



VCU Health Hub at 25th

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1330 N 25th Street, Suite A
Richmond, Virginia 23223



Mission

The VCU Health System is an urban, comprehensive academic medical center established **to preserve and restore health for all people**, to seek the cause and cure of diseases through innovative research, and to educate those who serve humanity.

Strategic Imperative: Care for the Commonwealth

Grow reach through partnerships

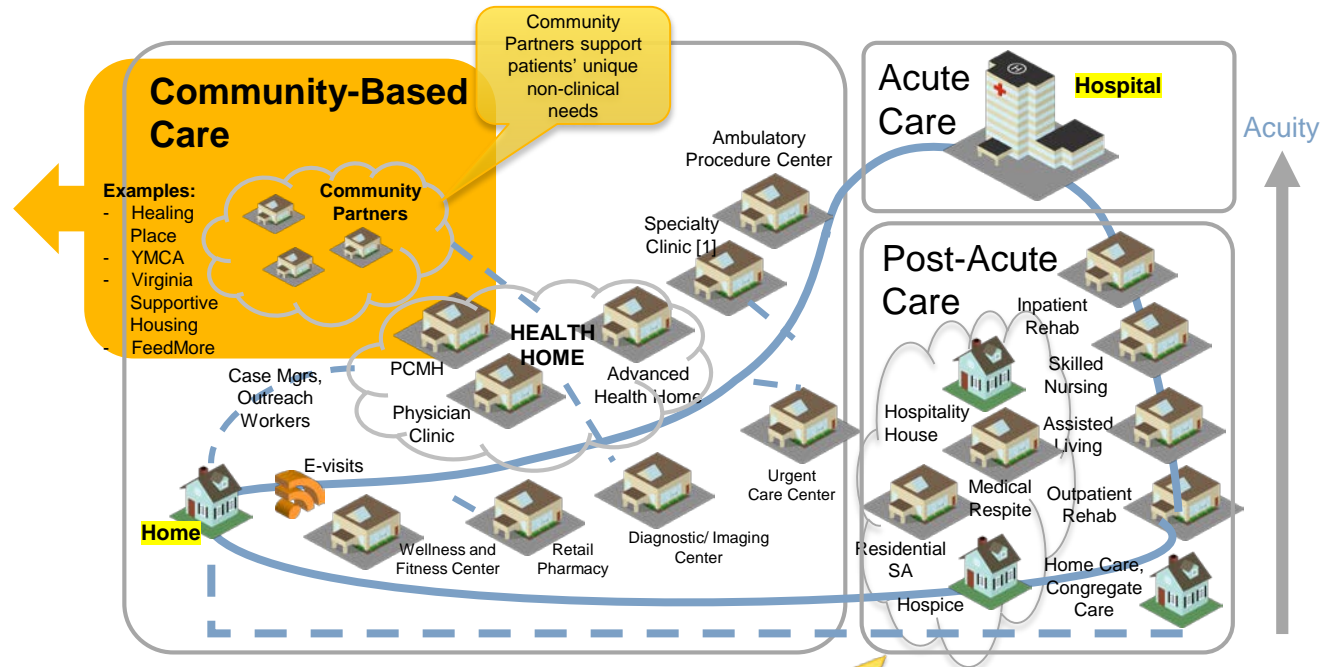
Develop programs and experiences that meet the needs of our
community

Expand access to prevention and wellness education

Focus strategically on population health and value

VCUHS Medical Neighborhood

Supporting the alignment of resources with community-based organizations to achieve better health



- Examples:
- Healing Place
 - YMCA
 - Virginia Supportive Housing
 - FeedMore

* Derived from and expanded from the Sg2 System of Care

[1] Specialists (ex cardiology) as well as specialty programs (ex palliative care)

Post acute care delivery partners support a smooth transition from acute care and provide specialized services in the most appropriate settings

Part of a Continuum

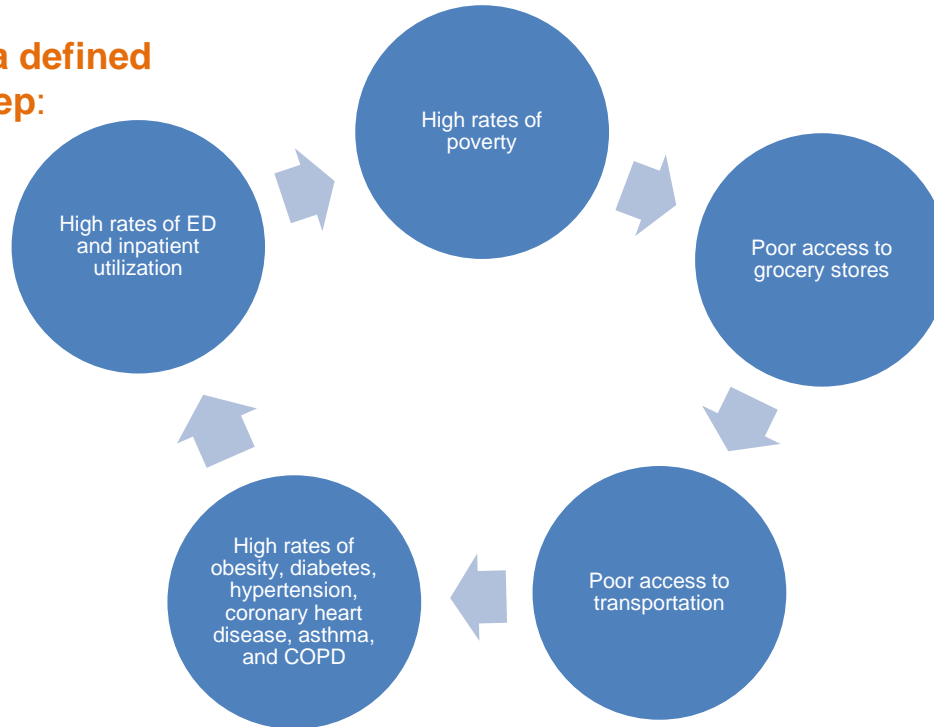
*Ongoing
assessment and
engagement with
patients: SDOH are
clinical reality*

*Long history:
community
partnerships and
direct engagement
to improve health
outcomes*

*Quest to enlarge
impact to
improve
community
health status*

What Drove Us

Salient pressing need in a defined population on our doorstep:



We felt we could make a difference in the East End.

The Health Hub at 25th

PURPOSE

Mobilize assets across VCU and VCU Health System to establish a health education and wellness center in the East End of Richmond that listens, learns, and addresses the issues that stress the community.

GOALS

- Co-create with community partners and residents a valued resource that brings together East End residents to promote healthy lifestyles
- Improve community health and wellness through the delivery of preventive and support services
- Advance collaborative learning, strengthen inter-professional academic practicum, and accelerate cross-disciplinary research
- Revitalize economic activity

APPROACH

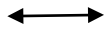
Leverage our existing resources and what we do best

Engage and *incorporate* community voice

Align and *coordinate* resources with other partners

Organizing Principle - Community led

Outreach to community residents was key to the development of the **Health Hub**



Feedback and experience in providing care to this community shaped program design.

Organizing Principle –Equity

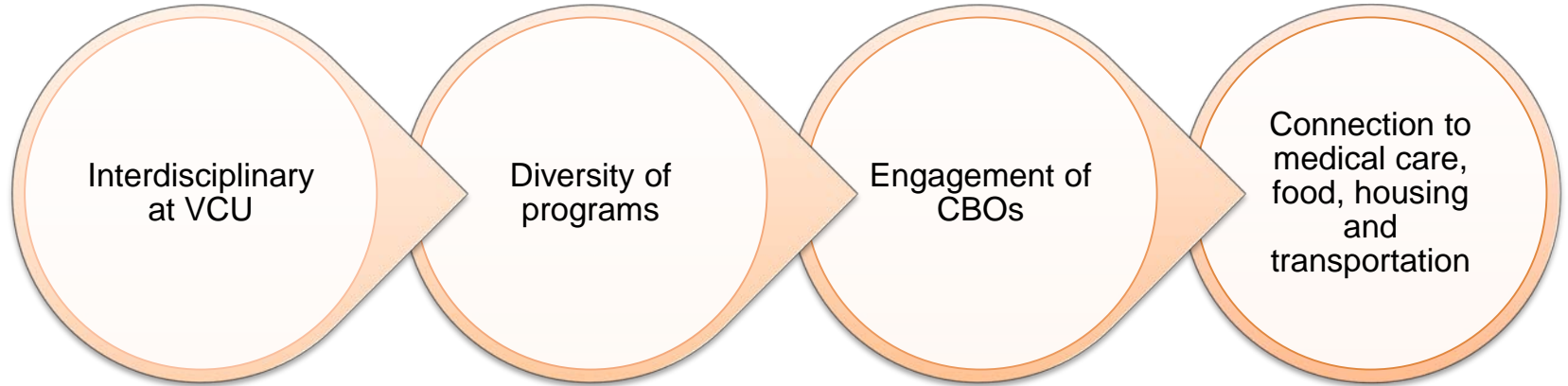
Education: training modules, poverty simulations, curriculum

Clinical care: providing SDoH screenings, food pilots, care navigation, social service integration in inpatient and outpatient settings

Barrier mitigation: access to PCP, transportation, referrals to social resources, health education

Knowledge to sustain and multiply effort

Organizing Principal – Mobilize across sectors



Organizing Principle – Increase prosperity

Part of a larger redevelopment initiative:

- Partnership with Market at 25th Street
- Pharmacy
- J. Sargeant Reynolds Community College Culinary Institute
- Apartment development



Organizing Principle



Place + ongoing programming + embedded training of
health professionals + outreach and community
engagement = ***Durability***

VCU/VCUHS Programming

Behavioral Health

- **Healthy Relationship/Positive Parenting**
VCU Department of Rehab Counseling
- **Stress Management/Relaxation Session** VCU
Department of Psychology

Health Promotion/Prevention

- **A Matter of Balance**
- VCUHS Medical Center Trauma Program
- **Nutrition and Cancer Survivorship** VCUHS
Massey Cancer Center
- **Diabetes Prevention**
- VCU School of Pharmacy

Education and Wellness

- **Richmond Health and Wellness Program**
VCU School of Nursing
- **Mother and Baby**
- VCUHS
- **Medical-Legal Partnership**
VCUHS University of Richmond Law
School and Central VA Legal Aid Society