

Thank you for joining

The presentation will
begin shortly

Rise to Immunize™ Monthly Webinar

Administering Vaccines Outside the Clinic

Iris Lundy, RN, BSN, MHL, and Heather Strock, *Sentara Community Care*

Today's Webinar

Campaign Updates

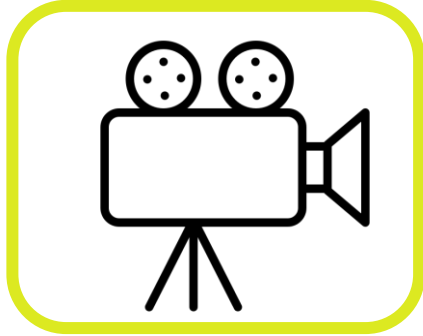
- RIZE Action Month
- RIZE Symposium
- Campaign Spotlight: New RIZE Cast Series

Administering Vaccines Outside the Clinic

- Iris Lundy, RN, BSN, MHL
- Heather Stroock

Q&A Session

Webinar Reminders



Today's webinar recording
will be available the week of
07/24

- Will be sent via email
- Will be available on website

(RiseToImmunize.org → "Resources" → "Webinars")



Ask questions during the
webinar using the **Q&A**
feature

- Questions will be answered
at the end of the presentation

RIZE

Action Month

August 2023

Visit RiseToImmunize.org/ActionMonth



Register now for the RIZE Symposium!



November 9-10, 2023
Arlington, VA



RiseToImmunize.org/Symposium



Travel reimbursement of up to \$1,000 per AMGA member group



New RIZE Cast series available!



Meredith Maynard, RN, MBA
Director of Ambulatory Quality
Utica Park Clinic

Training Your Care Team for Respiratory Season

Part 1:
Engaging Your Care Team

"Training Your Care Team for Respiratory Season" – Utica Park Clinic

In this five-part series, AMGA's CMO and AMGA Foundation's President, Dr. John Kennedy chats with Utica Park Clinic's Director of Ambulatory Quality, Meredith Maynard about training your care team for respiratory season.

[Part 1: Engaging Your Care Team](#)

[Part 2: Building Your Training Session](#)

[Part 3: Encouraging Coadministration](#)

[Part 4: Recognizing Benefits](#)

[Part 5: Looking Ahead](#)

Today's Speakers



Iris Lundy, RN, BSN, MHL

Senior Director of Health Equity, *Sentara Community Care*



Heather Stroock

Executive Director of Operations, *Sentara Community Care*

Rise to Immunize

Sentara Health

Heather Strock – Executive Director, Community Care

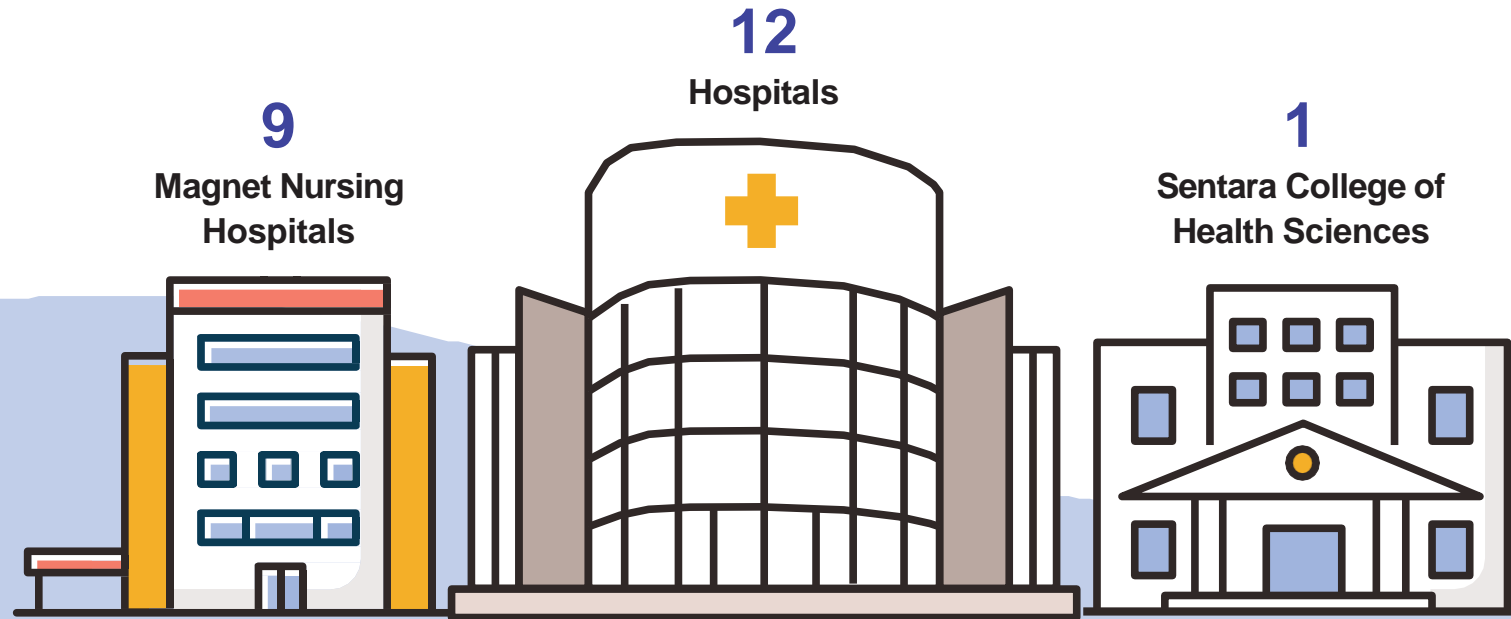
Iris Lundy – Senior Director, Health Equity

July / 2023



Sentara Health

130+ year not-for-profit mission



300+

Sites of Care



1,300

Sentara Medical Group Providers



1,200,000+

Member Health Plan



900+

Physicians



470+

Advanced Practice Providers



700,000+

Medicaid Covered Lives



Sentara Health

20+ years Best Hospitals
U.S. News & World Report

3
States Served
(VA, NC, FL)

Nearly
30,000
Team Members

Aa2/AA
Ratings

2nd
Largest Private
Employer in
Virginia

\$260+M
2022 Investment
in Our Communities




\$11.2B
Total Operating
Revenue

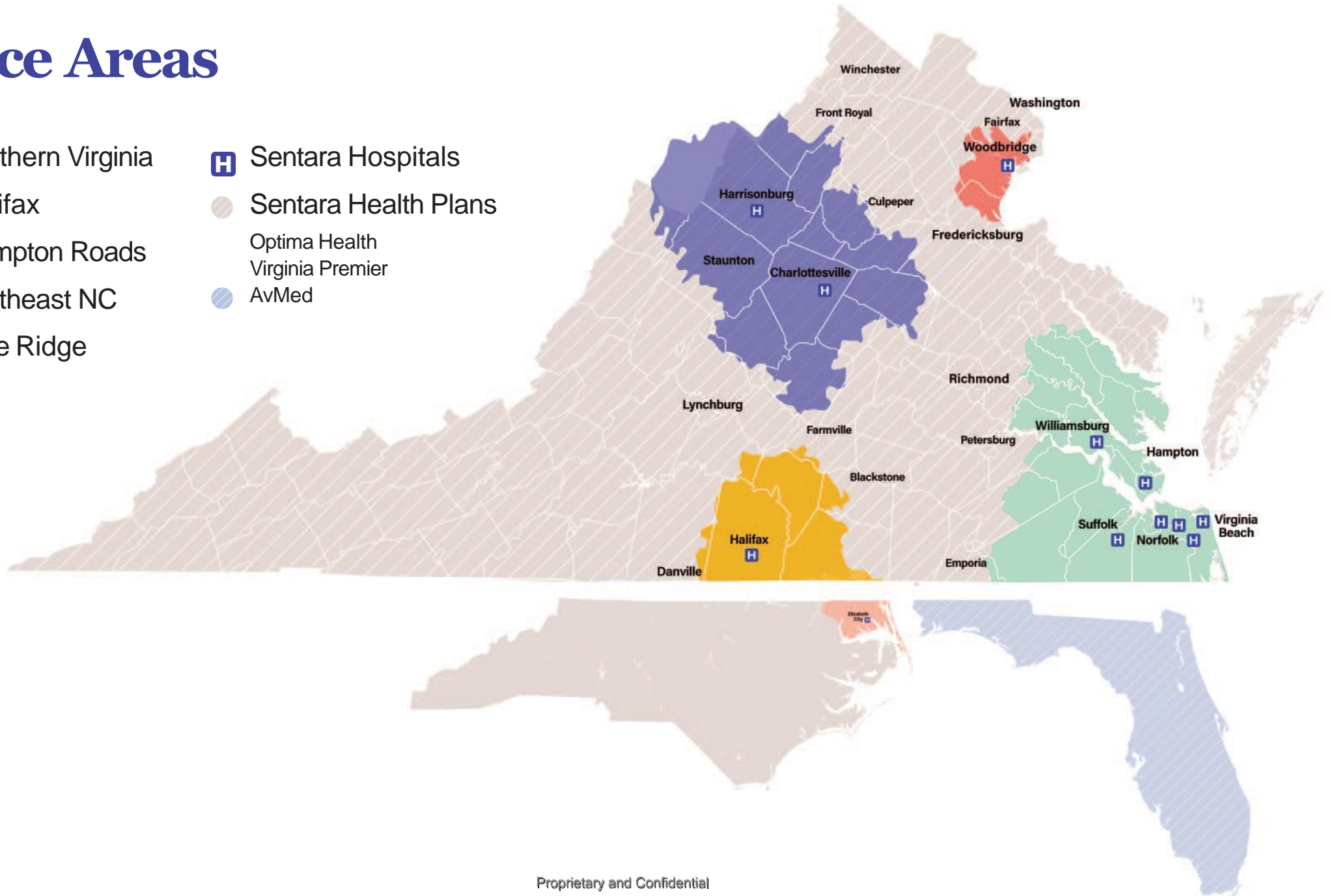
\$54M
Investment in
Community Benefit
Programs

\$185+M
Investment in
Employee
Compensation

Service Areas

- Northern Virginia
- Halifax
- Hampton Roads
- Northeast NC
- Blue Ridge

-  Sentara Hospitals
-  Sentara Health Plans
- Optima Health
- Virginia Premier
-  AvMed



Sentara Health By the Numbers



Economic impact of **\$17.4B** and supports **69,000+** jobs in Virginia



2,865,792
Medical Group
Patient Visits



16,036
Babies
Delivered



786,063
Emergency
Department
Visits



126,495
Adult Hospital
Admissions



863
Life-saving trips
by Nightingale
Air Ambulance



82
Transplanted
Organs
14 hearts,
66 kidneys &
2 pancreas



3
Trauma
Centers
Level 1 &
Burn Unit
and (2)
Level III



4,182,096
Pounds
of Recycled
Paper

Our Story.....



Taking Immunizations To The Community

Faith-based Connections And Community Conversations

VA Pastor Helps His Unvaccinated Neighbors by Taking COVID Shots Door to Door

By **Stephanie Martin** - November 1, 2021



NORFOLK 

Door-to-door COVID-19 vaccinations will continue in Norfolk neighborhood in the wake of mass shooting

“Our work with Sentara went far beyond vaccinations. When you talk to people the way we did, it showed Sentara’s flexibility to adapt and its openness to working in a community in ways that I don’t think a lot of organizations have been willing to do” ~ Dr. Guns



Understanding Community Mistrust and Distrust



[This Photo](#) by Unknown Author is licensed under [CC BY-SA](#)

- Medical Exploitation
- Racism impacts SDOH
- Racial Bias & Negative experiences with healthcare
- Fear of not being heard/ believed
- Health Literacy

Why is it Important to (Re)Build Trust?

- Encourages collaboration
- Empowers communities
- Improves population health and health outcomes through adherence, prevention, and health literacy
- Encourages health behavior change



How We Are Building Trust



- Showing up where the community wants us
- Sharing our Data
- Making Decisions Together
- Providing resources
- Working alongside our Community

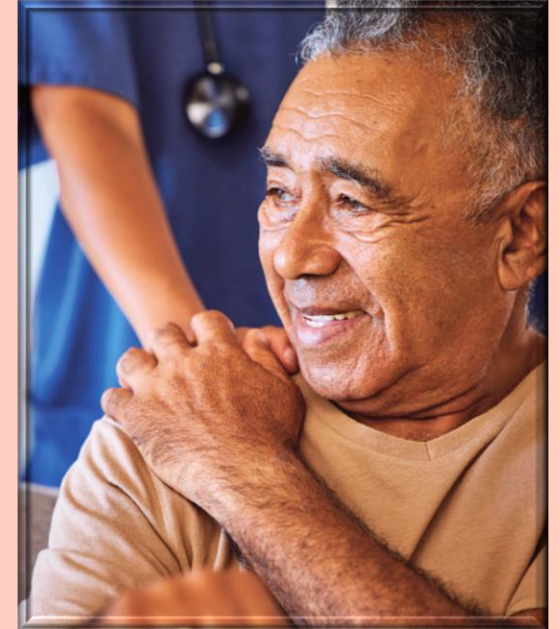
Continuing The Conversation



Help us help you on your health journey

Our Mission...*WE IMPROVE HEALTH EVERY DAY*

- Advance health equity and improve disparity gaps
- Dismantle barriers to care by **bringing care to where the community lives, works, plays, learns, and worships.**
- Develop immunization programs with community partners to support the community.



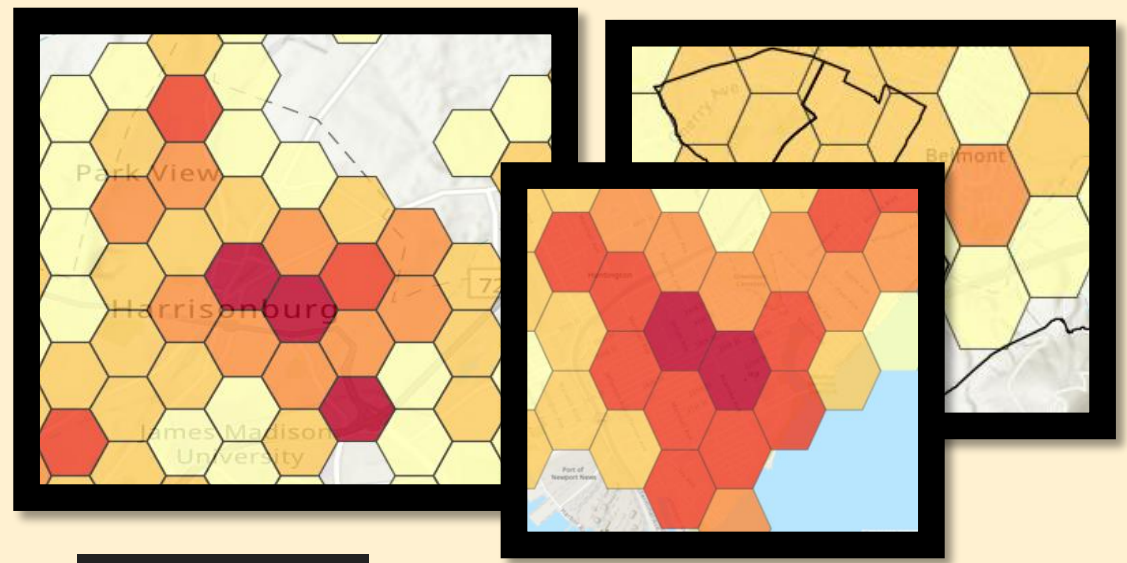
**Drive Away the
Flu This Season!**



Heat Maps for Prioritizing Areas

(Care Gaps: Well Visits, Uncontrolled Diabetes, Hypertension, Immunizations, Substance Use Initiations & Engagement, Prenatal Care)

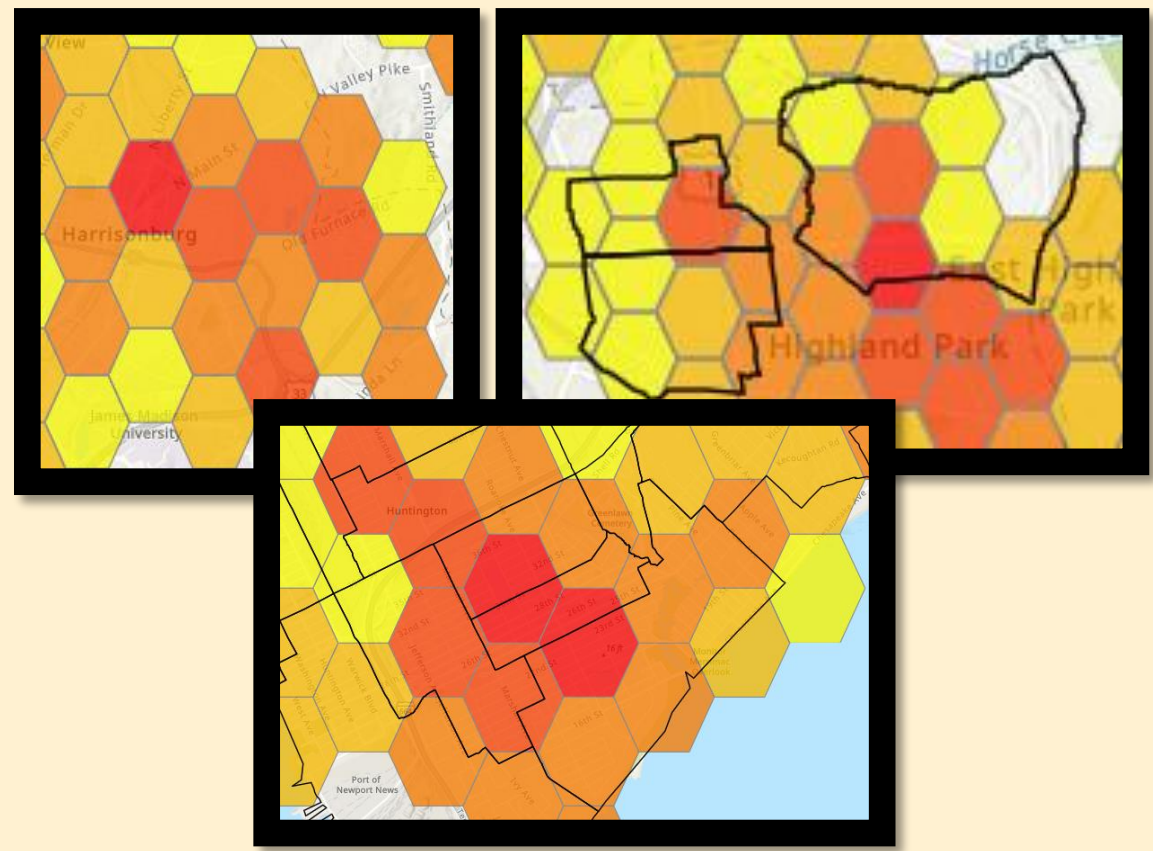
Hospital High ER Utilizers



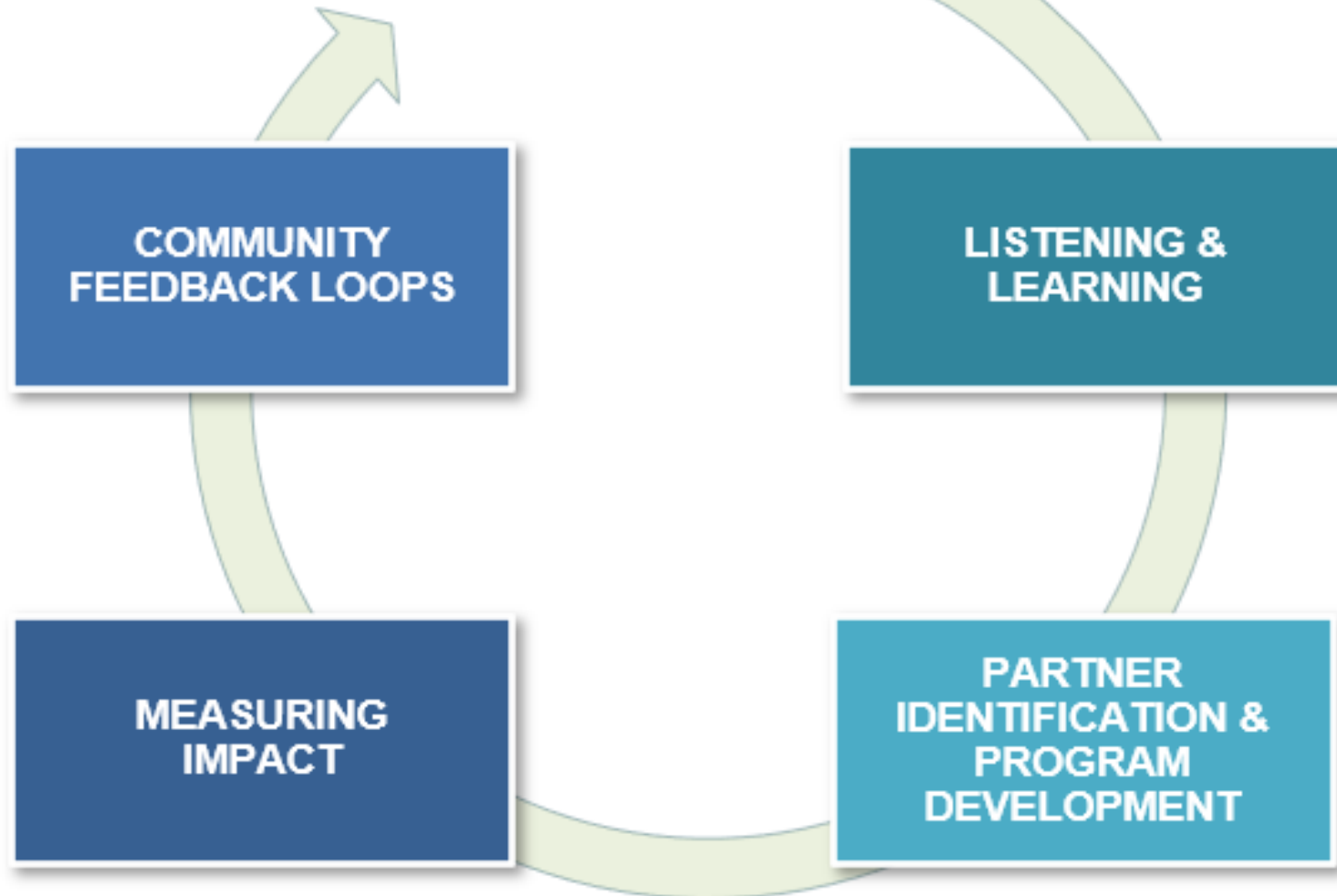
3704
 Average Age: 50
 ED Visits by Condition:
 Hypertension: 1650
 Diabetes: 872
 Asthma: 273
 Behavioral Health: 2064
 Unsheltered: 131
 ED Visits by Gender:
 Male: 1777
 Female: 1927

ED Visits by Race:
 White: 2895
 Black: 468
 Asian and Pacific Islander: 62
 Native American:
 Other/Patient Refused: 279
ED Visits by Payor:
 Commercial: 662
 Medicare: 1466
 Medicaid: 885
 Military: 4
 Self Pay/Charity/Welfare/Other: 687

Medicaid Members w/Care Gaps



ALIGNING PRIORITIES WITH COMMUNITY NEEDS



It Takes a Village

Leverage existing community resources

- ✓ Neighborhood Leaders
- ✓ Community Organizations
- ✓ Faith-Based Leaders
- ✓ Higher-Education Institutions
- ✓ Transitional Homes

Current and Future State



T.B.D. (Future) High School

Harrisonburg High School





Questions?

Upcoming Webinar



 Topic: Sharing Successes from a Small Multi-Specialty Practice

 Date/ Time: **Thursday, August 17 at 2pm ET**

 Presenters: Eric Ringwalt, MD, and Julianne Willis from Coastal Carolina Health Care

Questions?



Submit your questions using the **Q&A feature** at the bottom of the screen