



# OHP Access Newsletter

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## OHP Mission:

To contribute to the development of health policy in the Commonwealth with research and analysis of the issues affecting the cost, quality, and accessibility of health care; to help rural and medically underserved communities recruit health care professionals and improve healthcare systems; and to develop as well as administer programs to increase and strengthen the healthcare workforce thereby improving health care accessibility for Virginia residents.

## State Planning Grant Leadership Work Group Meets

The State Planning Grant Leadership Work Group met on November 1 in Charlottesville, Virginia. The State Planning Grant was awarded to the Office of the Governor and is administered by the Office of Health Policy and Planning. The Work Group assures that the State Planning Grant's plan to increase the number of insured Virginians represents a product that is in the best interest of Virginia. The Leadership Work Group will also oversee the activities of each of the Work Groups and provide suggestions for improvement and identification of helpful resources.

The purpose of the meeting was for the workgroup to learn of State Planning Grant past successes, current activities, and future challenges. Successes include the formation of all workgroups, the fielding of the largest and most comprehensive survey of the uninsured in Virginia, and hosting the conference on the uninsured. Current activities include partnerships with the Lt. Governor's Commission on Small Business Health Insurance Costs and

Robert Wood Johnson State Coverage Initiative grant activities. The greatest future challenge for State Planning Grant members is to identify a product or project that will increase the number of insured in Virginia.

Speakers included Brian Shepard of the Lt Governor's office. He shared the activities and accomplishments of the Lt. Governor's Commission on Small Business Health Insurance Costs. Steve Horan discussed the goals of the State Coverage Initiative grant as well as its accomplishments and future plans. The State Planning Grant partnership with the leaders of these initiatives will assure State Planning Grant activities are supportive of other activities to increase the number of insured in Virginia.

The next meeting of the State Planning Grant Leadership Work Group is scheduled for December 13.

- Rene Cabral-Daniels





## **The Office of Health Policy and Planning (OHPP) sets the stage for Virginia: Leading Rational Service Area State-Wide Planning on behalf of a Federal Initiative**

The Health Resources and Services Administration (HRSA) is revolutionizing the Health Professional Shortage Area Designation process. A new, web-based technology will allow states to apply and renew health workforce shortage designations in quick and effective ways, thereby revolutionizing current methods.

To use the new technology, known as *Application Submission and Processing System* (ASAPS), a state must develop a State-wide Rational Service Plan and obtain its approval from the federal Shortage Designation Branch (SDB) of the Bureau of Primary Care.

Rational Service Area Plans identify self-contained geographic units that reflect the utilization patterns for primary care. In simple words: where people go most of the time for their primary care. By identifying and defining these areas for the whole of the Commonwealth, OHPP, in conjunction with Virginia's health leaders and stakeholders,

will make it possible for Virginia to use ASAPs technology.

Virginia stands to benefit from the use of a system that allows states to submit electronic designation applications. Dramatic reductions will take place in the time frame for obtaining designation and re-designation approval from the SDB. The use of ASAPs will also eliminate the need to analyze contiguous areas every three years when designations are reviewed. Only those states with approved RSAs will profit from this major benefit.

Optimal positioning for federal grants and other funding sources often depends on health workforce shortage designations.

To this end, Rene Cabral-Daniels, J.D., M.P.H, Office Director of OHPP, invited Virginia's health leaders to meet with HRSA leadership in Rockville, MD, on October 13, 2004. Deputy Commissioner Jeffrey Lake shared his knowledge and expertise with our federal partners.

Other members in attendance included Rebecca Davis, Executive Director of the Virginia Rural Health Association, Ken Cooke, Board Chairperson of the Virginia Rural Health Association, Dixie Tooke-Rawlings, Dean of the Edward Via School of Osteopathic Medicine, Henry Carretta, research associate for Dr. Stephen Mick and the national Primary Care Service Area Project, and Lilia Mayer, Virginia's Primary Care Officer.

The purpose of this important meeting was to gather information regarding best practices experienced by other states. By gathering a better understanding of what HRSA expects in a RSA plan and by getting HRSA approval of Virginia's overall approach and interim steps, the Virginia RSA plan will represent the best use of state and federal financial resources. OHPP intends the Virginia RSA Plan not only represent Virginia well, but also to serve as a model for other states.

- Lilia Mayer

***"...allow states to apply and renew health workforce shortage designations quick and effective..."***

U.S. Department of Health and Human Services



Health Resources and Services Administration

**HRSA**



**Bureau of Health Professions** Questions? Search





## Hampton University Health Disparities Reduction Project: Annual Conference

“TACKLING HEALTH DISPARITIES: FROM POLICY TO PRACTICE” was the theme for Hampton University's Health Disparities Reduction Project second annual conference. The conference was held on Friday, October 1, 2004, at Hampton University with approximately 200 in attendance.

This collaborative effort was designed:

- to increase public awareness and understanding of the scope of health disparities in the Commonwealth of Virginia;
- identify health policies affecting the minority communities;
- examine “best practices and policies”

in eliminating health inequalities; and

- to motivate Virginians citizens to commit to the efforts required to reduce and ultimately eliminate racial/ethnic health disparities.

Conference attendees were provided with an array of prominent speakers including: Deputy Secretary of the Department of Health and Human Services (HHS), The Honorable Claude Allen, State Senator Mammie Locke, State Delegate Mamyé Bacote, and State Delegate Phil Hamilton, Dr. Jack Lanier Chairman of the Virginia Board of Health, Dr. Erroll Bailey, Atlanta Orthopedic Foot and Ankle Institute and a host of other professionals. Additionally, the Honorable Claude Allen made a presentation/



contribution to the School of Nursing on behalf of the HHS. The event was a collaborative effort between: Hampton University Center for Minority Family Health, Office of Minority Health (OMH), Office of Health Policy and Planning (OHPP), the Peninsula Institute for Community Health, the National Center on Minority Health and Health Disparities (NIH), Hampton University School of Nursing and the School of Pharmacy.

- Mary Goodall-Johnson

**“TACKLING  
HEALTH  
DISPARITIES:  
FROM POLICY TO  
PRACTICE”**

## 2004 Sister for Sister Conference

The 11<sup>th</sup> annual Sister for Sister Conference was held on October 8<sup>th</sup> – 10<sup>th</sup>, at the Greater Richmond Convention Center. The theme for this year was **“Triumphing Over Adversity”** to commemorate the **50<sup>th</sup> Anniversary of Brown vs. Board of Education.**

Members of the Office of Health Planning and Policy discussed the importance of insurance and how it affects wellness. Kathy

Wibberly, Mary Goodall-Johnson and Ken Studer covered the topics “Health Care Insurance: Are You Satisfied with Your Coverage?”, “Insurance and Health Disparities” and “If I am uninsured, how can I access health care?” Stephanie Smith, a Bureau of Insurance Representative joined the OHPP team to discuss how to choose a health plan.

Additional speakers included, Ruby Bridges,

who as a six year old single-handedly initiated the desegregation of the New Orleans public school system, Stephanie Stokes Oliver, a motivational speaker, and Eric Jerome Dickey, an engineer turned writer.

- Mary Goodall-Johnson



***“Come Share Your Health Concerns.”***

**Minority Health Town Hall Meeting**

There will be a Minority Town Hall Meeting on November 5, 2004. The meeting will be held at the Norfolk Department of Health, 830 Southampton Avenue, Norfolk VA 23510 from 7:00 pm until 8:30 pm. The State Health Commissioner’s Minority Health Advisory Committee (MHAC) has asked that the citizens of Virginia, in the Hampton Roads and Peninsula minority communities, **“Come Share Their Health Concerns.”**

This discussion will focus on the gap in health care disparities between the minority and non-minority population in Virginia. Areas that may be address include the following:

- working minorities

without adequate access to health care

- quality health care
- disproportionate burden of illness, ranging from heart disease to cancer

Data has shown that minorities have a higher morbidity rates with more severe complications from chronic diseases, resulting in higher mortality rates.

The MHAC will take this opportunity to reconnect with the Hampton Roads/ Peninsula community regarding their health care concerns. The MHAC, a team of health and business professionals and educators, along with state health staff, will reconnect and receive feedback from the public.

Ultimately, the Office of Minority Health hopes to establish local and statewide partnerships, implement short term and long-term strategies, and expand outreach efforts to address health concerns and issues critical to the Hampton Roads/Peninsula minority community.

This event is sponsored by the Office of Health Policy and Planning, Office of Minority Health.

For additional information, please call: (804) 864-7432 or (757) 683-2796.

For a printable version of the flyer visit:

[www.vdh.virginia.gov/primcare/minority/events/events.asp](http://www.vdh.virginia.gov/primcare/minority/events/events.asp)

- Mary Goodall-Johnson



## Reach Out & Read Youth Matters: Fifth Annual Reading Summit

Reach out and Read Virginia (ROR VA) hosted a series of four statewide workshops this fall to introduce family practitioners, pediatricians, and clinic administrators to the importance of early childhood reading. The ROR VA program is modeled after a Boston Medical Center program that began in 1989 aimed at making literacy promotion an integral part of pediatric primary health care, giving books to children at pediatric check-ups from six months to five years of age. In addition the ROR program has been adopted as part of First Lady Laura Bush's Ready to Read, Ready to Learn initiative.

The Greater Richmond Chamber of Commerce, Youth Matters program, sponsored the Fifth Annual Reading Summit on October 16, 2004 as part of the ROR VA initiative. Youth Matters mission to

mobilize community resources to improve literacy among Richmond region children—thirty two percent of third graders in Richmond, Henrico, and Chesterfield are not reading at grade level—has lead them to develop a “book bank” (Richmond Region Reads Book Bank) and to participate in the national ROR program.

The keynote speaker for the Richmond reading Summit was Dr. Peri Klass, MD, Assistant Professor of Pediatrics at Boston University School of Medicine and the Medical Director of the Reach Out and Read National Center. Dr. Klass' talk ranged from a discussion of the brain physiology of reading, the far reaching impact of reading on development, to age appropriate reading behaviors (from chewing on books to turning pages to imitating adult readers). She emphasized, “When I think of children growing up in homes without books, I have the same visceral reaction as I have

when I think of children in homes without milk or food or heat: It cannot be, it must not be. It stunts them and deprives them before they've had a fair chance.”

The Summit's 300 attendees also participated in nine workshops aimed at assisting educators, day care personnel, social workers and others addressing childhood literacy issues. New technologies, the unique difficulties of bilingual children and the empowerment of poor families were addressed. Of special note, was the discussion by Debbie Kammeter, R.N. of Henrico County Health Department concerning the implementation in 2002 of the ROR program in Henrico County. The Health Department with the support of the Book Bank provides an average of 1,300 books to children in clinics annually.

- Ken Studer

***“It can not be, it must not be. It stunts them and deprives them before they've had a fair chance.”***

## Health Policy Conference on Older Americans

Several staff members of OHPP attended a conference in Williamsburg called “Medical Care for Older Americans: New Public Policy Dilemmas”. The conference was held September 22-24 and was sponsored by the Thomas Jefferson Program in Public Policy at the College of William and Mary.

The first session addressed medical care for older Americans and provided statistical data on chronic diseases among Americans over 65 years old, who require greater care at a time when the number of health care practitioners is declining nationally. Currently, there are only 6,100 Geriatricians practicing in the United States. The challenges are

prevention of illness, disability, and the burden of chronic disease; primary care for seniors and avoidance of institutionalization, and helping senior citizens to stay active in the work force.

Session II, entitled “Medicare and Senior Political Activism” was a discussion of how the

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## Health Policy Conference on Older Americans

Social Security Act (SSA) and Medicare changed the demographics of people 65 and older from a group with high poverty, low income, high labor force participation and limited access to health insurance who were the least likely to vote, work on political campaigns or make contributions to candidates to a group most likely to have health insurance, with increased income, a decrease in poverty, an increase in voting, making political contributions, and volunteering on campaigns. This report cited two defining characteristics of seniors:

democratization, because there is more equality among seniors due to Social Security income and Medicare) and vigilance in response to public policy affecting seniors.

Session III was about chronic disease and evidence-based decision making and provided data on the care that seniors are currently receiving, which is less than optimal for hypertension, diabetes, acute myocardial infarction, and pneumonia. The speaker estimated that discovery of more efficacious treatment takes about 15 to 20 years to be

incorporated into practice. A survey to determine why physicians don't follow evidence-based guidelines cited lack of familiarity with the guidelines (57%), and lack of awareness (55%).

The subject of Session IV was Medicare reform and the Medicare Modernization Act of 2003. Other sessions addressed patient safety and the systems changes needed to reduce preventable medical errors, and complementary and alternative medicine.

- Margot Fritts



## SCHOLARSHIP PROGRAMS

### Mary Marshall Nursing Scholarship Awards

OHPP has completed the scholarship awards for the Mary Marshall Nursing Scholarship Program (MMNSP) and the Nurse Practitioner/Nurse Midwife Scholarship Program for the 2004-2005 academic year.

The MMNSP Advisory Committee made awards to 100 students pursuing a Registered Nursing degree; ten recipients attend school on a part-time basis and they received an award of \$789. Ninety full-time students received an award of \$1,091. Nineteen students pursuing a Licensed Practical Nursing degree received awards. Part-time students received \$678 and full-time students received \$949. For each \$100 received in scholarship, the

recipient is required to complete one month of service in Virginia. The program is funded from the General Fund in combination with licensing fees collected by the Department of Health Professions. For every licensing fee paid, \$1 goes into the scholarship fund.

The Nurse Practitioner/Nurse Midwife Scholarship Committee awarded all five available scholarships this year. Recipients receive \$5,000 per year and are required to provide service in a medically underserved area of Virginia when their education is complete. Funding for this program is from the General Fund.

In fiscal year 2004, 149 nursing scholar graduates were fulfilling their



obligation to these programs by working in the Commonwealth, owing a total of 178.63 years of service.

For more information on these and other incentive programs administered by OHPP, please our web site at <http://www.vdh.virginia.gov/primcare/center/index.asp>.

- Norma Marrin

Mary Marshall Nursing Scholarship information online:

<http://www.vdh.virginia.gov/primcare/center/scholarship/nursing.asp>



**PPOVA** is our comprehensive online health care provider resource designed to assist in the recruitment of health care providers throughout Virginia. Our mission is to increase access to primary health care and improve health care outcomes for Virginia's medically underserved and vulnerable populations.

## Primary Practice Opportunities of Virginia



"Making the health connection for Virginia"

### Welcome to PPOVA!!!

PPOVA is Virginia's Premier  
**Non-Fee Based**  
Health Care Recruitment Resource



**PPOVA** is a comprehensive health care provider resource designed to assist in the recruitment of health care providers throughout Virginia.

**Our Mission:** To increase access to primary health care and improve health care outcomes for Virginia's medically underserved and vulnerable populations... [more](#)

## Virginia - The 1<sup>st</sup> Place to Be!



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Virginia Underserved & Health Professional Shortage Areas

Discover Virginia/Maps

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Calendar of Events

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### Announcements

**November 18 -19, 2004**

Virginia Rural Health Association 2004 Annual Conference  
[more info...](#)

### Announcements

**WOULD YOU LIKE TO SEE YOUR EVENT POSTED HERE???**

[Post an announcement \(free service\)](#)

***PPOVA is getting a new look. Changes to be unveiled soon!!!!***

## Residency Visit—Medical College of Virginia

On October 6, 2004, Shelia Fitzgerald, Recruitment Web Manager for the Office of Health Policy and Planning, provided the Family practice residents at the Medical College of Virginia with a host of information regarding career opportunities in Virginia. Ms. Fitzgerald's presentation focused on the recruitment web site that OHPP manages, Primary

Practice Opportunities of Virginia (PPOVA), and the services and resources available through this website and office. Additionally, she encouraged residents to consider locating opportunities in Virginia's Health Professional Shortage Areas (HPSA) and Medically Underserved Areas (MUA). Participants were informed of incentives

available for locating to a MUA, such as the loan repayment program. Additionally, Ms. Fitzgerald provided participants with a sample curriculum vitae, web sites of interest, and maps of the shortage areas in Virginia. For more information on Virginia's recruitment resource visit <http://www.ppova.org>.

- Shelia Fitzgerald



On Friday, October 22, 2004 Rene Cabral-Daniels, Director of the Office of Health Policy and Planning gave a presentation to the Virginia Board of Health regarding the State Planning Grant (SPG) and the Virginia Safety Net. The Board of Health was very interested in learning how SPG activities were coordinated to include Virginia's Safety Net.

The presentation highlighted the many SPG activities that have occurred with assistance by safety net providers as well as how the business plan to cover Virginia's uninsured will feature a prominent role for safety net providers. The SPG Leadership Work Group includes a number of safety net providers. This group is responsible for officially submitting a proposal for covering Virginia's uninsured to the Governor.

The other four SPG workgroups are also comprised of safety net leaders. For example, the Data Workgroup, responsible for developing research questions, ensuring

## State Planning Grant & the Safety Net

appropriate data collection methodology and analyses, and presenting data to inform and guide the model development process considered the needs of safety net leaders when developing questions that would elicit meaningful data on the uninsured. The largest and most comprehensive survey on Virginia's uninsured ever undertaken in Virginia has been made possible by a funding partnership between the Virginia Health Care Foundation and the OHPP.

Another example of significant safety net member involvement in the SPG workgroups is found in the leadership of the Community Outreach Workgroup. This workgroup is chaired by Denise Daly of REACH, a Community Access Project (CAP) grantee. CAP grantees build health infrastructures in their respective communities to provide seamless, integrated care for patients. The workgroup includes other CAP grantees throughout the Commonwealth as well as other safety net leaders. The role of the SPG Community Outreach Workgroup is to facilitate input, assist with information dissemination, and facilitate successful market tests with the

working uninsured so that the business plan to cover Virginia's uninsured contains input from uninsured employees and leaders of the communities in which they live.

The SPG activities have been successful because of their significant involvement by safety net leaders. To assure even greater representation, Ms. Cabral-Daniels has sent personal letters to over one hundred health policy leaders, including safety net providers to invite them to participate on the four workgroups. She welcomes any suggestions regarding how to get safety net providers and others affected by the issue of the uninsured involved in SPG activities.

- Rene Cabral-Daniels

***“The largest and most comprehensive survey on Virginia's uninsured ever...”***

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**SAVE THE DATE!!!**

**November 5, 2004**

**Minority Health Town Hall Meeting**

**Norfolk Department of Public Health**

**Norfolk, VA**

**For more information call:**

**(804) 864-7432 or (757) 683-2796**



**November 17 –19**

**Virginia Rural Health Association  
Annual Conference**

**Natural Bridge, VA**

**Contact: 540-231-8222**

**For lodging reservations:**

**Call 800-533-1410 and request the  
VRHA conference rate**



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