

Wellness and Healthcare Action Plan

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Brief summary of how the pandemic initially impacted your industry/sector

- Exposed flaws in the hospital supply chains for vital equipment and how underserved populations are more exposed and much more at-risk to COVID than others
 - Brutal demand for masks and COVID testing kits
- Major industry-wide race to deal with the effects of COVID-19
 - Hundreds of CMS emergency waivers were signed to bypass regulations during this crisis
 - The 2 trillion dollar relief bill set aside 100 billion for hospitals overwhelmed by COVID-19
- **The economy will not recover UNTIL the health crisis is addressed**
 - People will be hesitant to expose themselves to the risk of going to work, eating at a restaurant, or participating in the economy if COVID-19 remains prevalent.

Current state of industry

Highlight major themes in your industry/sector within the region

- Sentara Healthcare operates as the largest provider of healthcare for the Hampton Roads area. Various other Healthcare providers in the area like Riverside Health system provide healthcare service in the Hampton Roads area
- Hampton Roads is also home to the public teaching facility of Eastern Virginia Medical School and Children's Hospital of King's Daughters, Virginia's only free-standing, full-service pediatric hospital.

Identify key challenges and opportunities facing your industry/sector across the region in order to strengthen regional recovery and resilience

Opportunities

Opportunities in the Health and Wellness Space could be culled from current on-going experiences

- **Regional COVID Testing for Critical infrastructure workers (firefighters (FD), police officers (PD), EMTS (EMS))**
 - Collaborators: Sentara Norfolk General Hospital Laboratory, Tidewater Emergency Medical Services (TEMS), Regional FDs, PDs, EMS (Norfolk, Virginia Beach, Chesapeake, Suffolk, Newport News), NowCare/Bayview Physicians Occ Med
- **Assisting companies create counseling services within their businesses**

- 757 Recover Alliance could help create a support organization that assists companies in creating “Peer Counseling programs that allow companies to help themselves (an analogous)”.
- “Company self-help” situations currently exists with COVID contact tracing – Public Health has been overwhelmed and the CDC and VDH have divested tracing to companies to do their own exposure follow-up.
- We have resources on our own Health and Safety Committee that could support the infrastructure of such an organizational approach to assisting companies in training peer counselors...
- **Embracing a new perspective** - “I believe we will be able to talk through solutions of how we can get through this and live with a new normal in a healthcare setting.”
- Increasing Awareness of both significant healthcare resources and tools as well as increasing awareness on the importance of health and wellness
- Growing the healthcare workforce to meet the high demand that we have in our healthcare system.
- **Fostering greater regional cooperation and integration**- “By working collectively across jurisdictional boundaries, we can optimally leverage public and private funding, have a greater voice statewide and attract national funding to tackle big, complex initiatives.”
- **Addressing Health Inequities** - “Addressing the Social Determinants of Health - Economic Stability, Access to Education, Social and Community Context (Incarceration, Discrimination and Civic Participation), Access to Health and Health Care, and Neighborhood and Built Environment (Housing, Crime and Violence, Food Deserts)” ----- “Since we have significant health disparities, COVID-19 is shedding light on health inequities (system and institutional policies) that should be addressed.”

Challenges

- **Not thinking outside of the box** - Can get stuck in the way we do things
- **The Systemic Nature of Inequity** -
 - “Limited health literacy among the population...”
 - “High prevalence of low-income individuals and underserved communities..”
 - “Poor public transportation throughout the region...”
- **Lack of Collaboration, Coordination, and Communication**
 - “Duplication of services.”
 - “Disjointed healthcare initiatives throughout the region.”
 - “Ensuring that all groups in the wellness and healthcare arena are addressed - seem to focus on a few at times, but with the current situation wellness and healthcare is affecting all.”

Identify and discuss lessons learned that can drive recovery and resilience

- **Cooperation between the Hampton Roads communities** (Season 1, Video 2)
- **“Sprint and recover”** (Season 1, video 4) - While we were very adaptable during this crisis by acting quickly, making decisions quickly and changing those decisions if they were wrong. We

have to become a “corporate athlete”. During this crisis, we have learned how to sprint (quicker meeting times through zoom). Now, we are going to learn how to recover, but we don’t want to lose our ability to sprint and get things done quickly.

- **Being Creative**

The future

What does resilience and recovery look like for your industry/sector?

- **Increase access**
 - Providing high-speed Internet access and digital health information to citizens living in rural communities is important and Hampton Roads can leverage its existing digital health communications capabilities with our fiber-optic infrastructure to achieve that objective.
 - “Access - virtually and physically.”
 - Telehealth, focus on primary care and wellness use of advanced practice providers
 - <http://www.healthier757.org/> and <http://www.rewardsforhealthyliving.com/>
 - Healthier757 and Rewards for Healthy Living provides a unique opportunity to address regionalization challenges by connecting the Hampton Roads municipalities and aligning the collective efforts of each city around a common health and wellness strategy and promoting consistent and targeted educational initiatives in a coordinated approach.
 - Rewards for Healthy Living’s data-driven personalized communications capabilities can provide targeted messages to Hampton Roads citizens regarding health prevention, vaccinations, cancer screening, medication compliance and other important health related issues.
 - The Rewards for Healthy Living can serve as a critical differentiator for our region and significantly bolster our existing public health capabilities.
 - In order for our region to be resilient and effectively recover from this pandemic, we absolutely need more health literate and educated 757 citizens. Without our citizens adhering to the guidelines and staying on top of their overall health, our region will be challenged to achieve an expedient and full recovery from this pandemic, as well as future pandemics.
- **Increase Health Education**
 - Leveraging our a digital communications capabilities, available to all Hampton Roads citizens, will increase awareness of telehealth services, social services, childcare services, and other programs and service services, and serve as a digital distribution system providing easy access to those services.
 - We have the opportunity to a create highly unique public health education model that will highlight Hampton Roads as an expanding health and technology innovation hub focused on improving the health and wellness of our citizens and driving economic prosperity for our region.
 - “Educational planning beyond the here and now.”
 - “Messaging of services.”

- “The potential future strategies that will drive our sector’s long-term recovery and resilience needs to include an immediate strategy to improve knowledge of COVID-19, the role of individual citizens in minimizing the spread of COVID-19, and a long-term strategy to design a public health apparatus that supports the community’s educational needs based on market research and specific feedback from the community.
- **Address Housing Inequity**
 - “Implement an affordable housing program - Tenant-Based Rental Assistance Programs. Eliminate food deserts within Hampton Roads. Address access to affordable healthcare. Create more opportunity for job acquisition - address the minimum wage.”
 - “With high level political support, develop a transit oriented regional housing plan and then dedicate funding to implement it. Instability housed families have worse educational and health outcomes . Without housing that is affordable to the entirety of our workforce and disabled population there is no opportunity for recovery or resilience. Our housing stock must be considered an essential part of the commodity's infrastructure.”
- **Work Toward Regionalism**
 - “Update/create pandemic and disaster plans that emphasize regional coordination.”
- **Creation of a “Contact Free Economy”**
 - With the sudden impact of COVID-19, we are moving towards a contact free economy which will necessitate the need for digital transformation and frictionless communications capabilities throughout our community to achieve this.
 - The Healthier757 initiative and Rewards for Healthy Living provides a framework for that strategy.

What might a new normal (post-COVID) for your industry/sector look like? (Committee documents - Digital Health and the Future of Healthcare after COVID-19)

- **Advanced digital health (Telemedicine)**
 - With the hundreds of CMS emergency waivers that Covid-19 produced, telemedicine rapidly advanced
 - Greater flexibility with how patients will engage with healthcare providers
 - **Remote Medicine**
 - While face-to-face meetings with a doctor won’t ever leave, a new method of healthcare services can incorporate virtual meetings to compliment in person consultations. This will in turn reduce the amount of time a patient has to be in the doctor’s office.
- **Addressing affordability through new incentive models**

List and briefly elaborate three to five overarching strategic goals to address the identified challenges and opportunities to your industry/sector

- **Increase Health literacy among our community**
 - To effectively and quickly recover from COVID-19, our community needs to have educated and aware citizens that follow the new guidelines that our community sets in place

- “our citizens' knowledge, behaviors, and compliance with the evidence-based guidelines will be the most important factor for minimizing the spread of COVID-19, enhancing the health of our citizens, accelerating our economic recovery, and contributing to the resiliency of our region.”
 - **how to do this:** promote digital health literacy (*Healthier757* and *Rewards for Healthy Living*)
 - emphasize the need to provide educational tools and resources to ensure that employees have a thorough understanding of COVID-19 related issues in the workplace and their family members are being educated as well.
- **Continued cooperation within our community**
 - Rationale for Hampton Roads Alliance (HRA) originally sought to unite the cities of “757” to create a mega-region which would promote the growth of business and industry. The 757 Recovery HRA is an initiative to create a regional plan as we emerge from the age of COVID and facilitate a return to health and economic wellness. Perhaps Recovery 757 might even sling shot us past the historic divisions of the past into a future unified mega-region.
- **Create innovation**
 - With a disrupted industry, creativity and innovation can flourish and outperform the “normal” way we do things now. This is the perfect time to implement ideas that would normally be too disruptive to a company or industry, as these implementations can create the new normal that we will be living in the future.

What does the 757 region need to meet those three to five goals?

For various reasons, the 757 has not gelled as a mega-region. (See Exhibit I)

A reset of the regional mentality could create an opportunity to bring a unified 757 to fruition. In 2016, business researchers in England published a study testing the “habit discontinuity hypothesis” – it’s easier to change people’s disposition towards a particular issue when they are in the middle of already reacting to making a major change or reacting to an apocalyptic event such as the COVID pandemic of 2020. The window to effect change is proffered to be three (3) months. Perhaps this is the opportunity to effect that attitudinal changes, egs., the 757 as a mega-region which would facilitate the development of opportunities for all of us.

- **Cooperation from our community**
 - Following safety precautions during this pandemic will allow us to more quickly return to normal
- **Business Leaders in our area have to take bold first steps to establish a new normal that outperforms our current system**

Metrics

Identify potential metrics to measure both the impact of COVID-19 on your industry and/or recovery and resilience of your industry/sector moving forward towards a new normal

- **Mass industry surveys**
 - These surveys that we have been using to track the waves of COVID-19 have been very beneficial to figuring out how the industry is manifesting change to live in a new normal. Continuing to track how the industry operates through this pandemic will allow us to form the best new normal for our area. By using these surveys and other forms of tracking change in the industry, we can begin to compare with different regions and/or sectors that operate in more innovative ways that can be then applied back in our own community
- **Tracking the effectiveness of innovative approaches to healthcare**
 - COVID-19 has disrupted almost all aspects of our lives and shaken our healthcare system to its core. This disruption in the industry can be utilized to implement new, innovative, and more effective ways to treat patients. These new innovations have the possibility of reducing healthcare costs, creating a more effective healthcare system, and providing more accessible healthcare options. All of these new innovations can be tracked and, with continued focus, we can replace our current healthcare system with a more streamlined service.

Imagery

List a few types of images that the committee thinks best represent your industry/sector in the 757

Image 1- [PDF](#)

[Scanned from a Xerox Multifunction Printer.pdf](#)

[340 KB](#)

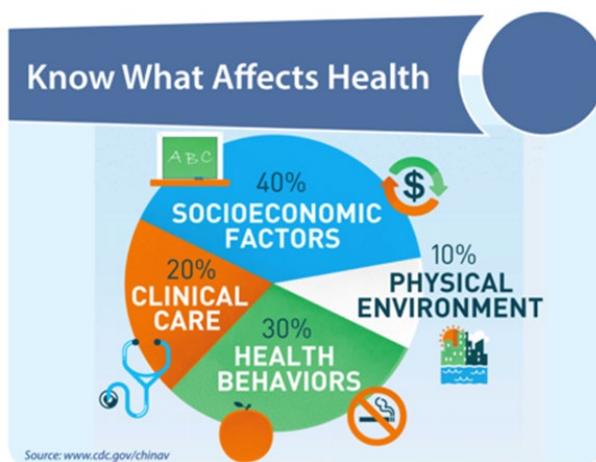


Image 2.

- If you take out socioeconomic and health behaviors, only 20% of spending is really in traditional healthcare.

- 1) the 20% healthcare (e.g. healthcare delivery) also includes genetics (e.g. genetic predispositions to certain diagnoses)
- 2) the 10% physical environment implies the importance of healthy, clean air and water, yet it also includes safe neighborhoods (e.g. free of gun violence, safe walking paths) as well as safe homes (e.g. free of domestic violence and physical/emotional abuse)
- 3) Education prioritizes educational attainment level yet includes skills development/training as it relates to preparedness for appropriate/higher paying jobs

Resources

List the best place for others to find important information about your industry/sector as the 757 region continues to recover and move towards a more resilient economic future

[CMS.gov](https://www.cms.gov) - Provides up to date information on the coronavirus waivers and flexibilities that have been getting passed recently.