

From the desk of: Gary Campbell, president and CEO

Erin Denholm named CMS Innovation Advisor

I am pleased to announce that Erin Denholm, president and CEO of Centura Health at Home, has been named Innovation Advisor by Centers for Medicare and Medicaid Services (CMS). Innovation Advisors will work with the CMS Innovation Center to create and test new models of care delivery in their own organizations and communities, and share them throughout the United States. The 73 Innovation Advisors were selected from 920 applicants through a competitive process, and include clinicians, allied health professionals, health administrators and others. Participating advisors will deepen their knowledge in health care economics and finance, population health, systems analysis, and operations research. Among other duties, the advisors will support the Innovation Center in testing new models of care delivery, forming partnerships with local organizations to drive delivery system reform, and improving their own health systems to achieve better care at a lower cost for the communities they serve.

Erin's focus will be to combine the remarkable efficacy of our telehealth program with a Hospital at Home program, and further evolve the synergy of technology and home. Over the course of seven years, CHAH's telehealth program has significantly decreased ER visits and re-hospitalizations, and has been successfully used to avert initial hospitalizations. Hospital at Home demonstration sites, developed by researchers at the Johns Hopkins School of Medicine, have shown impressive savings and clinical outcomes. Typically, Hospital at Home is offered to older adult patients who currently require hospital admission for targeted diseases, such as pneumonia, CHF and COPD. Please join me in congratulating Erin on this prestigious honor as she represents Centura Health on a national platform.

Since the inception of Centura Health 2020, we've been building a culture of innovative thinking and risk-taking to create solutions that better serve our patients and residents. This kind of thinking has resulted in new approaches to developing our systems of care, talent management efforts, employed physician structure, and more. During this new year, you'll hear about more new and innovative projects that will help us continue to transform and improve the delivery of care for those we serve.