



# BI-MONTHLY HEALTH JOURNAL & GUIDE AUGUST 2021



**Dr. Lerla G. Joseph**  
**Chair & CEO**

Primary care physicians continue to play a significant role in our war against COVID-19 and its mutations. While we have won some battles, one of the biggest hurdles in my opinion is engaging our patients and even some who are first responders to understand the risk that they bring to themselves and others without a COVID-19 vaccination. Daily during the last several weeks, the positivity and hospitalization rates continue to heighten from this virus. As such, it is essential that we adopt an "all hands on deck" mentality to control the rise of and manage outcomes from COVID. I am thrilled that there is evidence that this is happening.

The approach of developing and sustaining partnerships to improve patient outcomes from the adverse effects of COVID-19, chronic diseases and related matters is desirable. CVCHIP's current partners include organizations that are a) bullish on using value based care, diversity, equity and inclusion and remote patient monitoring and b) strategies for the prevention and treatment of heart, hypertension, diabetes, addiction, mental health and more.

It is noteworthy that there has been sustained growth in CVCHIP practices and particularly during the last two months. Announcements about the new members as of August 16 will be

shared in late August. However, CVCHIP will continue to accept referrals for membership until its Open Enrollment August 16, 2021 deadline. As you may expect, existing members are among the best ambassadors to positively impact the size and worth of our ACO and they are making efforts to do so.

Later in this newsletter you will note that I have declared August as **CVCHIP ACO Month**. We should celebrate our successes and our commitment to do more for a better tomorrow for our patients, staff and ourselves. While eligible practices will receive shared savings (SS) in December from their 2020 efforts, there is a mounting need to close gaps in reporting data about patient engagement this year to experience again impressive SS.

You are the author of the narrative about your practice and its appeal aligns significantly with how well you capture what you do. I remain grateful for all that you do. Enjoy your month and participate in as many CVCHIP happenings as possible.

**LERLA**



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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**

VT

[Lerla.joseph@cvchip.net](mailto:Lerla.joseph@cvchip.net)

**804.337.7575**





## MARILYN'S MONDAY MORNING MESSAGE VOLUME 6, ISSUE 25

### DOORS CLOSE/DOORS OPEN

Throughout the journey of my professional and personal lives, I have experienced Doors Being Closed and Doors Being Opened. Surprisingly, when doors closed, they opened opportunities. I have several examples. When I moved to Virginia from Pittsburgh in 1976, I applied for several jobs in state government and the private sectors. The doors were tightly closed.

While two doors were shut, a door opened and that door opened up a vista that set the agenda for years to come. When a door opened, I was appointed as the Director of a Continuing Education Project in Mental Health at Virginia Commonwealth University and that led to my appointment as Director of Planning for the Virginia Department of Mental Health, Mental Retardation and Substance Abuse Services (Now the Department of Behavior Health). This opened up a door to become the Commonwealth's Certificate of Need Program Director. After eleven plus years there, yet another door opened for an opportunity to start my business and I did in 1991.

The irony of it all was that I became the Board of Directors Chair of the organization that shut the door on me and Director of a Division with the governmental agency that looked the other way.

### BOTTOM LINE

What may appear to be disappointing, devastating etc. at the time, it can be a motivator as it was in my case to keep knocking on doors; and they did open and opened in a shorter period of time than anticipated. Also don't be too proud to lean on your network to help open the door if you believe you can't open it alone.

Let me know how I can help you or others that you know open doors for a better tomorrow at [mhwestcon@aol.com](mailto: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)



### WHEN ONE DOOR IS CLOSED, MANY MORE OPEN...

(Paraphrased from a Bob Marley Quote)

# OPEN ENROLLMENT CONTINUES - SHARE THE NEWS

## 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*  
lerla.joseph@cvchip.net; 804.386.7855 (C)

## 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



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](http://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>



**AUGUST 2021**

**REMINDERS**



**CELEBRATIONS**

**Monthly Holidays**

- Black Business
- Golf
- Happiness Happens
- National Minority Donor Awareness
- National Wellness
- National Immunization Awareness
- What Will Be Your Legacy

**Weekly Holidays**

- National Health Center: 1-7
- Simplify Your Life: 1-7
- US Open Tennis: 30-9/12

**Daily Holidays**

- Best Friends: 15
- National Relaxation: 15
- Senior Citizen's: 21
- Women's Equality: 26

**JOIN THE CVCHIP**

**BI-WEEKLY CHAT VIA ZOOM**

**WEDNESDAY, 7:30 AM  
8/4 and 8/18**

(Visit [cvchip.org](http://cvchip.org) and **Page 8** for more details)



**A NEW HOLIDAY  
CVCHIP  
ACO MONTH  
AUGUST**

*Progress Is Being Made To Contain Covid-19 But It Continues To Thrive...*

Accordingly, *Practice The 3 Ws: Wash Your Hands; Watch Your Distance; Wear Your Masks and Encourage all to Vaccinate*

**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](http://cvchip.org))
- **SCHEDULE** Lunch and Learn Session

**CELEBRATION**



## PRACTICES AND BOARD MEMBERS

### PRACTICES

Adult And Pediatric Medical Associates, PC  
 Cardiac Connections Home Health Care  
 Central Virginia Family Medicine, P.C.  
 Charles City Medical Group Inc  
 Commonwealth Vein Center  
 Divine Health Care LLC  
 Dr Al Family and Urgent Care  
 East Coast Physicians PC  
 Family Medical Center PC  
 Family Medicine Health Care PLLC  
 Fort Norfolk Plaza Medical Associates, LLC  
 Horace Jackson, M.D.  
 Jerome Smith, M.D.  
 House Calls MD  
 Lei S. Charlton MD PC  
 Leon J. Brown, Jr., M.D., P.C.  
 Lifestyle And Wellness Center LLC  
 Lindley Smith  
 MD Wellness And Health Center  
 Old Hampton Family Medical Associates PC  
 Peoples Pharmacy LLC  
 Primary Care Specialists, Inc.  
 Professional Health Care, Inc.  
 Sodality Respite Incorporated

Vernis Beverly, MD  
 Zanaib Dumbya, RN  
 Mitzi j. Sampson, MD  
 Lerla G. Joseph, MD  
 Saquib Samee, MD  
 Lind W. Chinnery, MD  
 Liqaa S Al-Khozaie, MD  
 Hasan Farkhani, MD  
 James Cook, MD  
 Samir Abdelshaheed, MD  
 Keith Newby, M.D.  
 Horace Jackson, MD  
 Jerome Smith, MD  
 John Gehman, MD  
 Lei S. Charlton, MD  
 Leon J. Brown, Jr, MD  
 Tanis Akers-White, MD  
 Lindley T. Smith. MD  
 Makini Ainsworth, MD  
 Leo C. Bowers, MD  
 Anna Peoples, Pharm D  
 James Newby, II, MD  
 John K. Min, MD  
 Narita C. Snead, MPH

\* Jerome Smith, MD is practicing with Professional Health Carr

### 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  
 Edward G. West, MBA  
 Tania Akers-White, MD

2021-2022

WE ARE CONTINUING TO TRAVEL TO THE NEXT LEVEL...

VISIT FREQUENTLY OUR WEBSITE AT [cvchip.org](http://cvchip.org)

SEND NEWSLETTER TOPIC SUGGESTIONS TO

Dr. Lerla Joseph: [lerla.joseph@chip.net](mailto:lerla.joseph@chip.net)

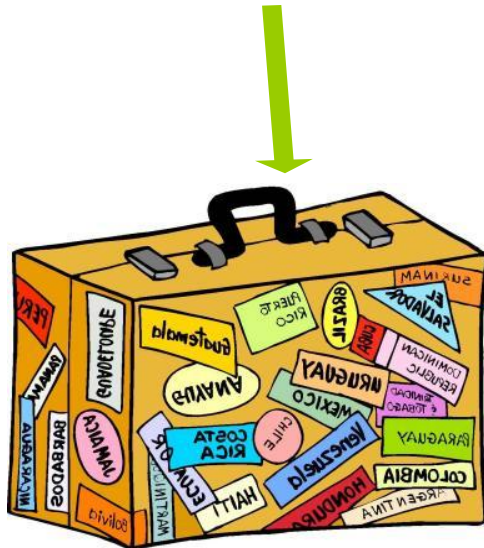
THANK YOU EVERYONE FOR YOUR CONTINUING SUPPORT

2021 IS TAKING SHAPE AS ANOTHER GREAT YEAR

(It Will Be Reflected In Part From The Shared Savings  
To Be Distributed For The 5<sup>th</sup> 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**

**AUGUST 4**

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

**Anna Mckean & Associates**

**AUGUST 18**

**REMOTE PATIENT MONITORING**

**ROBIN GAHAN & Associates**

**SEPTEMBER 1**

**VOICES OF NEW CVCHIP MEMBERS**

**(More Details Available in Mid-August)**