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

Community-Based Care

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

Community Partners support patients’ unique non-clinical needs

* Derived from and expanded from the Sg2 System of Care

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

Acute Care

Hospital

Post-Acute Care

Inpatient Rehab
Skilled Nursing
Assisted Living
Outpatient Rehab

Hospitality House
Residential SA
Medical Respite
Respite

Home Care, Congregate Care

Hospice

Resident

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

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

- High rates of poverty
- Poor access to grocery stores
- Poor access to transportation
- High rates of obesity, diabetes, hypertension, coronary heart disease, asthma, and COPD
- High rates of ED and inpatient utilization

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

- Interdisciplinary at VCU
- Diversity of programs
- Engagement of CBOs
- Connection to medical care, food, housing and transportation
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