



## BI-MONTHLY HEALTH JOURNAL & GUIDE SEPTEMBER 2020



### CHAIR & CEO MESSAGE DR. LERLA G. JOSEPH

All of us look forward to a better tomorrow and I strongly believe that Accountable Care Organizations are contributing to the silver lining in the clouds today. I am proud to boast about the continuing success of CVCHIP.

I also am optimistic that we can experience higher achievement through our association as a POD with Emergent ACO. CVCHIP is but a few of minority-owned and managed ACOs in the nation. Increasingly CVCHIP is becoming the "Go To" resource for primary care involving the Medicare population.

Evidence of this is reflected in the experts in the health care arena who reach out to CVCHIP and its members to obtain their perspective by participating in CVCHIP BOARD Meetings and the Bi-Weekly CHATs.

While opportunities abound for CVCHIP should increase post COVID-19, it is essential that all of us as members meet the requirements for an ACO. The August 20 Inaugural All Team Meeting provided information to reinforce the foundation on which we stand and the benefits from participation.

As shared at the meeting our Quality Scores mirrored those of Emergent Member ACOs which are much larger than CVCHIP.

We must improve our performance on other measures such as Annual Wellness Visits (AWV). I will be addressing this and billing against various codes in upcoming CVCHIP CHATS in September.

In closing there are many miles that we must travel to reach the next level in our history as an ACO. BUT working together we can reach this goal.

We must also look at how other factors in our external environment affect us and identifying interventions that offset or eliminate this...poor economy, local, state and national laws, payment for service etc. All of this weighs heavily as well on the need to vote in upcoming elections.

My best wishes to you, your family and loved ones for a memorable Labor Day Holiday Weekend.

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**FEATURED CVCHIP  
ACO MEMBER  
ZAINAB DUMBUYA, PM  
FOUNDER & CEO  
THE CARDIAC CONNECTION  
(Learn More about TCC at the 9/9  
CVCHIP BI-WEEKLY CHAT)**

Zainab Dumbuya is a registered nurse from Freetown, Sierra Leone and has over twenty years of cardiac surgery experience. Initially getting into nursing because of her father's heart disease, Zainab soon developed a grand passion for taking care of others. After graduating from Thames Valley University in London, she received her nursing degree, leading her to become the nurse she is today.

In 2012, Zainab started "The Cardiac Connection", a Joint Commission accredited agency that brings awareness to heart disease, helping people realize the effects of sugar and salt. In terms of accolades, Cardiac Connection is a member of the Home Health Care elites, has won the "Best Superior Performer" Award for Patient Satisfaction in 2017, 2018 and is in the top 10 percent of agencies in the country. Aside from being a nurse and a businesswoman, Zainab is a mother of two boys, likes to dance, listen to music, and read.



## WORDS OF INSPIRATION

### A Measure That Could Help Relieve Exhaustion From Failed Interventions To Overcome Could Be Adjusting Your Attitude!

(SEE BELOW THE WISDOM OF CHARLES SWINDOLL ABOUT ATTITUDE AND  
DETERMINE IF YOURS MAY NEED ATTENTION)



"The longer I live, the more I realize the impact of attitude on life. Attitude, to me, is more important than facts. It is more important than the past, than education, than money, than circumstances, than failures than successes, than what other people think or say or do. It is more important than appearance, giftedness or skill. It will make or break a company... a church... a home. The remarkable thing is we have a choice every day regarding the attitude we embrace for that day. We cannot change the inevitable. The only thing we can do is play on the one thing we have and that is our attitude. I am convinced that life is 10% what happens to me and 90% how I react to it. And so it is with you... We are in charge of our attitude."

### IT IS A TALL ORDER WHEN YOU ARE A CUSTODIAN OF LEADERSHIP

**Be Wary of All Who Proclaim They Are Leaders**



During the past six months, we have observed the wrecking of our nation through the pandemic, the aftermath of the George Floyd Jr. death, hurricanes, overzealous and questionable use of powers at all levels of government and more. Research and my personal observations indicate that there are individuals who serve as custodians of leadership who hit the ground running and who demonstrate their capability to not only turn around negative circumstances but also take their followers to a higher level of thinking that supports actions to make a difference. I am reminded of a few quotes that substantiate this as shown below:

The challenge of leadership is to be strong, but not rude; be kind, but not weak; be bold, but not bully; be thoughtful, but not lazy; be humble, but not timid; be proud, but not arrogant; have humor, but without folly **Jim Rohn**

Be the kind of leader that you would follow **Anonymous**

Courageous leaders have double vision. They see the world as it is and as it could be **Unknown**

If your actions inspire others to dream more learn more do more and become more you are a leader **John Quincy Adams**

**Many Successful Organizations Reach a Next Level by Undertaking a SWOT Analysis.** The results are then used to help develop a strategic plan for a business, person and more. While some shelve the plan upon completion, the plan is the blueprint to help guide decisions about growth, performance and evaluation of the business. The plan is often used to support documents needed to obtain funding from a variety of sources such as grants, loans and leases.

## SO WHAT IS A SWOT ANALYSIS?

A SWOT (strengths, weaknesses, opportunities and threats) analysis is a framework for identifying and studying the internal and external factors that can have an impact on the viability of a project, product, place or person.

So what would it look like if a SWOT analysis was used to help determine readiness of a business to expand?

## STRENGTHS

1. 5Years of Increased Revenue
2. Less than 5% Turnover in Staff
3. 5 Years of Growth in Patient Population
4. 5-Star Customer Service
- 5..Location in a region with Increasing Population
6. Availability of Communication Technology and Other Resources to Support consistent productivity and effectiveness of staff
7. Recognition by Business Community

## WEAKNESSES

1. Customers not diverse
2. Expenses are on the arise
3. Cash Flow is tightening
- 4..Work Space is inadequate to support growth

5.No succession planning is in place and the CEO has expressed intent to retire

## OPPORTUNITIES

- 1.Largest competitor has moved out of the region
- 2.The economy shows strong signs of growth
- 3.The pool of candidates to fill vacant positions has increased
- 4.An institution of higher education has interest in partnering to place students for internships
- 5.The local government has released a RFP for millions of dollars that align with the company's services

## THREATS

1. Requirements governing service provision are very likely to change within the next two years
2. The bank where the primary business account is located is under investigation
- 3.Two loyal clients are closing their businesses
- 4.The CEO has pushed up the date of retirement
- 5.The costs of insurance for employees and liability insurance are increasing

## NEXT STEPS POST SWOT

- 1.Revisit vision
- 2.Prepare a contingency plan to address threats and weaknesses
- 3.Outsource development of strategic plan to save costs
- 4.Closely examine the expenses to determine cost reduction possibilities
- 5.Complete succession plan and identify an interim CEO to assume responsibility until a replacement can be hired
- 6.Develop benchmarks to measure progress in addressing SWOT findings

**SEPTEMBER 2020**

## REMINDERS



## CELEBRATIONS

### MONTHLY

Blood Cancer Awareness  
Cholesterol Education  
Global Pulmonary Fibrosis Awareness  
National Hispanic Heritage  
National Infant Mortality Awareness  
National Ovarian Cancer Awareness  
National Prostate Cancer Awareness  
National Sickle Cell  
National Suicide Prevention  
Healthy Aging  
World Alzheimer's

### Weekly

National Days of Prayer &  
Remembrance: 11-13  
National Employ Older  
Workers 20-26  
National HBCUs 20-26  
Register to Vote Reminder 27-10/3  
World Hearing Aid  
Awareness 27-10/3

**JOIN THE BI-WEEKLY CHAT**

**VIA ZOOM**

**9/9 & 9/23**

**AT 7:30 AM**

**CHECK THE WEBSITE**

**FOR DETAILS**

**[cvchip.org](http://cvchip.org)**



**SEPTEMBER 7, 2020**



## SAVE THE DATE

**SEPTEMBER 26**

**CVCHIP BOARD MEETING**

**FEATURED SPEAKER**

**(To Be Announced)**

- **SIGN** Your BA and Non-Disclosure Agreements and Return ASAP to Lerla by Text, Email, Fax or Print Mail
- **POST** Your Emergent Posters and Share Information with Your Patients
- **RECOMMEND** Providers for CVCHIP
- **VISIT** frequently the website for CVCHIP Happenings and Resources

**Express Appreciation Often To Your Staff & Patients!**





## KEY STATS

PERFORMANCE YEAR	DISTRIBUTION YEAR	TOTAL RECEIVED BY CVCHIP ACO FROM CMS	TOTAL DISTRIBUTIONS TO CVCHIP ACO PARTICIPANTS	% OF FUNDS DISTRIBUTED TO CVCHIP ACO PARTICIPANTS
2016	2017	\$1,734,251.00	\$239,648.00	13.8 %
2017	2018	\$1,456,808.00	\$386,896.74	26.5 %
2018	2019	\$2,477,240.97	\$749,632.45	30.0 %

### QUALITY SCORE PER PERFORMANCE YEAR

2016	100.00 %
2017	83.44 %
2018	92.60 %

**ANTICIPATED RELEASE OF 2019 DATA IS 10/2020**

## CVCHIP APPRECIATION



### SPEAKERS FOR AUGUST 20 INAUGURAL ALL TEAM MEETING

**Dr. James II Newby - Dr. Lei S. Charlton**

**Shakara Elam - Earl R. Jr., Esquire**

**Dr. Lerla G. Joseph**

**All Participating CVCHIP  
Practices & Board Members**

**THANK YOU TO ALL PRACTICES  
COMPLETING THEIR EMERGENT  
COMPLIANCE TRAINING**

## MORE NEWS YOU CAN USE

### TELEHEALTH...

#### A GOLDEN OPPORTUNITY CONTINUES FOR CVCHIP ACO PRACTICES

See the May and June Newsletters and the PPT on the  
CVCHIP website at [cvchip.org](http://cvchip.org)

### PRIMARY CARE NEWS & ECONOMICS

[https://www.aafp.org/journals/fpm/blogs/inpractice/entry/reopening\\_first\\_steps.html](https://www.aafp.org/journals/fpm/blogs/inpractice/entry/reopening_first_steps.html)

<https://www.healthaffairs.org/dol/10.1377/hlthaff.2020.00794>

<https://www.ama-assn.org/delivering-care/public-health/tips-keeping-your-practice-business-during-covid-19-pandemic>

[https://m.youtube.com/watch?feature=emb\\_title&v=j5ASmVnATc0](https://m.youtube.com/watch?feature=emb_title&v=j5ASmVnATc0)

**CONSIDER READING OR PURCHASING DR. TWEEDY'S BOOK. IT COMES  
HIGHLY RECOMMENDED FOR THOSE OF US WHO RECENTLY  
PARTICIPATED IN THE CONVERSATION**

VIRGINIA HEALTH WORKFORCE DEVELOPMENT AUTHORITY

**RACE & MEDICINE**

*In America*

Join us for a live virtual conversation featuring  
Dr. Damon Tweedy, author of the best selling book  
"Black Man in a White Coat: A Doctor's Reflection on Race and Medicine."

**AUG 31**  
**12:00 PM - 1:00 PM**

**REGISTER TODAY!**  
[https://us02web.zoom.us/join/register?WN\\_ycOdJEcvSU-IAFo2kunxhw](https://us02web.zoom.us/join/register?WN_ycOdJEcvSU-IAFo2kunxhw)

**FREE EVENT. Registration is required.**  
Receive a free copy of Dr. Tweedy's book upon registration, while supplies last.  
Sponsored by South Central Area Health Education Center

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[www.vhwda.org](http://www.vhwda.org)



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