A Call to Action for Virginia Health Innovation

The Challenge

In December 2012, Governor Robert F. McDonnell issued the following charge to the Virginia Health Innovation Plan Advisory Group:

Together, we must change both the way we deliver health care and the way we pay for it. This union is essential if we are to provide better value to Virginia’s health care purchasers and patients. The present system is unsustainable and patients, health care staff, insurers, and corporations are all unsatisfied with the existing system. Virginia can do better… The challenge ahead is to identify and prioritize demonstration projects that can be undertaken jointly by public and private sector partners to achieve better care, better health, and lower cost.

The Virginia Health Innovation Development Process

With support from Governor McDonnell and the Virginia General Assembly, the Virginia Center for Health Innovation was tasked with seeking input from and building consensus among Virginia’s stakeholders in health care and wellness as to the necessary components of a three-year “Virginia Health Innovation Plan” which meets the parameters established by CMS for the State Innovation Model grant program, and which also positions Virginia to move forward with other private and foundation funders.

As part of this process, more than 70 leaders from the employer, health care provider, health plan, pharmaceutical and laboratory, safety net, government, and consumer communities came together to identify and prioritize improvement initiatives. They began by reviewing 371 submitted innovations and then carefully considering which ones could yield the greatest benefit if expanded in scale and which would capitalize on Virginia’s existing assets.

The Opportunity

Virginia is well-positioned to advance and accelerate the pace of health improvement. Our assets include:

• A relatively strong economy and engaged employers
• Top-tier integrated health systems
• Leading-edge technology and telemedicine capability
• Excellent health professions training
• Medicaid managed care tradition
• Extensive and innovative safety net
• Strong culture of innovation
• Growing commitment to integrating acute and behavioral care
• Long-standing commitment to public-private partnerships
• New opportunities for funding

What We Can Do

• Position health improvement as integral to Virginia’s future as a national leader in business, education, and health;
• Create a culture of innovation and collaboration, supported by rigorous analytics, to optimize health and health care;
• Adopt health improvement and cost growth reduction as a key strategy for every stakeholder;
• Create alignment across the public and private sectors to advance a shared action agenda; and
• Focus our energy and resources on a core set of improvement initiatives.
A Vision for Virginia

Virginia will transform health care through three strategic pathways – 1) activated consumers and communities; 2) person-centered, clinically integrated, accountable care; and 3) aligned infrastructure, workforce, and quality incentives.

Working together, we can make Virginia a place where:

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<th>Activated Consumers &amp; Communities</th>
<th>Virginians enjoy better overall health, experience high satisfaction with the healthcare they receive, and are engaged in and responsible for their own care within a patient-centered health care system; Communities are activated to advance access and population health; The value of prevention, wellness and health care services is defined, measured, recognized, and rewarded by all stakeholders;</th>
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<td>Person-Centered, Clinically Integrated, Accountable Care</td>
<td>Care throughout the lifecycle is delivered and organized through patient-centered, multi-payer systems of care; Physical health care and behavioral health care are integrated; Care transitions for patients between providers and institutions are optimized; Healthcare, information, and parent support services are strengthened and integrated for children and their parents from pre-conception to pre-kindergarten;</td>
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<td>Aligned Infrastructure, Workforce, &amp; Quality Incentives</td>
<td>Telehealth is used to improve access to and the quality of healthcare; Smart health information technology connects providers, payers, consumers, and community/public health; Measures, data, and analytics are aligned across stakeholders and support practice transformation; Payment models reward improved outcomes and reduced costs; The health workforce is optimized and equipped to deliver excellent care in a team environment in every community in Virginia; and The rise in the cost of care has been slowed or arrested while quality is sustained and improved.</td>
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Action Strategies

Together we can achieve this vision through nine core impact initiatives. These are:

- Patient-Centered Care Initiative
- Prenatal and Early Childhood Health Initiative
- Integrated Care Initiative (Physical and Behavioral)
- Care Transitions Initiative
- Medication Management Initiative
- Medicaid Innovation and Reform Initiative
- Regional Population Health Initiative
- Value-Based Insurance Design Initiative
- Know Your Choices Initiative (Choosing Wisely, Advance Care Planning, and ER is for Emergencies Campaigns)

Get Started

Become a part of the conversation by joining the relevant communities on the Virginia Health Innovation Network. INNOVATEVIRGINIA.ORG