



BI-MONTHLY HEALTH JOURNAL & GUIDE JULY 2021



Dr. Lerla G. Joseph
Chair & CEO

Recently I reflected on my choice to become a physician. No matter how challenging, my conclusion is the same. It was a great choice and I remain passionate and committed to making it better for all my patients. While CVCHIP's focus is on Medicare Beneficiaries, the physicians, practitioners and providers who are members are bullish on bringing high quality care to their patients. It is also apparent that they continue to pursue opportunities that bolster their skills.

CVCHIP is making every effort to bring resources that will help sustain member achievement as well. For example, CVCHIP has expanded its capacity to provide timely, current and real time data, programs and happenings. Facilitating this has been the use of communication platforms such as the Bi-Weekly CHAT, texts, this newsletter, the website and webinars.

Further demonstration is the diversity in programming. In July and August, we will feature the American Heart Association and Master Center (Addiction) experts to

address heart, diabetes and addiction issues. We also are continuing to emphasize the important role that Annual Wellness Visits play in the lives of members' Medicare Beneficiaries and their bottom line through CVCHIP'S QUALITY ASSURANCE Officer.

As shown on Page 4 of this publication, weekly virtual webinars on CVCHIP's Open Enrollment are being held on Wednesdays in July at 6:30 PM. The National Medical Association, Region II is providing notice and information about this effort in its July newsletter.

I hope you will join an Open Enrollment session and bring a colleague. There is a ROI for your referrals that become members. Growth in our membership in order to cover the lives of more beneficiaries is a top priority. See other priorities in the Inaugural Strategic Plan of CVCHIP. Enjoy your July and Days ahead.

Recall that "You can't step up to the next level as long as you keep one foot on the lower level." [Larry Winget](#)



**WE ARE "MOVING ON UP...
JOIN US!!!!**

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Thursday 12:00-2:00 PM

Purpose

1. Establish a forum for CVCHIP to showcase its Vendors/Suppliers
2. Boost dialogue between CVCHIP Administrative staff and Participant Practices
3. Extend an opportunity for Participant Practices to share its unique characteristics

Agenda

- 12:30-1:00 PM—Vendor Showcase
1:00- 1:30 PM— CVCHIP/ACO Dynamics
1:30—2:00 PM—Practice Updates

ACO OVERVIEW & MEMBERSHIP ESSENTIALS

1. Document Requirements - BAA; Personal Information (all providers in practice), ACO Champion for Practice, Compliance Agreement, Beneficiary Poster
2. Measuring Population Health- Quality Metrics, Benchmark, HCC Scoring, CVCHIP Calendar
3. Benefit ROI for - AWW, Transitional Care, Advance Directives
4. GPRO Reporting - New for 2022-
5. Growing Your ACO

***A CVCHIP/QUEST DIAGNOSTICS INITIATIVE**

CALL US TODAY

IT

Lerla.joseph@cvchip.net

804.337.7575





MARILYN'S MONDAY MORNING MESSAGE VOLUME 6, ISSUE 22

Creating a Culture of Time Management (RE-ISSUED)

Being on time is a goal that all of us strive to achieve. I grew up in a family that stressed how important it was to adhere to deadlines and I learned early on that there could be consequences if I strayed from the path. A few examples of when deadlines were imposed include: (1) Dinner is at 5:30 PM, be there! If not, I knew that the table would be cleared and the food packed away for leftovers the next day. (2) Your tennis match starts at 9. I understood what forfeiture was if I did not show up on time. (3) We leave for church at 10:30, be ready! I wasn't sure what the impact for being late would be, but I felt I shouldn't mess with someone that may have even more power than my parents! I used to talk under my breath and say, can't wait until I can make my own decisions about when I have to show up!

Well, it didn't happen and I don't believe that I have any more control now then I did when younger. On a continuing basis, I am faced with deadlines associated with laws, financial obligations, clients and more. There are also self-imposed deadlines, such as making sure that I distribute M4 on Monday. Deadlines are big time motivators and I find that I act more responsibly when they are in place. When there is no urgency, I am inclined to get it done when I can. So what can we do to stay on track with deadlines? **(I have failed to adhere to my own advice and am trying to bring back balance in my life to meet deadlines consistently. (COVID-19 HELP TO WRECK IT!)**

1. Place reminders on your smart-phone that have different ringtones than all others.
2. Create a pseudo deadline in advance of the actual deadline.
3. Place deadlines on your To Do list for the day, week or month-(I segment mine into color zones...green-high, yellow-medium, red-low.)
4. Estimate how much time it will take to adhere to the deadline. Sometimes we underestimate time. I am usually on time or early for meetings at a site out of the area and not on time for those meetings taking place right next door.
5. Seek input from the maker of the deadline to find out first if there is flexibility in exceeding the deadline and if there are consequences if the deadline is missed.
6. Create time intervals to undertake tasks in support of the deadline. Pacing yourself to reach the deadline is critical.

If you are interested in strategies and approaches for creating a culture of time management Connect with Marilyn West today at mhwestcon@aol.com or 804.337.7575.

A FEW CREDENTIALS

Marilyn H. West, Chair & CEO
M. H. West & Co., Inc.
MANAGEMENT & EDUCATION CONSULTANTS



- 2017 Inductee to the Greater Richmond Business Hall of Fame
- 2016 Female Executive of the Year, Style Weekly
- Board of Directors, Executive Committee, Venture Richmond
- Board of Trustees, Ferrum College
- Board of Trustees (Former Chair), Waynesburg University
- Board Member, Go Virginia
- YWCA Outstanding Women's Award
- Member, Richmond Transportation Authority (Chair)

NEXT ISSUE: TUESDAY, JULY 6, 2021

INFORMATION YOU CAN USE

Are You Ready To Join?

Central Virginia Coalition of Healthcare Providers, LLC



A PATHWAY TO SECURE
THE ROI FROM

VALUE
BASED
CARE



MESSAGE FROM
CVCHIP CHAIR & CEO
LERLA G. JOSEPH, MD

Medicare Beneficiaries First is Top of Mind for **CVCHIP**. Through value-based care we have achieved favorable outcomes in care, quality and costs. **CVCHIP** has proven that independent practices and providers can collaborate to establish a culture of excellence through our performance, programs, services and advocacy. The success story of **CVCHIP** is captured in its growth in membership, MIPS Scores, Shared Savings and Impact. **CVCHIP** is only one of three African American owned ACOs in the nation and participation as a member is not tied to the location of the practice inside or outside of Virginia, **CVCHIP'S** home base. We are actively recruiting new members. THE **DEADLINE TO ENROLL FOR 2022 PARTICIPATION IS JULY 31, 2021.** *Lerla*

My Contact Information
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KEY ELEMENTS

- CMS APPROVED ACO
- PRIMARY CARE CENTRIC
- VALUE-BASED
- SUSTAINED OPERATION
- SHARED SAVINGS
- NO JOINING FEE
- LEADERS IN HEALTH
- COLLABORATION
- DATA DRIVEN
- PRACTICES REMAIN INDEPENDENT



SUCCESS STORY AT
A GLANCE

LONGEVITY **8 YEARS**
MEDICARE BENEFICIARIES **5000+**
4 YEARS OF MSS* **\$7.5 MILLION**
MSS* RANGE PER
PHYSICIAN **\$1,000 TO \$60,000**
GROWTH IN MEMBERS **21%**
MIPS SCORE '19 AND '20 **100% +**
***MEDICARE SHARED SAVINGS**

Request More Details Thru

www.cvchip.org
800.609.6810 (FAX)
PRINT
1600 Hull Street
Richmond, VA 23224

Zoom

Wednesdays, 6:30 PM

July 7, 14, 21 & 28

Register in Advance

<https://us02web.zoom.us/join/register/tZYsf-muqTstE9I4jd2DGpbFihusejUgdGX9>



JULY 2021

REMINDERS



CELEBRATIONS

Monthly Holidays

- Eye Injury Prevention
- Herbal/Prescription
- Interaction Awareness
- National Black Family
- National Minority Mental Health Awareness
- Self Care Month

Daily Holidays

- Medicare's Birthday: 1
- Bald Is In: 10
- Cheer Up The Lonely: 11
- Hire A Veteran: 25
- Americans with Disabilities: 26
- World Hepatitis Day: 28
- National Chicken Wing: 29

JOIN THE CVCHIP

BI-WEEKLY CHAT VIA ZOOM

WEDNESDAY, 7:30 AM
7/7 and 7/21

(Visit cvchip.org and [Page 8](#) for more details)



**CVCHIP BOARD MEETING
JULY 10, 2021**



PROGRESS IS BEING MADE TO CONTAIN COVID-19 BUT CONTINUE TO PRACTICE THE 3 Ws: Wash Your Hands; Watch Your Distance; Wear Your Masks

TAKE THE TIME TO ACT ON THE FOLLOWING:

- **CONNECT REGULARLY WITH CVCHIP QUALITY ASSURANCE OFFICER – Shakara Elam**
- **SHARE** Success Stories and Best Practices
- **RECOMMEND** Board Members, Partners and Practices for CVCHIP
- **VISIT FREQUENTLY CVCHIP WEBSITE** (cvchip.org)
- **SCHEDULE** Lunch and Learn Session

CELEBRATE OFTEN





PRACTICES AND BOARD MEMBERS

Practice Name	Contact Name
Adult And Pediatric Medical Associates, PC	Vernis Beverly, MD
Cardiac Connections Home Health Care	Zanaib Dumbya, RN
Central Virginia Family Medicine, P.C.	Mitzi j. Sampson, MD
Charles City Medical Group Inc	Lerla G. Joseph, MD
Divine Health Care LLC	Lind W. Chinnery, MD
Dr Al Family and Urgent Care	Liqaa S Al-Khozaie, MD
East Coast Physicians PC	Hasan Farkhani, MD
Family Medical Center PC	James Cook, MD
Family Medicine Health Care PLLC	Samir Abdelshaheed, MD
Fort Norfolk Plaza Medical Associates, LLC	Keith Newby, M.D.
Horace Jackson, M.D.	Horace Jackson, MD
Jerome Smith, M.D.	Jerome Smith, MD
House Calls MD	John Gehman, MD
Lei S. Charlton MD PC	Lei S. Charlton, MD
Leon J. Brown, Jr., M.D., P.C.	Leon J. Brown, Jr, MD
Lifestyle And Wellness Center LLC	Tanis Akers-White, MD
Lindley Smith	Lindley T. Smith. MD
MD Wellness And Health Center	Makini Ainsworth, MD
Old Hampton Family Medical Associates PC	Leo C. Bowers, MD
Peoples Pharmacy LLC	Anna Peoples, Pharm D
Primary Care Specialists, Inc.	James Newby, II, MD
Professional Health Care, Inc.	John K. Min, MD

* Jerome Smith, MD is practicing with Professional Health Care

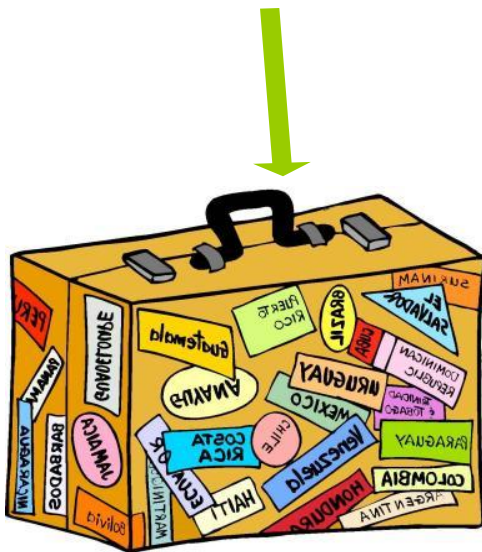
BOARD MEMBERS

- Graissee Abdelshaheed, RN
- Leon J. Brown, Jr, MD
- Lei S. Charlton, MD
- Melessia Hill, PM
- Lerla G. Joseph, MD
- James Newby, II, MD
- Michael Perriccio, BS
- Mitzi J. Sampson, MD
- Jerome Smith, MD
- Lindley Smith, MD
- Thelma B. Watson, Ph.D.
- Edward G. West, MBA
- Tania Akers-White, MD

WE ARE CONTINUING TO TRAVEL TO THE NEXT LEVEL...
VISIT FREQUENTLY OUR WEBSITE AT cvchip.org
SEND NEWSLETTER TOPIC SUGGESTIONS TO
Dr. Lerla Joseph: lerla.joseph@chip.net

THANK YOU EVERYONE FOR YOUR CONTINUING SUPPORT
2021 IS TAKING SHAPE AS ANOTHER GREAT YEAR
(It Will Be Reflected In Part From The Shared Savings
To Be Distributed For The 5th Consecutive Year In 2021)

Marilyn H. West, Editor
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NORTH CAROLINA TENNESSEE NEBRASKA VIRGINIA

STAY ON TRACK WITH US



**CVCHIP STRATEGIC PLAN DRAFT
AVAILABLE FOR REVIEW**

UPCOMING TOPICS FOR CVCHIP BI-WEEKLY CHAT

JULY 7

**ANNUAL WELLNESS VISITS...A PATHWAY TO IMPROVE
THE BOTTOM LINE**

SHAKARA ELAM

JULY 21

**CONNECTING WITH AND USING AMERICAN
HEART ASSOCIATION RESOURCES**

ROBIN GAHAN & Associates

AUGUST 4

**THE MASTER CENTER
LEARNING ABOUT THEIR SERVICES AND IMPACT!**

Anna Mckean & Associates