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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:

Register for the 2025 Virginia Hospital and Healthcare Leaders Summit in November

- Registration is open for the **2025 Virginia Hospital and Healthcare Leaders Summit** scheduled for Nov. 5-7, 2025 at the Omni Homestead Resort in Hot Springs, VA. "Insight. Innovation."

Impact.” is the theme of the Summit presented by **VHHA** and the **VHHA Foundation**. It reflects the powerful journey from bold ideas to meaningful change. The Summit agenda features dynamic keynote speakers, policy conversations, and inspiring peer recognition. It is a platform to explore what’s next in healthcare delivery. From navigating federal developments to showcasing homegrown breakthroughs, the Summit will examine how insight drives innovation — and how innovation drives results. Attend the Summit to be part of the conversation that shapes the future of care in Virginia and beyond. Visit this [link](#) to see the program lineup and to register.

VHHA Seeks Hospital Staff Input in 2025 Member Feedback Survey

- The **2025 VHHA Member Feedback Survey** is an annual opportunity for individuals who work in VHHA member hospitals and health systems, as well as other stakeholders engaged with the Association, to share their insights and observations about VHHA, its work, programming, and engagement activities. Survey responses help VHHA improve its service to members. Please take a moment to complete the survey and share feedback about VHHA [here](#).

VHHA Encourages Hospital Staff to Consider Applying for Sorensen Political Leaders Program

- As part of its partnership with the **Sorensen Institute for Political Leadership** at the **University of Virginia**, VHHA encourages hospital staff and leaders to apply for the 2026 Political Leaders Program. Applications are being accepted until Nov. 12. The 2026 cohort program will run from March-December. Visit this [link](#) for more information and to access the program application. In 2020, VHHA [entered into a partnership with Sorensen](#) to support its programming and help identify health care leaders who are strong candidates for the Political Leaders Program. The program draws applicants from across the state and focuses on Virginia politics and governing, policy issues and solutions, regional needs, ethical servant leadership, and efforts to unite the Commonwealth. This program is primarily focused on individuals who are 10-plus years removed from college. Prospective program applicants from VHHA hospitals or health systems are encouraged to contact VHHA President and CEO **Sean T. Connaughton** at sconnaughton@vhha.com to discuss this opportunity and the ways in which VHHA can support applicants.

VHHA Issues Call for 2026 Patient Safety Summit Poster Abstract Submissions

- Ahead of the **2026 Virginia Patient Safety Summit**, VHHA invites staff from member hospitals and health systems to submit poster abstracts showcasing evidence-based quality and safety improvement projects. Submitted abstracts topics may include patient safety, quality improvement, and safety culture; care coordination, patient experience and patient-family engagement; population and community health; and workforce safety and well-being. Abstracts should be 400 words or less and should include tables, graphs, control charts, process maps, or key program drivers. Abstracts should contain data – those that don’t will be excluded from consideration – and describe the problem, the intervention, results, and conclusions. The authors of selected abstracts will have the opportunity to record a video slide presentation with VHHA prior to the Summit and those videos will be shared on the online conference platform for attendees to view on-demand during the 2026 Patient Safety Summit, whose theme is “Safe Care, Every Step of the Way: Advancing a Culture of Safety in Healthcare.” Submissions will be accepted from Oct. 6, 2025 to Oct. 24, 2025. Contact **Rachel Pryor** at rpryor@vhha.com with

questions.

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 is reflected in recent coverage from the [Staunton News Leader](#) and [MarketScale](#).

News Updates

President Trump Announces Drug Pricing Deals with AstraZeneca and Leading IVF Maker

U.S. President Donald Trump recently [announced](#) deals with pharmaceutical maker **AstraZeneca** to provide state Medicaid programs with most-favored-nation (MFN) pricing and discounted prices when selling medication directly to American patients, and **EMD Serono**, a leading maker of in vitro fertilization fertility treatments to [provide MFN pricing](#) to American women. This follows a previous announcement from [Pfizer](#) on an [agreement with the White House](#) on most-favored-nation pricing. The **Pharmaceutical Research and Manufacturers of American** (PhRMA) also [announced](#) new domestic infrastructure investment, financial assistance supports for patients, and a new [website](#) to connect patients with manufacturer direct purchase programs. The President previously warned drug makers in a [social media post](#) that his Administration would impose significant tariffs on those that didn't pledge to build pharmaceutical manufacturing capacity in the U.S. In a separate [executive order](#), the President declared 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 directed 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."

Federal Government Shutdown Impacts Virginia-Based Organ Donation Network

The leader of the Richmond-based **United Network for Organ Sharing** (UNOS) recently [shared](#) that the organization has been directed by the federal government "to pause much of its critically important OPTN (**Organ Procurement and Transplantation Network**) work." Last year, the **Health Resources and Services Administration** (HRSA) at the **U.S. Department of Health and Human Services** (HHS) [announced](#) a series of multi-vendor contract awards to modernize the nation's organ transplant system. In a social media post, UNOS CEO **Maureen McBride** said the federal government is using the shutdown "to indefinitely pause work that upholds the day-to-day operation of the OPTN" which "directly impacts the safety of the system and delays improvements for patients." The post also claims that the government "has made virtually no progress toward transitioning the work of the OPTN to multiple vendors" and that the "organ donation and transplant system is headed toward extreme operational challenges after December 29, when the current contract for UNOS to manage the majority of the OPTN operations expires." Meanwhile, recent news reports [indicate](#) UNOS has furloughed 90 employees amid the shutdown. At this point, more than two weeks have passed since the partial government shutdown took effect Oct. 1 after Congress was unable to agree on a temporary plan to fund government functions by the start of the current federal fiscal year. As the shutdown began, the **U.S. Department of Health**

and Human Services (HHS) shared a [contingency plan](#) explaining that it would continue “any exempt or excepted activities in the event of a lapse in appropriation” including the **Administration for Strategic Preparedness and Response** (ASPR) maintaining minimal readiness for all hazards, the **National Institutes of Health** (NIH) continuing research and clinical activities necessary to protect human life and government property, the **Food and Drug Administration** (FDA) continuing activities to support drug and medical device reviews, and the **Centers for Disease Control and Prevention** (CDC) continuing to monitor for disease outbreaks. The HHS plan also indicates staff will be available “as necessary to support mandatory funded activities” such as Medicare and Medicaid.

Governor Youngkin Proclamations Honor Healthcare Security Officers, CHWs, Midwives, Pharmacists

This month, **Virginia Governor Glenn Youngkin** issued several proclamations honoring health care professionals and raising health issue awareness. Among the proclamations are those recognizing [Virginia Pharmacists Month](#), [Chiropractic Health Month](#), [Liver Disease Awareness Month](#), [Long-Term Care Residents Month](#), [Spine Health Awareness Month](#), [Dysautonomia Awareness Month](#), [Breast Cancer Awareness Month](#), [Virginia Midwifery Week](#), [PANS/PANDAS Awareness Day](#), [Healthcare Security and Safety Officer Week](#), [Infection Prevention Week](#), [Respiratory Care Week](#), and [First Responders Day](#).

CDC Data Shows 2025 Measles Cases Now Documented in 41 States

According to the **Centers for Disease Control and Prevention** (CDC), [1,596 confirmed measles cases](#) have been reported] in the U.S. in 2025, with the majority of those in 42 jurisdictions: Alaska, Arkansas, Arizona, California, Colorado, Florida, Georgia, Hawaii, Idaho, 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, Oregon, Pennsylvania, Rhode Island, South Carolina, South Dakota, Tennessee, Texas, Utah, Vermont, Virginia, Washington, Wisconsin, and Wyoming. There have been 44 outbreaks reported in 2025 and 86 percent of confirmed cases (1,380 of 1,596) are outbreak-associated. For comparison, 16 outbreaks were reported during 2024 and 69 percent of cases (198 of 285) were outbreak-associated. The **Center for Outbreak Response Innovation** at **John Hopkins University** [indicates](#) the current measles case count is the highest U.S. number since 1992. View a North American data dashboard on 2025 measles cases [here](#). 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. There have been four [confirmed measles cases](#) in Virginia this year.

Medicare Annual Enrollment Period Active Through Dec. 7

The [Medicare open enrollment period](#) for 2026 began this week and continues through Dec. 7. During this period, eligible individuals can enroll or disenroll from Medicare Advantage plans, change drug plans, and more. Earlier this year, the **Centers for Medicare & Medicaid Services** (CMS) [indicated](#) that it anticipates premium and drug plan cost stability for 2026 coverage. In 2025, [CMS data](#) shows that of the 69 million Americans enrolled in Medicare Parts A and B, about 51 percent were in Medicare Advantage plans. VHHA has additional information about Medicare on its website, including official government documentation, and educational resources on plan feature comparison charts, frequently asked questions, and more. Visit this [link](#) to learn more and access the available resources.

Events

VHHA Solutions Hosting Cybersecurity Awareness Month Webinar Series

In October, [VHHA Solutions](#) is hosting a special webinar series in recognition of **Cybersecurity Awareness Month**. Each session will highlight the latest trends in cyber threats, real-world examples of how incidents unfold, and practical strategies to protect organizations, employees, and proprietary data. With insights from experts who work to safeguard sensitive information and guide recovery, this series offers actionable takeaways for IT, compliance, and leadership teams alike. The first webinar in this series on the topic of “Maximizing Cybersecurity Spend: Cost-Effective Strategies for Protecting Healthcare Organizations” was held recently. A webinar recording can be viewed [here](#) or [here](#). Learn more about the next webinar in this series scheduled for Oct. 22 at noon [here](#).

Serious Communicable Diseases Program to Host Oct. 23 Webinar on Ebola Planning

The **Emory University Serious Communicable Diseases Program** (SCDP) is hosting a Project ECHO [webinar](#) on Oct. 23 at 11 a.m. on “Ebola - Preparing & Protecting the Homeland.” The webinar series provides training to medical professionals responding to special pathogens and other infectious diseases. Participants of the live ECHO session may obtain no-cost CME/CNE for this activity. Register [here](#).

VASHRM to Host In-Person Fall Education Day on Nov. 5 at VHHA Offices

The **Virginia Chapter of the American Society for Healthcare Risk Management** (VASHRM) will host an in-person Fall Education Day event on Nov. 5 (9 a.m.-3 p.m.) at VHHA offices in Glen Allen, VA. The event is open to professionals in healthcare risk management, quality, patient safety, and healthcare leadership. VASHRM is committed to advancing safe, trusted, and patient-centered care by promoting proactive and innovative approaches to managing risk across healthcare organizations. Featured topics for the Fall Education Day lineup include “Virginia Code and Workplace Violence,” “Strengthening Provider Communications,” “AI in Clinical and Operational Settings,” and “When to Settle – Pre-Litigation Demands.” Visit this [link](#) for more event details and to register.

VHHA to Host Nov. 18 ‘Earn While You Learn’ In-Person Workshop for Virginia Hospitals

Hospitals seeking to fill allied health vacancies are encouraged to participate in an upcoming workshop whose programming is focused on supporting hospitals in meeting evolving workforce needs through the innovative “Earn While You Learn” model. During the workshop, representatives from the **UVA Health** “Earn While You Learn” team will deliver a presentation about their program designed to help fill a range of health care roles from entry-level support positions to advanced clinical pathways, including allied health positions. Workshop participants will learn how that model can be adapted and applied by other organizations in a tailored way to meet specific workforce needs. The in-person workshop is scheduled for Nov. 18 from 10 a.m.-2 p.m. at VHHA offices in Glen Allen, VA. Visit this [link](#) to register. Contact VHHA Director of Workforce Initiatives **Sharon Alexander** at salexander@vhha.com with any questions.

VAFCC to Host 2025 Annual Conference Nov. 16-18 in Roanoke

The **Virginia Association of Free & Charitable Clinics** (VAFCC) is scheduled to host its 2025 Annual Conference from Nov. 16-18 in Roanoke, VA. The conference theme is “Sustaining Care in Turbulent Times: Bolstering the Healthcare Safety Net” and the event will focus on equipping free and charitable clinics with the tools, insights, and partners needed to build long-term financial and operational sustainability. That includes putting a spotlight on strategies and practices that fuel clinic growth, empowering them to move beyond survival and toward long-term impact despite rising demand and limited resources. Registration is open through Nov. 3. Learn more through this [link](#).

Podcast

VHHA *Patients Come First* Podcast Features Sentara Health Cardiologist, Good Samaritan

This episode of VHHA’s *Patients Come First* podcast features a return guest, **Dr. Deepak Talreja**, who is a cardiologist with **Sentara Health** and a real-life Good Samaritan. He joins us to talk about his life and career, plus a recent situation where he selflessly intervened to help a stranger in serious trouble. 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



Inman



Brady

Joanne Inman, MHA, FACHE, a **Sentara Health** Market President, and **Jace Brady**, FACHE, Chief Operating Officer at **Sentara Norfolk General Hospital**, have been named recipients of the 2025 Service Award from the **Healthcare Administrators of Tidewater** (HCAT) organization for their commitment to the **American College of Healthcare Executives** and their dedication to the development of the next generation of leaders.

Augusta Health Maternal Health Navigator **Roxanne Harris**, MSN, RN, IBCLC, CCE, CBBBE, has been named the 2025 Pathway Nurse of the Year® for Safety & Quality by the **American Nurses Credentialing Center**. The award honors innovative work Harris has done to address homelessness, the opioid crisis, and maternal health disparities as a demonstration of her extraordinary commitment to safety, quality, and community well-being.



Harris



Snyder



Griffin



Greenfield



Kruszka

Two members of the team at **Children's Hospital of Richmond at VCU** – **Dr. Jordyn Griffin** and Chief of Cardiology **Dr. Christopher Snyder** – have been appointed to the **Virginia Foundation for Healthy Youth Board of Trustees** by **Virginia Governor Glenn Youngkin**. Read more [here](#). Also, **Jeremy Greenfield**, Vice President and Head of Government Relations with **Sentara Health**, has been [appointed](#) to the Board of Directors for the **Virginia Birth-Related Neurological Injury Compensation Program** by Governor Youngkin. And **Dr. Paul Kruszka**, MD, MPH, Director of Pediatrics and Professor of Pediatrics with **UVA Health**, has been [appointed](#) to the **Rare Disease Council** by Governor Youngkin.