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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:

### **VHEMP Hosts Webinar on 2025 Hurricane Season**

- This week, 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 – hosted a free webinar briefing featuring **Katie Carter**, Emergency Response Specialist with the **National Weather Service** (NWS), that focused on the 2025 Atlantic Hurricane Season and available NWS resources to assist in readiness and response. View a webinar recording through this [link](#) and access presentation slides [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 [WHSV](#), the [Virginia Mercury](#), [Inside NoVa](#), and [Axios](#).

## News Updates

### VDH Confirms Second Virginia Measles Case of 2025

The **Virginia Department of Health** (VDH) recently reported that the second measles case of the year in the Commonwealth has been identified in a teen (13-17 years) patient in the Northwest Region who recently traveled internationally. In connection to this case, VDH indicates there are several potential exposures sites the public should be aware of, including: Charlottesville Albemarle Airport on May 20 from 2:15-5:30 p.m.; Play it Again Sports at 1885 Seminole Trail in Charlottesville on May 20 from 2:40-5 p.m.; the Goodwill Store and Donation Center at 440 Gander Drive in Charlottesville on May 20 from 3:10 p.m.-5:30 p.m.; UVA Health Primary Care Riverside at 2335 Seminole Lane, Suite 200 in Charlottesville on May 22 from 2-7:10 p.m.; and the UVA Health University Medical Center Emergency Department at 1215 Lee St. in Charlottesville on May 23 from midnight-6 a.m. Individuals who were at

those location on those dates and times are advised that if they haven't received a measles vaccine, they may be at risk of developing measles and should immediately contact their health care provider. Those individuals should watch for symptoms for 21 days and contact a provider if symptoms develop. Measles is a highly contagious illness that can spread by airborne means. Its symptoms usually appear in two stages: first, an infected person may develop a fever of greater than 101 degrees and experience a runny nose, watery red eyes, and a cough from 7-14 days after being exposed; second is the appearance of a skin rash that can start 3-5 days after symptoms begin. People with measles are contagious from four days before the rash appears through four days after the rash appears. The most recent Virginia case is the second case reported in the Commonwealth this year, followed by another case was [reported](#) in April. According to the **Centers for Disease Control and Prevention (CDC)**, [1,046 confirmed measles cases](#) have been reported by 31 jurisdictions in 2025: Alaska, Arkansas, California, Colorado, Florida, Georgia, Hawaii, Illinois, Indiana, Kansas, Kentucky, Louisiana, Maryland, Michigan, Minnesota, Missouri, Montana, New Jersey, New Mexico, New York City, New York state, North Dakota, Ohio, Oklahoma, Pennsylvania, Rhode Island, Tennessee, Texas, Vermont, Virginia, and Washington. There have been 14 outbreaks reported in 2025, and 92 percent of confirmed cases (961 of 1,046) are outbreak-associated. For comparison, 16 outbreaks were reported during 2024 and 69 percent of cases (198 of 285) were outbreak-associated.

### **COVID-19 Vaccine for Healthy Children, Pregnant Women Removed from CDC Recommended List**

**U.S. Health and Human Services Secretary Robert F. Kennedy Jr.** has announced that the **Centers for Disease Control and Prevention (CDC)** has removed the COVID-19 vaccine from the recommended immunization schedule for healthy children and pregnant women. View a video announcement [here](#).

### **Federal Agencies Issue New Guidance on Hospital, Health Insurer Price Transparency**

The **U.S. Departments of Labor, Health and Human Services (HHS)**, and **Treasury** recently issued a joint [request for information \(RFI\)](#) seeking public input on improving drug price transparency. The agencies also issued updated [guidance](#) for health plans and issuers that sets a clear applicability date for publishing an enhanced technical format for disclosures. And the **Centers for Medicare & Medicaid Services (CMS)** issued new [guidance](#) on hospital price transparency standards that require hospitals to post the actual prices of items and services, not estimates. CMS also [issued](#) an RFI seeking public input to "to identify challenges and improve compliance and enforcement processes related to the transparent reporting of complete, accurate, and meaningful pricing data by hospitals."

### **Joint Economic Committee Estimate: 262,000 Virginians Could Lose Health Coverage in House Budget**

A [recent analysis](#) by Democrats on the **U.S. Joint Economic Committee** projects that 262,440 Virginians could lose health coverage due to federal budget action that impacts Medicaid as well as other policies that effect the Affordable Care Act (ACA). The **U.S. House of Representatives** recently approved the "One Big Beautiful Bill Act" budget package endorsed by **U.S. President Donald Trump**. The **Congressional Budget Office (CBO)** has [estimated](#) that 13.7 million more individuals could be without health insurance by 2034 under the legislation. That figure includes a projected 4.2 million people who could lose coverage due to the anticipated expiration of expanded Affordable Care Act (ACA) premium tax credits, 1.8 million people due to the impact of the [2025 Marketplace Integrity and Affordability Rule](#), and a 7.7 million reduction in the number of people with health insurance by 2034 under the Medicaid provisions of the legislation. Of that 13.7 million figure, the committee analysis projects that in

Virginia 100,826 people will lose coverage due to ACA policy changes and 161,414 will lose coverage as a result of Medicaid funding cuts. See more [here](#).

### **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](#).

## **Events**

### **Register for June 4 In-Person Virginia Coordinated Clinical Research Network Summit**

Register now 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.

### **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.

### **Mercer, VHHA to Host June 10 Webinar on Workday Implementation for Hospitals**

Mercer and VHHA are hosting a 90-minute webinar at 2 p.m. on June 10 for hospitals that focuses on the evolving human resources and operations landscape through the lens of Mercer's Infinity Loop framework – strategy, deployment, and betterment. This webinar content will focus on how health care organizations are implementing Workday to drive digital transformation, provide insights on the impact of AI in health care delivery, and key success factors for technology deployment. Register for the webinar [here](#).

### **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 Good Company Consulting. The workshop is scheduled for June 24 from 10 a.m.-2 p.m. Register [here](#).

## Podcast

### VHHA *Patients Come First* Podcast Features CHoR at VCU Pediatric Ophthalmologist

This episode of VHHA’s *Patients Come First* podcast features **Dr. Evan Silverstein**, a pediatric ophthalmologist with Children’s Hospital of Richmond at VCU, for a conversation about how a personal medical experience in his youth inspired his career, a case study about the potential for early detection of eye-related issues in smartphone photos, 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



**Mary Marshman**, DNP, RN, has been named Chief Nursing Officer for **VCU Medical Center**. Marshman comes to **VCU Health** from the University of Louisville Health Jewish Hospital in Louisville, KY. She earned a doctor of nursing practice degree from Johns Hopkins University, an advanced diploma in nursing from Lynchburg General Hospital Marshall-Lodge School of Nursing, and bachelor of science and master of science degrees in nursing from the University of Virginia. Read more [here](#).

**Clinch Valley Health** has announced that Board-Certified Interventional Cardiologist **Dr. Kenneth Sternberg**, DO, has joined its medical staff. Dr. Sternberg earned his medical degree from New York College of Osteopathic Medicine in Old Westbury, New York. He completed his residency at the University of Medicine and Dentistry of New Jersey in Newark, New Jersey. Read more [here](#).





**Barry Priddy** has been named as the 2025 Mercy Award winner for **Sovah Health - Martinsville**. The Mercy Award recognizes one employee from each **Lifepoint Health** facility who profoundly touches the lives of others and best represents the spirit and values on which the company was founded. Read more [here](#).

**Wythe County Community Hospital** has announced **Rachel Nelson** as its Human Resources Director. Nelson is currently enrolled in a dual program bachelor of science with a concentration in human resources and master of business administration. Read more [here](#).



Nurses at **UVA Health University Medical Center** have earned have been honored with by the **American Nurses Credentialing Center** in the Magnet Recognition Program. This designation is conferred on fewer than 10 percent of the nation's hospitals and is considered a top national honor for quality and innovative care in nursing practice. The medical center's nursing staff previously earned the award in 2015 and 2020. Read more [here](#).

**Carilion Clinic** and **VCU Medical Center** have been named on the *Becker's Hospital Review* 2025 [list](#) of 100 academic medical centers to know.