

FYI Weekly

HEALTH CARE NEWS FOR VIRGINIA'S HOSPITALS AND HEALTH SYSTEMS

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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 Holds Annual Board of Directors Retreat

- This week, the **VHHA Board of Directors** held its annual retreat. The event agenda focused on potential impacts for hospitals and health systems due to the recent passage of [H.R. 1, the One Big Beautiful Bill Act](#), an assessment of the economic and business climate, and an overview of federal policy concerns and upcoming state and federal election cycles, among other topics.

VHHA Foundation Awarded DCJS Grant to Continue Hospital-Based Violence Intervention Work

- Several Virginia hospitals across the Commonwealth are home to specialized, 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. They are part of a statewide network of **Hospital-based Violence Intervention Programs (HVIP)** that helped successfully reduce re-injury rates among survivors of community violence and save tens of millions of dollars in health care costs. The important work of those HVIPs will continue for another two years thanks to support from the **Virginia Department of Criminal Justice Services (DCJS)**, which recently approved an \$8.5 million grant to the **VHHA Foundation**. That funding will flow through the VHHA Foundation to support staff positions and the work of 12 HVIPs across 10 health systems serving patients from Southwest Virginia to Hampton Roads and Northern Virginia to Central Virginia. HVIPs in Virginia are supported by the VHHA Foundation, the non-profit educational affiliate of VHHA. The programs provide support to individuals who arrive at the hospital with injuries from violence. Support services begin at the bedside and connect patients with counseling, case management, and community resources. Through that work, HVIPs aim to reduce repeat injuries, support recovery, and promote long-term safety and stability. 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** (including at **Bon Secours Southside Medical Center**), **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**. New HVIP programs are also being established at **Ballad Health’s Johnston Memorial Hospital** and the **UVA Health University Medical Center**. Read more [here](#).

VHHA Hosts Meeting of Healthcare Safety & Security Workgroup

- This week, VHHA convened a meeting of the **Healthcare Safety & Security Workgroup**. The workgroup includes hospital safety and security leaders focused on sharing experiences, ideas, and best practices regarding current and future safety, security, violence prevention, and response activities in Virginia hospitals and health systems. Contact **Abraham Segres** at asegres@vhha.com with questions about the group.

FairShare Insurance, VHHA Solutions Hosts Webinar on Human Resources Role in Voluntary Benefits

- This week, [VHHA Solutions](#) and its endorsed partner, [FairShare Insurance](#), hosted a webinar focused on the legal, ethical, and strategic responsibilities human resources leaders face when managing voluntary benefits programs that are a critical piece of an employer’s value proposition. The webinar covered the fiduciary implications of voluntary benefit decisions under ERISA and non-ERISA frameworks; best practices for voluntary benefit selection, disclosure, and ongoing oversight; how to assess and communicate the value of benefits without overpromising; and emerging trends and employer strategies for aligning benefits with financial wellness and retention goals while supporting employees.

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 [WSLS](#), [WFXR](#), [Politico](#), [The Virginian-Pilot](#), the [Sussex-Surry Dispatch](#), multiple [articles](#) in [Yahoo News](#), [MSN](#), [Insurance News Net](#), [The Northern Virginia Daily](#), and the [Prince William Times](#).

News Updates

CMS Releases 2026 Physician Fee Schedule, OPSS, ASC Proposed Rules

This week, the **Centers for Medicare & Medicaid Services (CMS)** released the calendar year (CY) 2026 physician fee schedule [proposed rule](#) and the hospital outpatient prospective payment system (OPSS) and ambulatory surgical center (ASC) payment system [proposed rule](#). The physician fee schedule proposal seeks to implement two separate conversion factors: for qualifying alternative payment model (APM) participants and for physicians and practitioners who aren't qualified participants. The rule would increase the APM qualified participant conversion factor by 3.83 percent in CY 2026 over CY 2025 and increase the non-qualified participant conversion factor by 3.62 percent in CY 2026 over CY 2025. CMS also proposes a -2.5 percent efficiency adjustment to certain work relative value units (RVU) as well as significant updates to its practice expense methodology to recognize greater indirect costs for practitioners in office-based settings compared to facility settings. The agency also proposes permanently adopting a waiver defining direct supervision to include virtual presence via audio-video real-time communications technology and to extend a waiver allowing federally qualified health centers and rural health clinics to bill for telehealth services through 2026. It does not propose extending the waiver allowing teaching physicians to have a virtual presence for purposes of billing for services furnished involving residents in all teaching settings. CMS also proposes a new claims-based methodology to remove units of drugs purchased under the 340B Drug Pricing Program for calculating Medicare drug inflation rebates. Other provisions of the rule focus on a mandatory payment model pertaining to specialty care for beneficiaries with heart failure and low back pain, as well as modifications to the Quality Payment Program and the Medicare Shared Savings Program. Public comments on that proposed rule will be accepted through Sept. 12. CMS proposes [updating](#) OPSS payment rates for hospitals that meet applicable quality reporting requirements by 2.4 percent, which is based on the projected hospital market basket percentage increase of 3.2 percent, reduced by a 0.8 percentage point productivity adjustment. For CY 2026, using the hospital market basket update, CMS proposes an update factor to the ASC rates of 2.4 percent. The update applies to ASCs meeting relevant quality reporting requirements. This update is based on the proposed IPPS market basket percentage increase of 3.2 percent, reduced by 0.8 percentage point for the productivity adjustment. In CY 2026, CMS proposes to expand the policy on controlling unnecessary increases in the volume of the clinic visit service furnished in excepted off-campus provider-based departments (PBD) to include drug administration services furnished in excepted off-campus. The proposed rule includes a series of other recommended changes that include phasing out the inpatient only list over three years. The proposed rule also includes several modifications to the Hospital Price Transparency Regulations. It will be open for public comment for 60 days following its publication in the Federal Register.

NOAA Shares 2025 Seasonal Outlook for Hurricane Season

The 2025 Atlantic hurricane season spans June 1-Nov. 30. This year, the **National Oceanic and Atmospheric Administration (NOAA)** predicts a 30 percent chance of a near-normal season, a 60

percent chance of an above-normal season, and a 10 percent chance of a below-normal season. NOAA indicates that outlook is a call to action to be prepared, take proactive steps, make a plan, and gather supplies to be ready in the event of incoming storms. Additional details about the Atlantic Ocean and Pacific Ocean seasonal outlook can be accessed [here](#) and [here](#). In June, 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 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](#).

CDC Announces Update in Bird Flu Reporting Method

The **Centers for Disease Control and Prevention** (CDC) recently [announced](#) an update on how U.S. H5N1 bird flu data is shared “to reflect the current public health situation.” Going forward, data on the number of people monitored and tested for bird flu will be reported monthly and **U.S. Department of Agriculture** (USDA) data on detections in animals will be reported on the [USDA website](#) rather than the CDC site. The CDC will continue to report any additional human H5 bird flu cases [here](#).

Events

DMAS, DBHDS, DHP to Host July 21 Webinar on Future of Medicaid Behavioral Health Services

The **Virginia Department of Medical Assistance Services** (DMAS), the **Virginia Department of Behavioral Health and Developmental Services** (DBHDS), and the **Virginia Department of Health Professions** (DHP) are hosting a webinar from 10 a.m.-noon on July 21 to provide updates on services, rate announcements, and more regarding future Medicaid behavioral health service redesign in Virginia. Registration is free but the webinar is limited to 1,000 participants. Viewers who work for the same agency are encouraged to consider watching together to help maximize capacity. Register through this [link](#).

Nominations Being Accepted for ‘Wonder Nurse’ Award Named in Memory of VHHA Staffer

The **Virginia Neonatal Perinatal Collaborative** (VNPC) is now accepting nominations for a series of awards recognizing outstanding nurses, hospital professionals, and community leaders that are scheduled to be presented at the Ninth Annual VNPC Summit on Oct. 19-20 in Roanoke, VA. The Joan Williamson Wonder Nurse Award is being presented in memory of **Joan Williamson**, RN, a past VHHA team member, and it honors “a nurse who goes above and beyond in patient care, teamwork, and community service.” To qualify, nominees must hold an active RN, BSN, or MSN license and be presently working in a nursing role or one that relies on nursing expertise. Nominations may be submitted through this [link](#) and are open until Oct. 17. Nominations are also being accepted for the Donald Dudley Awards – the [Bacon Award](#) and the [Iced Tea Award](#). Those awards are named in honor of **Dr. Donald Dudley**, a VNPC founder and champion for maternal and infant health who is known for his love of bacon and iced tea. The Bacon Award recognizes outstanding impact in a hospital setting and the Iced Tea Award celebrates contributions in a community setting.

Register for 340B Roundtable Meeting on Aug. 14 in Charlotte, NC

Next month, the **North Carolina Healthcare Association**, the **South Carolina Hospital Association**, and **VHHA Solutions** are hosting a Regional 340B Roundtable from 9 a.m.-2 p.m. on Aug. 14 at the AC Hotel Charlotte Ballantyne in Charlotte, NC. The event is designed to bring together hospitals from neighboring states for a day of learning and strategic discussion about the 340B Program. Program focus areas will include keys to success, state and federal policy updates, navigating manufacturer complexity, and more. Registration is free for VHHA member hospitals. Register through this [link](#).

Podcast

VHHA *Patients Come First* Podcast Features Sentara Health Quadruple Bypass Patient

This episode of VHHA's *Patients Come First* podcast features **Jay Mitchell**, a Norfolk man and **Sentara Health** patient who suffered a heart attack that resulted in quadruple bypass surgery. He joins us to share his story of diagnosis, surgery, and recovery and to discuss the importance of listening to your body. 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](#), [Tuneln](#), [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



Don Halliwill, Executive Vice President and CFO of **Carilion Clinic**; **Lynn Krutak**, Executive Vice President and CFO of **Ballad Health**; **Susan Rumsey**, CFO of **UVA Physicians Group**; **Rick Talento**, CFO of **Inova**; and **John L. Zabrowski III**, Senior Vice President, CFO, and Chief Strategy Officer of **VHC Health**; have been named to the *Becker's Hospital Review* 2025 [list](#) of 189 hospital and health system CFOs to know.

Augusta Health, **Carilion Franklin Memorial Hospital**, **Carilion Giles Community Hospital**, **Carilion Rockbridge Community Hospital**, **UVA Health Prince William Medical Center**, and **UVA Health**

University Medical Center have been named in *Becker's Hospital Review* 2025 [list](#) of 100 great community hospitals.