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 Strock

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!

"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

RiseToImmunize.org/RIZEVideos
Today’s Speakers

Iris Lundy, RN, BSN, MHL
Senior Director of Health Equity, Sentara Community Care

Heather Strock
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

9 Magnet Nursing Hospitals

12 Hospitals

1 Sentara College of Health Sciences

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

Proprietary and Confidential
Service Areas

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

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<td>Sentara Health Plans</td>
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Sentara Health By the Numbers

- 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

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

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

- 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.
Heat Maps for Prioritizing Areas
(Care Gaps: Well Visits, Uncontrolled Diabetes, Hypertension, Immunizations, Substance Use Initiations & Engagement, Prenatal Care)

Hospital High ER Utilizers

Medicaid Members w/Care Gaps
ALIGNING PRIORITIES WITH COMMUNITY NEEDS

COMMUNITY FEEDBACK LOOPS

LISTENING & LEARNING

MEASURING IMPACT

PARTNER IDENTIFICATION & PROGRAM DEVELOPMENT
It Takes a Village

Leverage existing community resources

✓ Neighborhood Leaders
✓ Community Organizations
✓ Faith-Based Leaders
✓ Higher-Education Institutions
✓ Transitional Homes
Current and Future State

Harrisonburg High School

T.B.D. (Future) High School

REMOTE AREA MEDICAL VOLUNTEER CORPS

Proprietary and Confidential
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.