



You are receiving this e-mail from VHHA because you requested a subscription. Questions and content submissions may be sent to jtwalker@vhha.com.

FEATURED CONTENT

[VHHA in Action](#)

[News Updates](#)

- [HHS Secretary RFK Jr. Removes 17 Members of CDC Advisory Committee for Immunization Practices](#)
- [White House Memo on Medicaid Waste Critiques State Directed Payment Program Growth](#)
- [Virginia Health Department Reports Third Measles Case in the Commonwealth](#)
- [HHS, CMS Rescind Guidance on Hospital Obligations Under EMTALA Regarding Pregnancy Loss](#)
- [VDH Seeks Survey Responses to Improve Neonatal Abstinence Syndrome Awareness](#)

[Events](#)

- [VHHA to Host June 24 Workshop on Adapting Leadership for Next Generation Talent](#)
- [Register for June 24 Webinar on 'Pediatric Inpatient Management of Withdrawal'](#)
- [Southside Health Education Foundation Summer Camp Program Scheduled for Week of June 23](#)

[Podcast](#)

- [VHHA Patients Come First Podcast Features Carilion Clinic Aortic Center Surgeon Leader](#)

[Around the State](#)

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 Meeting of 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 operational considerations as well as state and federal policy issues.

VHHA Hosts In-Person Meeting of Payor Advisory Committee

- This week, VHHA held an in-person meeting of the **Payor Advisory Committee** at its offices in Glen Allen, VA. The Committee is a forum for hospital payor relations and revenue cycle leaders to discuss priority issues and ongoing payor-related challenges. Contact **Craig Connors** at cconnors@vhha.com to inquire about the committee.

VHHA Hosts Workforce Steering Committee Meeting

- This week, VHHA held a meeting of the **Workforce Steering Committee** that focuses on health care workforce development, recruiting, and retention strategies. Topics covered during the meeting included a discussion of regulatory, legislative, and budgetary needs, an update on how federal actions may impact workforce programs, a presentation regarding outreach strategy for the On Board Virginia campaign, a review of recent workforce programming, and more. Contact **Sharon Alexander** at salexander@vhha.com for more information about the Committee.

VHHA Hosts In-Person Meeting of Chief Medical Officers, Physician Leaders Forum

- This week, VHHA hosted an in-person meeting of the **Chief Medical Officers and Physician Leaders Forum** at its offices in Glen Allen, VA. Agenda topics included a discussion on AI in medicine, opportunities and challenges for physician leaders, and addressing workplace violence. Contact **Abraham Segres** at asegres@vhha.com with questions about the group.

Virginia Hospitals Lead on Addressing Community, Workplace Violence

- Each year in early June, the nation observes Gun Violence Awareness Day as well as the annual [Hospitals Against Violence](#) initiative focused on combatting the growing problem of workplace violence against health care professionals. In Virginia, hospitals' commitment to supporting patients impacted by community violence, as well as efforts to protect patients and staff in clinical settings, have yielded positive results for public and clinical safety. One example of that is the work of Hospital-based Violence Intervention Programs (HVIP) that are supported with federal and state grant funds that flow through the **VHHA Foundation** to participating Virginia hospitals. The HVIP model is a statewide approach to establishing evidence-based programs that support survivors of serious violence and their families during and after hospitalization with individualized services focused on healing and preventing future injury. Since 2019, more than 8,000 victims of violence have been served by Virginia HVIPs, whose interventions have resulted in a sharp decline in re-injury rates – the national average is 40 percent, compared to 3 percent for HVIP patients. It is estimated that at least \$82.5 million in health care costs have been avoided due to the work of Virginia HVIPs and the reduction in re-injury rates, including \$41 million in direct savings to the Commonwealth. HVIPs are currently operating in the **Bon Secours Richmond Market**, at **Carilion Roanoke Memorial Hospital**, **Chesapeake Regional Medical Center**, **Children's Hospital of The King's Daughters**, **Inova Fairfax Hospital**, **Riverside Regional Medical Center**, **Sentara Norfolk General Hospital**, and **VCU Health**. Another HVIP program is being developed at **Ballad Health's Johnston Memorial Hospital**. In addition to programs that help respond to community violence, Virginia hospitals are leading efforts to combat workplace violence in health care settings, which is a growing challenge. A recent [study](#) by researchers affiliated with the **University of North Carolina at Chapel Hill** documented a "30 percent increase in [workplace violence] across all health care

facility types between 2011 and 2021/2022.” [Data](#) from the **U.S. Bureau of Labor Statistics** (BLS) has shown that “health care and social assistance experienced the highest counts and annualized incidence rates for workplace violence of any private industry sector.” And a new [report](#) from the **American Hospital Association** (AHA) estimates that the total cost of violence to U.S. hospitals in 2023 was more than \$18 billion dollars. VHHA and hospital members have worked with the **Virginia General Assembly** to strengthen protections for health care professionals by updating [state law](#) to make it a class 1 misdemeanor to threaten to kill or harm health care professionals rendering care in health care settings. In the 2025 **Virginia General Assembly** session, [legislation](#) was approved establishing a process for hospitals to document and report workplace violence incidents. On the federal level, the [Save Healthcare Workers Act](#) is pending in Congress. That bipartisan legislation would make it a federal crime to assault a hospital worker. In Virginia, VHHA established a hospital member Safety and Security Task Force and developed a [Workplace Violence Prevention Toolkit](#) with information about developing, evaluating, and sustaining workplace violence prevention programs. Working with hospital members, VHHA also launched the anti-workplace violence “Help Us, Help You” [video-based public awareness campaign](#) featuring [personal stories from frontline nurses](#) who have experienced workplace violence. That work was inspired by feedback from hospital members about rising incidents of health care workplace violence who asked VHHA to help raise awareness about the problem and [appropriate behavior expectations in hospital settings](#). A [30-second version](#) of the behavior expectation video was produced as a public service announcement for TV and radio stations across Virginia and promoted on digital channels. A [longer version](#) of the video was provided to hospital members for display on monitors in patient-facing areas at health care facilities. Read more [here](#).

Mercer, VHHA Host Webinar on Workday Implementation for Hospitals

- This week, Mercer and VHHA hosted a 90-minute webinar for hospitals that focused on the evolving human resources and operations landscape through the lens of Mercer’s Infinity Loop framework – strategy, deployment, and betterment. This webinar content focused on how health care organizations are implementing Workday to drive digital transformation, provide insights on the impact of AI in health care delivery, and outline key success factors for technology deployment. View a webinar recording [here](#).

VHHA Develops Virginia Hospital Workforce Data Dashboard to Track State, National Trends

- The **VHHA Data Analytics Team** has developed a new public-facing data tool that enables users to evaluate national and state-level data on trends in hospital employment, wages, and in-demand occupations. The [Virginia Hospital Workforce Dashboard](#) is an interactive tool that leverages data from the **U.S. Bureau of Labor Statistics’** (BLS) Quarterly Census of Employment and Wages (QCEW) program as well the annual Occupational Employment and Wage Statistics (OEWS) program. The construction of the dashboard on the foundation of those data sources provides a more representative and consistent picture of hospital workforce supply and demand trends. The dashboard tool also has an array of built-in filters and features so users can evaluate the data by zooming in on Virginia or expanding their view to compare hospital job categories across states to identify patterns or derive key insights. Read more [here](#).

View Recording of VHEMP 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 – recently 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](#).

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 the [Brunswick Times-Gazette](#), [WHSV](#), [WWBT](#), and [WINA](#).

News Updates

HHS Secretary RFK Jr. Removes 17 Members of CDC Advisory Committee for Immunization Practices

This week, **U.S. Health and Human Services Secretary Robert F. Kennedy Jr.** removed the 17 sitting members of the **Advisory Committee for Immunization Practices (ACIP)**, an appointed panel tasked with making recommendations related to the safety and efficacy of vaccines. ACIP is a committee organized under the **Centers for Disease Control and Prevention (CDC)**. According to an HHS [statement](#), Secretary Kennedy will fill the panel vacancies created “with new members currently under consideration.” This development follows the issuance of revised guidance on COVID-19 vaccines articulated in a recent [New England Journal of Medicine](#) article from **U.S. Food and Drug Administration (FDA) Commissioner Dr. Marty Makary** and FDA Center for Biologics Evaluation and Research Director **Dr. Vinay Prasad**. **U.S. President Donald J. Trump** also issued a recent [executive order](#) on “Restoring Gold Standard Science” in an effort to “ensure that federally funded research is transparent, rigorous, and impactful, and that Federal decisions are informed by the most credible, reliable, and impartial scientific evidence available.”

White House Memo on Medicaid Waste Critiques State Directed Payment Program Growth

U.S. President Donald J. Trump in a [recent memo](#) on “eliminating waste, fraud, and abuse in Medicaid” called state directed payment programs a “gimmick” enabling states to bypass certain Medicaid financial responsibilities. Virginia has a directed payment program that was approved during President Trump’s first term that helps hospitals bridge the gap between inadequate Medicaid reimbursement rates and the actual cost of care. The federal budget legislation recently approved by the U.S. House, and now pending in the U.S. Senate, contains more than \$700 billion in Medicaid funding cuts over several years, but grandfathers existing state directed payment programs. In the memo, the President calls on the U.S. Secretary of Health and Human Services to “take appropriate action to eliminate waste, fraud, and abuse in Medicaid, including by ensuring Medicaid payments rates are not higher than Medicare, to the extent permitted by applicable law” in an effort to ensure Medicare and Medicaid “are preserved for those who need them most.” The memo follows a recent announcement from the **Centers for Medicare & Medicaid Services (CMS)** on enhanced federal oversight efforts regarding how states use federal Medicaid dollars regarding coverage of health care services for individuals in the country illegally. As part of that effort, CMS is urging states to examine and update internal controls, eligibility systems, and

cost allocation policies to ensure compliance with federal law. The agency indicates that improper spending on non-citizens “will be subject to recoupment of the federal share.” This policy effort aligns with an [executive order](#) issued in February by **U.S. President Donald Trump** focused on preventing public dollars from supporting illegal immigration. Read more [here](#).

Virginia Health Department Reports Third Measles Case in the Commonwealth

The **Virginia Department of Health** (VDH) recently [reported](#) the state’s third measles case of the year involving a young patient (0-4 years old) in the Northwest Region who is said to have developed symptoms after exposure to another Virginian who contracted measles. In connection to this case, VDH indicates there are several potential exposures sites the public should be aware of including: SugarBear Ice Cream at 1522 E. High Street in Charlottesville on May 31 from 4-7 p.m. and Lowe’s Home Improvement at 400 Woodbrook Drive in Charlottesville on June 1 from 1-6 p.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. Two previous Virginia measles cases were reported in in [April](#) and [May](#). This week, **Virginia State Health Commissioner Dr. Karen Shelton** shared a [letter](#) with health care providers regarding the presence of measles and syphilis cases in the Commonwealth and recommendations regarding treatment protocols and reporting standards. According to the **Centers for Disease Control and Prevention** (CDC), [1,168 confirmed measles cases](#) have been reported by 34 jurisdictions in 2025: Alaska, Arkansas, California, Colorado, Florida, Georgia, Hawaii, Illinois, Indiana, Iowa, Kansas, Kentucky, Louisiana, Maryland, Michigan, Minnesota, Missouri, Montana, Nebraska, New Jersey, New Mexico, New York City, New York state, North Dakota, Ohio, Oklahoma, Pennsylvania, Rhode Island, South Dakota, Tennessee, Texas, Vermont, Virginia, and Washington. There have been 17 outbreaks reported in 2025, 89 percent of confirmed cases (1,040 of 1,168) are outbreak-associated. For comparison, 16 outbreaks were reported during 2024 and 69 percent of cases (198 of 285) were outbreak-associated.

HHS, CMS Rescind Guidance on Hospital Obligations Under EMTALA Regarding Pregnancy Loss

The **U.S. Department of Health and Human Services** (HHS) and the **Centers for Medicare & Medicaid Services** (CMS) recently announced the withdrawal of previously issued federal guidance to hospitals that pregnant patients should have access to an abortion during a medical emergency irrespective of state laws prohibiting those procedures. The guidance being rescinded was issued in 2022 under the Biden Administration. CMS indicates it “will continue to enforce EMTALA, which protects all individuals who present to a hospital emergency department seeking examination or treatment, including for identified emergency medical conditions that place the health of a pregnant woman or her unborn child in serious jeopardy.” Read 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 or **Dr. Dane De Silva**, Director of the Division of Population Health Data, at dane.desilva@vdh.virginia.gov. The survey is available through June 30. Access the survey through this [link](#).

Events

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](#).

Register for June 24 Webinar on 'Pediatric Inpatient Management of Withdrawal'

Officials from **Carilion Clinic** are hosting an upcoming webinar that is part of a series of presentations focused on a statewide effort to expand emergency department (ED) adoption of best practices in treating opioid use disorder. The next installment in the series is scheduled for June 24 at noon and will focus on the topic of "Pediatric Inpatient Management of Withdrawal" presented by **Dr. Jeffrey Wilson** of **Children's Hospital of the King's Daughters** (CHKD). 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) and is supported by VHHA.

Southside Health Education Foundation Summer Camp Program Scheduled for Week of June 23

This month, the **Southside Health Education Foundation** (SHEF) is holding a weeklong health career exploration experiences camp that is open to high school students. The half-day camp will be held June 23-27 from 9 a.m.-1 p.m. daily and it offers participants real-life experiences in health care and higher education around the Tri-Cities and surrounding areas. Camp participants will need to provide their own transportation to and from camp sites. The camp attendance cost is a non-refundable \$40 fee, which includes breakfast, lunch, and snacks for the week as well as a camp T-shirt. Space is limited. Visit this [link](#) to register. Program questions may be directed to info@sheducation.org.

Podcast

VHHA *Patients Come First* Podcast Features Carilion Clinic Aortic Center Surgeon Leader

This episode of VHHA's *Patients Come First* podcast features **Dr. Joshua D. Adams**, Medical Director of the **Carilion Clinic Aortic Center**. Our conversation focuses on cardiovascular health, minimally invasive surgical procedures performed at the Carilion Clinic Aortic Center, the importance of bedside manner, 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.

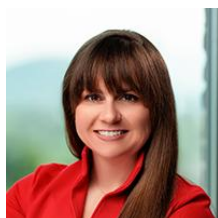


Around the State



David Masterson has been named President of **Sentara Halifax Regional Hospital**. He has served as President of **Sentara Obici Hospital** and its **Sentara BelleHarbour** outpatient campus since November 2021. He previously helmed **Sentara Williamsburg Regional Medical Center**. He earned his master's of health administration degree from Virginia Commonwealth University and his undergraduate degree from Old Dominion University. He is also a Fellow with the **American College of Healthcare Executives (ACHE)**. Read more [here](#).

Joseph Wilkins, DPT, MSHA, FACHE, the President of **Bon Secours St. Francis Medical Center**, has been appointed to the [Virginia Renal Disease Council](#). The role of the Council is to advise the Governor and the General Assembly on the needs of individuals with renal disease in the Commonwealth. This includes identifying challenges that such individuals face and making recommendations for the improvement of the Commonwealth's kidney care system, particularly related to care coordination and prevention; funding for research related to renal disease; supports for persons with renal disease in the Commonwealth; and the development of programs to educate medical professionals and the public about renal disease.



Ballad Health has selected **Molly Luton** as its new Chief Strategic Communications Officer, a key leadership role responsible for strategic communications, communications strategy, and public affairs communications. Luton has nearly 20 years of health care marketing and communications experience, most recently serving as Ballad Health's Chief Marketing and Communications Officer. She earned a master's degree in integrated marketing and communications from Georgetown

University and dual bachelor's degrees in mass communications and graphic design from Emory & Henry University, where she currently serves on the Board of Trustees. Read more [here](#).

Lake Taylor Transitional Care Hospital recently announced that **Tracy Ashley** has been named Executive Director for the **Lake Taylor Transitional Care Hospital Foundation**. In that role, Ashley is responsible for implementing financial development plans and communicating with patients, families, individuals, groups, and businesses to generate sustainable financial support. Her duties also include coordinating with a volunteer board of directors that oversees the stewardship of contributions and the Foundation's charitable investments. Ashley previously served as Director of Development and Executive Director of the Educational Foundation at Virginia Peninsula Community College, along with experience at Old Dominion University and nonprofits such as the American Heart Association. Read more [here](#).



Fauquier Health, a **Lifepoint Health** facility, has named **Christine Helsel**, COTA/L, a Certified Occupational Therapy Assistant, as its Mercy Award winner. Nominations for the Mercy Award are submitted by staff at Fauquier Health to recognize commitment to patients, fellow employees, and the community at large. Read more [here](#).

Ellen Wiegand, Senior Vice President and CIO for **VCU Health**, and **Leigh Williams**, Vice President and CIO at **Augusta Health**, have been named to the *Becker's Hospital Review* 2025 [list](#) of 100 women in health IT to know.

