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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, State Hospital Association Leaders Advocate for Members During White House Visit

- **Virginia Hospital & Healthcare Association (VHHA)** President and CEO **Sean T. Connaughton** was part of a coalition of state hospital association leaders who traveled to Washington, D.C. Thursday for **White House** meetings with members of **U.S. President Donald J. Trump's** health care policy staff. The conversations focused on the pending budget reconciliation process and the potential impact on hospitals, patient access to care, and the economy. Leaders from the **Georgia Hospital Association**, the **Iowa Hospital Association**, the **Kentucky Hospital Association**, the **Missouri Hospital Association**, the **North Carolina Healthcare Association**, the

Hospital and Healthsystem Association of Pennsylvania, and the **West Virginia Hospital Association** were part of the delegation. View photos from the visit [here](#).

VHHA Hosts In-Person Workshop on Adapting Leadership for Next Generation Talent

- This week, VHHA hosted an in-person workshop for clinical and administrative leaders 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 featured **Hannah Ubl**, future of work expert and co-founder of Good Company Consulting. Representatives from **Augusta Health**, **Centra**, **Mary Washington Healthcare**, **Sentara Health**, **UVA Health**, and **VCU Health** were among the workshop participants. View event photos and watch a recap video through this [link](#).

VHHA Hosts Meeting of Workplace Violence Data Reporting Task Force

- This week, VHHA hosted a meeting of the **Workplace Violence Data Reporting Task Force** to support VHHA members in complying with a [new state law](#) requiring Virginia hospitals to collect and report workplace violence data to the Commonwealth. The task force exists to support members on meeting the reporting requirements and identifying opportunities for statewide shared learning. Contact **Abraham Segres** at asegres@vhha.com with questions about the task force.

VHHA Shares 2025-2026 Membership Directory

- VHHA recently issued the 2025-2026 Membership Directory, an annual publication that features summary listing information about Virginia hospitals and health systems, VHHA program areas and staff, VHHA Solutions endorsed partners, and more. Access the VHHA 2025-2026 Membership Directory [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 [WVTF](#), [Cardinal News](#), the [Richmond Times-Dispatch](#), [Bloomberg Government](#), and the [John Fredericks Radio Show](#).

News Updates

Senate Parliamentary Rules on Reconciliation Plan, 16 House Republicans Oppose Senate Medicaid Cuts

The **U.S. Senate Parliamentary** this week [advised](#) members of the **U.S. Senate** that several pieces of the budget reconciliation proposal pending in the chamber would be subject to a 60-vote threshold if they are part of the legislation. That includes a [provision](#) in the [U.S. Senate Finance Committee](#) budget reconciliation package which would change the hold harmless threshold for provider assessment health care-related taxes from 6 percent to 3.5. That proposed change, along with proposed changes to state directed payment programs (DPP), have significant revenue implications for hospitals. It is estimated those policy changes could cost Virginia hospitals more than \$2 billion annually. That funding loss could

lead to hospitals closing or reducing services. It would impact patient access to care and the economy. A separate [analysis](#) by the **Commonwealth Fund** projects nearly 500,000 health care jobs lost, including 13,200 in Virginia, in the next several years under the reconciliation plan. Virginia has a provider [coverage assessment](#) that is a tax on acute care hospitals to cover the state share of costs for the Medicaid expansion population. There is also a [provider assessment for rate improvement](#). Hospital taxes from that mechanism help draw down federal funds to support Medicaid reimbursement rate improvement in the form of supplemental payments through DPP to bridge the financial gap for providers due to inadequate Medicaid reimbursement rates. The Senate has yet to act on its budget reconciliation plan. The **U.S. House of Representatives** previously approved its version of the reconciliation package that did not make major changes to the provider tax and DPP systems. This week, 16 House Republicans including **U.S. Rep Jen Kiggans** and **U.S. Rep. Rob Wittman** of Virginia signed a [letter](#) to GOP leaders in Congress opposing Medicaid cuts in the Senate reconciliation plan such as provider tax changes. During this critical time hospital team members and health care advocates are encouraged to contact their representatives in Congress to express their concerns about the impact decisions made during the reconciliation process could have on hospitals, patients, and the economy. Visit this [link](#) to easily send a message to Congress.

HHS Announces Plan to Make Prior Authorization Process More Efficient, Transparent

The **U.S. Department of Health and Human Services** (HHS) recently [announced](#) it is pursuing efforts to “streamline and improve the prior authorization processes for Medicare Advantage, Medicaid Managed Care, Health Insurance Marketplace, and commercial plans covering nearly eight out of 10 Americans.” The reform plan calls for electronic prior authorization requests to be standardized by 2027 and is said to complement ongoing regulatory efforts by the **Centers for Medicare & Medicaid Services** (CMS) to improve prior authorization, including building upon the Interoperability and Prior Authorization final rule. The goal of this effort is to improve prior authorization efficiency and transparency.

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

Mercer, VHHA to Host July 29 Workshop on for Virginia Hospitals Workday Insights

Registration is open for an in-person Mercer and VHHA half-day workshop on July 29 designed for hospitals focused on the evolving human resources and operations landscape through the lens of

Mercer's Infinity Loop framework – strategy, deployment, and betterment. The workshop will highlight how health care organizations implement Workday to drive digital transformation, provide insights on the impact of AI in health care delivery, and outline key success factors for technology deployment. The workshop will also introduce the concept of continuous improvement through Mercer's Transformation as a Service (TaaS), discuss optimization strategies, and highlight the latest enhancements in Workday for finance, human resources, information technology, and supply chain. The workshop is scheduled for July 29 from 10 a.m.-2 p.m. at VHHA offices in Glen Allen, VA. Register for the workshop [here](#). VHHA and Mercer previously held a webinar on this topic; a recording of the webinar can be viewed [here](#).

Applications for AHA 'Circle of Life' Award Due July 15

The **American Hospital Association** (AHA) is accepting applications for the 2026 Circle of Life Award that celebrates innovation in palliative and end-of-life care. As many as three 2026 Circle of Life Awards celebrating effective, equitable, and patient-centered care will be presented at the 2026 AHA Leadership Summit, July 12-14, in Denver, CO. The award application deadline is July 15, 2025. Visit this [link](#) to apply.

Podcast

VHHA *Patients Come First* Podcast Features Sentara Norfolk General Hospital Nurse, Stroke Survivor

This episode of VHHA's *Patients Come First* podcast features **Kristen Danley**, a nurse at **Sentara Norfolk General Hospital**, who joins us to share her personal story of going from caregiver to patient after experiencing a stroke in her 30s. The conversation also covers her path to health care, stroke recovery, 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 9 a.m. on 100.5 FM, 107.7 FM, 92.7 FM, and 820 AM across Central Virginia and 1650 AM in Hampton Roads. Send questions, comments, feedback, or guest suggestions to pcfpodcast@vhha.com.



Around the State



Carl Cline, Vice President and Administrator of **Carilion Franklin Community Hospital**; **William Flattery**, CEO of **Carilion New River Valley Medical Center** and Vice President of **Carilion Clinic Western Region**; **Greg Madsen**, CEO of **Carilion Rockbridge Community Hospital** and Vice President of **Carilion Clinic Eastern Division**; and **Mary Mannix**, President and CEO of **Augusta Health**, have been named to the 2025 [list](#) of 118 rural hospital and health system presidents and CEOs to know by *Becker's Hospital Review*.



Bath Community Hospital has named **Jane Russell**, PharmD, MBA, FACHE, as its next President and Chief Executive Officer, effective Aug. 25, 2025. Dr. Russell most recently served as Chief Operating Officer at Samaritan Pacific Communities Hospital. She earned her doctor of pharmacy degree from Creighton University and a master's of business administration degree from Western Governors University. Read more [here](#).

William "Bill" Alley, MHA, BSN, RN, has been named the new Chief Executive Officer of **Twin County Regional Healthcare**, a Lifepoint Health facility. Over the past decade, he has held several roles at the hospital including Director of Surgical Services and Chief Nursing Officer (CNO). Alley is a former U.S. Army Captain and a registered nurse by training. Read more [here](#).



Sentara Health has announced the appointment of **Dr. Raymond L. Benza**, MD, as the inaugural George M. And Linda H. Kaufman Academic Chair of Cardiology. Dr. Benza has held leadership roles at Mount Sinai Health system, Ohio State University, and Allegheny Health Network. Read more [here](#).

Dr. Allan L. Hardy of **Mary Washington Gastroenterology** has been named a Fellow of the Obesity Medicine Association. The designation of Fellow is reserved for clinicians who demonstrate exceptional dedication and commitment to the clinical treatment of obesity and obesity-related diseases. Read more [here](#).



Ellen Wiegand, Chief Information Officer for **VCU Health**, has been named to the Constellation Business Transformation 150 list that recognizes top global executives leading business transformation efforts in their organizations. Read more [here](#).