

VA Healthcare

2022

“FISCAL YEARS 2022-2028 STRATEGIC PLAN” COMMENTARY BY CHAIRMAN DON PRISBY



Don Prisby is Chairman of VA Healthcare 2022, Founder and President of NorthPoint Advocates, LLC. This is Don's seventh engagement with IDGA, having previously attended as a participant, speaker, chair and co-presenter. He has spoken on topics ranging from “Opioid Abuse and Diversion Mitigation” and “Hospitality and Healthcare” to “The Economic, Moral and Anthropological Motivations for Service Excellence.” Don has sourced and referred clinical and executive speakers for other VA conferences sponsored by IDGA and has previously served as a Chair of the Process Excellence Conference in Washington, DC. Don holds a BA in Philosophy from the University of San Diego and a graduate degree from the Pontifical Jesuit Gregorian University in Rome, Italy.

The IDGA VA Healthcare Summit occurring July 19-20, 2022 will address the four VA strategies outlined by Secretary McDonough in the recently published, “Fiscal Years 2022-2028 Strategic Plan.” At the Summit, VA leadership and industry-leading solution and services providers will explore the VA's focus on Access, Advocacy, Outcomes and Excellence in a two-day gathering in Washington, DC (Hilton Mark Center, Alexandria, VA).

“The annual Summit is an important time to align efforts around the VA strategic initiatives,” explained Conference Producer, Justin Ederheimer. “People attending the Summit are literally getting a front-row seat to hear and discuss these strategies. The strategies will influence the VA approach to care for the next six years,” he concluded.

“The four strategies are inter-related. Upon reflection on them, it is evident that one strategy builds upon the other as a means to improve care and the long-term well-being of the Veteran.

Access is focused on assuring that Veterans have the possibility to receive care, both for primary care needs and if needed, for admission to the medical center. Access addresses points along the entire continuum of care, even at home. New technologies are often seen for the first time at the VA Healthcare Summit, including: 1. Mobile devices and telehealth that facilitate Veteran care right where the patient lives. 2. Solutions that focus on rural outreach bringing care to those at a distance from brick and mortar facilities. 3. “AI” technologies that are deployed to deliver fast and accurate diagnosis and the means to place patients for the right care, at the right time and in the right place.

Each of these innovations accelerate care through the medical system, thus making more beds available and improving access.

Advocacy added to **access** results in better and more efficient care. The Veteran Experience Office assures multiple levels of advocacy for Veterans and their families. Past VA Healthcare Summits have focused on multiple advocacy efforts as the Veteran transitions to civilian life, assesses the need for care, and addresses their medical needs. The Veteran Experience Office is a frequent participant at the VA Healthcare Summit.

Outcomes-based care has been a focus of the VA and is key toward promoting well-being while managing the cost of care. The VA has implemented multiple means to assess levels of care, understand Veteran needs and focus on the right care that delivers the best outcome for each and every patient. As an integrated service network, the VA has a moral and fiduciary obligation to deliver the best outcomes possible. Outcomes-based care has been a key topic of the VA Healthcare Summit for over a decade.

Excellence has always been a strategic focus of the VA. The VA “I-CARE Core Principles” focus on the following ethics:

1. **Integrity:** Act with high moral principle. Adhere to the highest professional standards. Maintain the trust and confidence of all with whom I engage.
2. **Commitment:** Work diligently to serve Veterans and other beneficiaries. Be driven by an earnest belief in VA's mission. Fulfill my individual responsibilities and organizational responsibilities.

3. **Advocacy:** Be truly Veteran-centric by identifying, fully considering, and appropriately advancing the interests of Veterans and other beneficiaries.

4. **Respect:** Treat all those I serve and with whom I work with dignity and respect. Show respect to earn it.

5. **Excellence:** Strive for the highest quality and continuous improvement. Be thoughtful and decisive in leadership, accountable for my actions, willing to admit mistakes, and rigorous in correcting them.

The IDGA VA Healthcare Summit provides VA leadership with an annual opportunity to inform peers and the public about Excellence delivered through many initiatives, particularly in the I-CARE core principles.

The four strategies in Secretary McDonough's plan are an integrated vision. **Access** leads to opportunities for **Advocacy**, which is focused on **Outcomes** in an ethic of I-CARE **Excellence**. “Our department remains fully committed to fulfilling the sacred obligation that we have to those who serve in uniform,” asserts VA Secretary Denis McDonough.

The VA Healthcare Summit will facilitate discussion of VA and Industry leadership around the four strategies of **Access**, **Advocacy**, **Outcomes**, **Excellence**. This is a multi-year commitment by IDGA and a unique opportunity to help make the VA long-term strategy a shared success.

By Donald E. Prisby, Jr.
President, NorthPoint Advocates, LLC
Chairman, 2022 VA Healthcare Summit

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July 19-20, 2022 | Washington, DC, United States Hilton Mark Center

SPEAKERS INCLUDE:



Congressman Mike Levin
(D-CA)



Congressman Brad Wenstrup
(R-OH)

Don Prisby

Founder and President
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Laura Prietula MS, PMP, PgMP

Deputy Chief Information Officer
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