



# NEW JERSEY HEALTH CARE **QUALITY INSTITUTE**

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



## **PRESIDENT & CEO, LINDA SCHWIMMER** **Advancing the Future of Telemedicine — For Everyone**

One incredible lesson from the pandemic is how quickly a mode of care, such as telehealth, can be adopted and widely used by so many people in innovative ways. That said, as we heard from each of the speakers at our virtual All-Council Conference yesterday, sustaining and delivering high quality equitable telehealth will take more than a keystroke.

Even though the use of telehealth and telemonitoring surged over the past year, we know that use and access was uneven. That's why we invited a nationally recognized physician leader and our member experts to share their experiences on "Telehealth Equity – Bridging the Digital Divide."

Their real-life examples of successful uses of telehealth, as well as its challenges, are an important starting point for us to figure out, collaboratively, how to advance telehealth so that it works for everyone...

[Read Full Story](#)



Picture from left to right: Kate Shamszad, MS, MPH, Director of the Medicaid Policy Center, New Jersey Health Care Quality Institute; Sophia Chang MD, MPH, Chief Clinical Informatics Officer, Clover Health; Susan Loughery, Director of Operations, Catholic Charities, Diocese of Trenton; Drew A. Dyson, Ph.D., Chief Executive Officer, Princeton Senior Resource Center; and Elizabeth Cherot, MBA, MD, FACOG, Chief Medical Officer, Axia Women's Health.



## ALLISON CERCO

COMMUNITY OUTREACH MANAGER,  
HACKENSACK MERIDIAN HEALTH  
& ASBURY PARK'S MAYORS WELLNESS  
CAMPAIGN COMMITTEE MEMBER

## TAKE FIVE INTERVIEW

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

Allison Cerco serves on Asbury Park's Mayors Wellness Campaign committee and is a Community Outreach Manager for Hackensack Meridian Health. She was awarded the [Mayors Wellness Campaign 2020 Champion of Health](#) award. The Mayors Wellness Campaign is a program of the Quality Institute in partnership with the New Jersey State League of Municipalities.

**Interview Sneak Peek:** You are involved with the Asbury Park Mayors Wellness Campaign (MWC). You also work for Hackensack Meridian Health. In what ways do these two roles help you to improve health and wellness in the Asbury Park community?

I oversee the southern region of the state, which includes Jersey Shore University Medical Center and Southern Ocean Medical Center. And I oversee pediatric outreach. Our goal is to improve the health of these communities. We do that by looking at people's risks by offering health screenings at health fairs...through education, engagement, and behavior modification. The Asbury Park Mayors Wellness Campaign has the same goal so it's a perfect partnership.


I work on creating and organizing programs that are dedicated to improving the health of the community. I'm able to utilize a vast number of resources, such as physicians, nurses, registered dietitians...whether it is to have an expert come and speak or conduct a cooking demonstration. We also have a mobile health van that I can bring to a community event. I think a big part my job is collaborating and building strong relationships with community partners, such as the Mayors


[Read Full Interview](#)

**NEW WEBINAR**

***BUILDING BRIDGES  
BETWEEN HEALTH  
CARE AND PUBLIC  
HEALTH***

**Thursday, June 24th  
from 12:00pm to 1:00pm**



 NEW JERSEY HEALTH CARE  
QUALITY INSTITUTE

Join us for a webinar focused on how to build bridges between our health care and public health systems. COVID-19 highlighted a need to strengthen relationships between local health departments and emergency management organizations and the health care providers and systems delivering care. Our expert speakers will provide you with local, state, and national perspectives on how to better integrate public health and health care systems as we emerge from the pandemic.

Moderated by [Tyla Minniear](#), Vice President of External Affairs, New Jersey Health Care Quality Institute.

[Members & Invited Guests, Register Now](#)

*Quality Institute members and invited guests only.*

## Our Speakers



**Jeanette Kowalik, PhD, MPH, MCHES,**  
*Director of Policy Development, Trust for  
America's Health (TFAH)*



**Paul M. Lambrecht, CPHQ, CPPS, FACHE,**  
*V.P. Quality & Patient Safety,  
Inspira Health*



**Dr. Charlene Williams-Gungil,**  
*Director & Health Officer, County of  
Passaic, Department of Health Services*



**Julie Petix,**  
*State Coordinator, NJ Medical  
Reserve Corps*



**Kathleen Noonan,**  
*Chief Executive Officer, Camden  
Coalition of Healthcare Providers*

## NEW MEMBER



### Englewood Health

[Englewood Health](#) is one of New Jersey's leading hospitals and healthcare networks. Composed of Englewood Hospital, the Englewood Health Physician Network, and the Englewood Health Foundation, our health system delivers nationally recognized care in a community setting to residents of northern New Jersey and beyond.



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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