ED Bridge Program

Officials from **Carilion Clinic** will lead an upcoming webinar being hosted in collaboration with VHHA. "Saving Lives is What We Do: The Why's and How's for Building an ED Bridge at Your Hospital" is the theme for the webinar that will be hosted May 20 at noon and led by **Cheri Hartman**, PhD, and **Dr. David Hartman** of Carilion Clinic. This webinar and other presentations in the series are part of a statewide effort to expand emergency department adoption of best practices in the treatment of opioid use disorder and to continue progress in getting patients evidence-based treatment. The webinar is continuing medical education-based addiction treatment training that can count toward 8-hours of required education when a physician or ACP renews DEA registration. The webinar is free to attend, but pre-registration is required. Register for the webinar through this [link](#). Registrants will receive a unique

e-mail invitation that should not be shared with others. This series is presented with funding from the **Virginia Department of Medical Assistance Services (DMAS)** via the Opioid Abatement Authority (OAA).

### **Virginia Works to Host Apprenticeship Accelerator Workshop in Collaboration with VHHA**

**Virginia Works** is hosting an upcoming workshop for hospital leaders to provide insight on establishing the basic components of a customizable Registered Apprenticeship program for three high-demand hospital roles (registered nurse, imaging tech, and surgical tech). The workshop, which is being conducted in partnership with VHHA, will be held on May 20 from 10 a.m.-2 p.m. at the VHHA Conference Center in Glen Allen, VA. Lunch will be provided for participants. This workshop is ideal for human resources, workforce development, clinical, and hospital leaders. Registrants will be sent a pre-survey ahead of the workshop. Register through this [link](#). Please direct questions to VHHA Director of Workforce Initiatives **Sharon Alexander** at [salexander@vhha.com](mailto:salexander@vhha.com).

### **VHHA to Host May 22 Webinar on LEAN Six Sigma Green Belt Certification Program Offering**

VHHA, in partnership with A3 Healthcare, will offer a LEAN Six Sigma Green Belt Certification program spanning July 2025 to February 2026. Ahead of that offering, VHHA is hosting a webinar on May 22 at 2 p.m. to provide an overview of the Green Belt program, how it will be tailored to health care, and specifics about the upcoming VHHA certification program that will offer a unique blend of change management skills, LEAN principles, and the DMAIC (define, measure, analyze, improve, and control) methodology. Register for the informational webinar [here](#). Contact **Kristie Burnette** at [kburnette@vhha.com](mailto:kburnette@vhha.com) with questions.

### **VHEMP to Host May 28 Webinar on 2025 Hurricane Season**

The **Virginia Healthcare Emergency Management Program (VHEMP)** – a partnership between the **Virginia Department of Health (VDH)**, the **Virginia Hospital & Healthcare Association (VHHA)**, and the four regional healthcare coalitions – will host a free webinar briefing on May 28 at noon featuring **Katie Carter**, Emergency Response Specialist with the **National Weather Service (NWS)**, that will focus on the 2025 Atlantic Hurricane Season and available NWS resources to assist in readiness and response. Register through this [link](#).

### **Registration is Open for June 4 In-Person Virginia Coordinated Clinical Research Network Summit**

Registration is open for the 2025 **Virginia Coordinated Clinical Research Network (VCCRN)** Summit, scheduled for June 4 at The Westin – Richmond. “Generating Impact Through Research and Collaboration” is the theme for this in-person event presented by VCCRN as an opportunity to network and build relationships with clinical researchers, health care institutions, and life science industry leaders from across Virginia. Visit this [link](#) for more details and registration.

### **VHHA to Host June 24 Workshop on Adapting Leadership for Next Generation Talent**

VHHA is hosting an in-person workshop for clinical and administrative leaders on June 24 at its offices in Glen Allen, VA focused on the topic of “GEN Z 101: Adapting Your Leadership for the Next Generation of Talent.” The workshop will feature **Hannah Ubl**, future of work expert and co-founder of the Good Company Consulting. The workshop is scheduled for June 24 from 10 a.m.-2 p.m. Register [here](#).



## Virginia Association of Free and Charitable Clinics to Host Virtual Summit June 9-13

The **Virginia Association of Free and Charitable Clinics** (VAFCC) will host its 2025 Virtual Summit next month, June 9-13, as an event available to health care professionals across the Commonwealth. The programming includes diverse content tracks facilitated by expert speakers including a workplace well-being essentials track, a community health worker track, a cardiometabolic education track, a communications track, and a fund development track. Visit this [link](#) for more details and registration information.

## Podcast

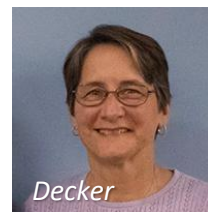
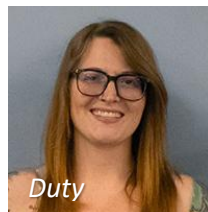
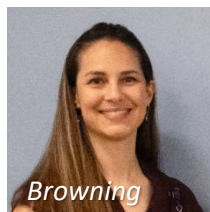
### VHHA *Patients Come First* Podcast Features Sheltering Arms Therapist, Micro-Farm Rehab Program

This episode of VHHA's *Patients Come First* podcast features **Nicole Stauffer**, a therapeutic recreation therapist with **Sheltering Arms Community Programs**.

Our conversation covers her work, path to rehabilitation therapy work, the Club Rec program that supports patients with disabilities, a new hydroponic vertical micro-farm at the Sheltering Arms Midtown location, and more. Listen to the episode [here](#) and hear past episodes through this [link](#). Podcast episodes are also available through these podcast apps and networks: [Apple Podcast](#), [Amazon Music](#), [Spotify](#), [Pandora](#), [Stitcher](#), [TuneIn](#), [SoundCloud](#), [Blubrry](#), [iHeart Radio](#), [Deezer](#), [Podbay](#), [Pocket Casts](#), the [Virginia Audio Collective](#), and the [World Podcast Network](#). The podcast can also be heard on the radio airwaves – episodes air Sundays at 10 a.m. on 100.5 FM, 107.7 FM, 92.7 FM, and 820 AM across Central Virginia and 1650 AM in Hampton Roads, and 105.1 FM and 1050 AM in Lynchburg. Send questions, comments, feedback, or guest suggestions to [pcfpodcast@vhha.com](mailto:pcfpodcast@vhha.com).



## Around the State



**Chesapeake Regional Healthcare** recently honored four outstanding nurses during its annual Nurse Exemplar Awards ceremony. **Rebecca Browning**, BSN, RN, a Stepdown Unit Charge Nurse, received the Nurse Exemplar award. **Aaliyah Mompremier**, BSN, RN, a nurse on medical-surgical unit 3 West, received the 2025 Rookie of the Year award. **Jennifer Duty**, BSN, RN, ONC, Clinical Coordinator for 2

East, received the Outstanding Leader award. **Tracey Decker**, BSN, RN, an Orthopedic Surgical Nurse Navigator, received the Legacy Award. Read more [here](#).

**Melissa Poretz Riddy**, Director, Eastern Region Government and Community Relations and Strategic Communications at **Inova**, has been named to the Chamber ALX inaugural “40 Over 40” [list](#), which recognizes individuals who are making waves in their industries and communities.

**Inova** has been named to the 2025 [list](#) of the 150 top places to work in healthcare by *Becker's Hospital Review*.

