



# NEW JERSEY HEALTH CARE QUALITY INSTITUTE

A BI-WEEKLY LOOK AT THE BUSINESS & POLITICS OF HEALTH CARE IN NEW JERSEY



## **PRESIDENT & CEO, LINDA SCHWIMMER**

### **This Flu Season Is An Important Test for New Jersey**

Influenza vaccine is now being shipped to New Jersey, and perhaps never before has a strong, widespread flu vaccination effort been more critical to the health and safety of our residents.

There is no vaccine against COVID-19. But we do have an effective flu vaccine. The upcoming winter could be among the deadliest in our lifetimes if influenza further burdens a health care system already besieged by the pandemic. And it's possible that people could be [simultaneously infected](#) with both the flu and COVID.

We expect an increase in demand for the flu vaccine. At the same time, many of the traditional ways people obtain their flu shots — such as workplace clinics, school health fairs and senior centers — will likely be closed.

[Read Full Story](#)

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## TAKE FIVE INTERVIEW

### Interviews with members, influencers, and noteworthy people

Charles Wayland is the new CEO of the UnitedHealthcare Community Plan of New Jersey, a member of the Quality Institute's Plan Council.

**Interview Sneak Peek:** *With COVID-19, what steps is the plan taking to make sure that members are getting not just health care, but also the wrap-around services and social supports they need?*

In New Jersey, we had a lot of face-to-face visits with our Medicaid members in their homes. A lot of that shifted to telehealth visits, which is not a surprise. We also partnered, for example, with the Food Bank of South Jersey and made a \$1 million donation to them. It's not just the food; it's the idea of delivering food, making contact with members. We've also identified members who normally would not get food delivered to them, but may have food insecurity. Another partner is the medical day care community, which is also reaching out. In addition, we developed a list of members who we would call high risk. In medical terms, there's always a high-risk member — but in this environment it may just be that a member lives alone and is not getting to their Primary Care Provider. Normally, we wouldn't call them high risk, but we do because of the pandemic.

[Read Full Interview](#)

A banner for a webinar. At the top, a blue brushstroke contains the text 'Register Now' in white script. Below this, the title 'EFFECTIVE BILLING AND CODING PRACTICES FOR CONTRACEPTIVE CARE' is written in bold, dark blue, all-caps sans-serif font. Underneath the title, the text 'Join us on 9/23 at 12pm for this NJ-RHAP Webinar' is written in a smaller, blue, italicized sans-serif font. At the bottom right, the Quality Institute logo is shown next to the text 'NEW JERSEY HEALTH CARE' and 'QUALITY INSTITUTE'.

We are partnering with our member, the [Doctor Patient Alliance of New Jersey](#), to bring our members the latest New Jersey Reproductive Health Access Project (NJ-RHAP) webinar. The webinar, *Effective Billing and Coding Practices for Contraceptive Care*, will break down complex billing and coding challenges that can hinder contraceptive care. We are proud to feature NJ-RHAP consultant, Dr. Barbara Levy, as our expert speaker and Quality Institute Policy Analyst, Brittany Lee, as the moderator.

### During this Webinar, You Will Learn:

- How to effectively bill and code for different contraceptive care services, including contraceptive counseling and care provided via telehealth.
- Learn best practices.
- Understand the core principles for coding contraceptives.
- View case studies that demonstrate accurate coding for complex and common scenarios.

Register Now



Quality Institute Members - Join us for the first webinar in our Fall and Winter member-exclusive webinar series, *Stronger Together: Improving the Safety, Quality, and Affordability of Health Care for Everyone*, which will explore timely and critical topics from vaccines and health care coverage to the 2020 election results.

In this webinar, *COVID-19 and the Flu - Vaccine Production, Access, and Adherence*, participants will learn the role of public health in flu vaccine campaigns and administration, as well as creative ways that clinicians and health providers and systems are approaching access and administration in the face of the coronavirus. We are excited to announce the accomplished speakers at this event, which will be moderated by our Senior Program Officer, [Kate Shamszad](#).

### Featured Experts Speaking in this Virtual Event:

- [Mary Campagnolo](#), Medical Director, [Virtua Health](#) and Quality Institute Board Member
- [Shereef Elnahal](#), President & CEO of [University Hospital](#) and Quality Institute Board Member
- [Saira Jan](#), Vice-President & Chief Pharmacy Officer of [Horizon Blue Cross Blue Shield of New Jersey](#)
- [Tilithia McBride](#), Director, Quality Payment & Delivery Reform for US Public Policy at [GlaxoSmithKline](#)

Register Now

## NEW MEMBER



## Lifeline Medical Associates

[Lifeline Medical Associates](#) is the premier private Ob-Gyn practice in New Jersey and Delaware, with

more than 175 providers in 54 Care Centers across 15 counties in both states. Established in 1997, Lif is led by a talented group of accomplished physicians and business leaders providing high-quality medical care in their communities.



For information on how to join, please contact Virginia Tesser at [vtesser@njhcqi.org](mailto:vtesser@njhcqi.org).

To learn more about our current initiatives, please visit our website at [www.njhcqi.org](http://www.njhcqi.org).

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