



VIRGINIA TASK FORCE ON PRIMARY CARE

A robust primary care infrastructure is associated with increased life expectancy, fewer avoidable emergency department visits, fewer preventable inpatient admissions, higher vaccination rates, and overall better health of the population. The [Virginia Center for Health Innovation \(VCHI\)](#) convenes stakeholders across the healthcare system and the Commonwealth to support primary care as the foundation of a healthy Virginia and a value-driven healthcare system.

The [Virginia Task Force on Primary Care \(VTFPC\)](#) was launched by VCHI in August 2020 in response to the critical needs of front-line primary care providers exacerbated by the COVID-19 pandemic and continuing to challenge the profession, including:

- Record levels of burnout and workforce shortages,
- Inadequate and ineffective resources allocation,
- Burdensome and confusing quality reporting requirements, and
- Insufficient data infrastructure to support timely, high-quality care for Virginians.

The Task Force is funded by the Virginia Department of Health and currently has 31 members and an additional 26 subcommittee members, representing front-line providers, health system administration, health plans, employers, patient representatives, state officials, and General Assembly members. Subcommittees vary by year based on the priorities set by the Task Force. In state fiscal year 2025, the Task Force will staff 3 subcommittees:

1. **Integrated Behavioral Health:** Promote expansion of integration of behavioral health and primary care through identification of administrative and policy barriers, aligning communication between payers and providers, sharing statewide resources and best practices, and building consensus recommendations across health sectors.
2. **Primary Care Spend Target:** Develop a proposal for enhancing primary care spend throughout the Commonwealth and across payers based on best practices and evidence-based policies.
3. **Technology, AI, and Primary Care:** Identify current practices and assess resources to determine most effective strategies to incorporate technology and artificial intelligence into primary care practice in an effort to reduce provider burnout and improve quality of care.

VTFPC Leadership



SANDY CHUNG, MD
CEO, Trusted Doctors
President, American Academy of
Pediatrics



JEFF RICKETTS
Former President, Anthem Virginia

Key Accomplishments

VTFPC has received national attention for its reports, pilot initiatives, and success in convening across stakeholders, including invitations to speak to numerous national conferences and naming Beth Bortz, President and CEO of VCHI to the National Academies on Sciences, Engineering, and Medicine (NASEM) Standing Committee on Primary Care. Key accomplishments include:

- Distributed 750,000 pieces of personal protective equipment (PPE) to front-line primary care providers.
- Successfully advocated for \$151 million to increase Medicaid primary care rates to 80% of Medicare rates.
- Developed [Virginia Primary Care Scorecard](#) and [Primary Care Scorecard Dashboard](#) to compare Virginia's primary care infrastructure to the rest of the country and identify differences by locality.
- Developed reports describing trends in primary care, including:
 - [Total Cost of Care Report](#)
 - [Primary Care Investment Report](#)
 - [Task Force SFY 25 Recommendations and Initiatives](#)
- Launched the [Virginia Primary Care Innovation Hub](#) to support collaboration and sharing of innovated approaches provider practice reforms.
- Launched three pilots to improve primary care practice and retention:
 1. Integrated Behavioral Health Pilot – Partnered with Sentara and Anthem HealthKeepers Medicaid MCOs and pediatric practices across the Commonwealth to pilot a multi-payer alternative payment model to support development of infrastructure and build capacity to integrate behavioral health into their pediatric practices.
 2. Virginia Joy in Healthcare – Convening five health systems and one large IPA for a first in the nation, statewide AMA Joy in Medicine collaborative.
 3. Person-Centered Primary Care Measure – Piloting use and evaluation of new quality measure aimed at better assessing patient experience with primary care.

SFY 2025 Recommendations

The Task Force on Primary Care published consensus [recommendations](#) based on the work of each committee:

1. **Develop the Research Consortium at VCHI** to improve actionability of health data and maximize the use of the Commonwealth's research and data analytics resources.
2. Establish a **primary care spending target** with thresholds across payers in Virginia.
3. Increase Virginia Medicaid primary care rates to parity with Medicare.
4. Add questions to Virginia's Behavioral Risk Factor Surveillance System (BRFSS) on patient experience.
5. Evaluate and expand the **Behavioral Health Integration pilot**, a payment model to support the integration of behavioral health and primary care for children and adolescents.

Recommend continued efforts:

6. Continue implementation of **Virginia Joy in Healthcare pilot** through the statewide Joy in Medicine™ program to improve retention of primary care providers and reduce burnout.
7. Continue Smarter Care Virginia Improving Vaccination Rates **Immutrak pilot** to implement practice-level vaccination reports.
8. Continue to pilot and evaluate the **Patient-Centered Primary Care Measure** to assess patient experience.
9. Continue to **publish annual reports** to monitor the primary care ecosystem over time.
10. Continue to promote and utilize **Primary Care Innovation Hub** to share resources and best practices.