Dear Colleague:

As a valued member of the Virginia Chapter of the American College of Physicians, I wanted to make you aware of a unique opportunity. I believe that primary care physicians in Virginia deserve a break, and now, thanks to the Heart of Virginia Healthcare initiative, they can get one. This initiative is ultimately about improving care for patients, but that involves addressing the things that take time and energy away from clinicians and their staff:

- Cumbersome EHRs and the burden of documentation
- Staff and physician time spent on callbacks, refills, and triage
- Ever increasing reporting requirements
- Frustration at having mediocre measures of quality of care

Primary care physicians in Virginia and elsewhere have figured out ways to fix these problems, resulting in more clinician time being spent on patient care, better measures of quality, and in many cases improved income. I recognize that there are other issues that create burdens for primary care (avalanches of forms and inadequate reimbursement, for example). These kinds of problems take a state or national effort to solve. But with a little help, you can significantly and positively impact your practice. The Heart of Virginia Healthcare collaborative can help your practice adopt strategies that are affordable and that can put time and energy back into your day. For a brief video about one of the practices that is providing some of these strategies, click on this link: [https://www.youtube.com/watch?v=2VPcZCnQUlw&feature=youtu.be](https://www.youtube.com/watch?v=2VPcZCnQUlw&feature=youtu.be)

Heart of Virginia Healthcare, which is part of the Evidence Now initiative of the Agency for Healthcare Research and Quality (AHRQ), is providing personalized coaching and consultation at no charge for small and medium-sized practices that can benefit from this quality improvement initiative. AHRQ defines these practices as organizations or offices that consist of 10 or fewer lead clinicians (physicians, nurse practitioners, and physician assistants.) As the name Heart of Virginia Healthcare suggests, cardiovascular health will be used as the starting point. For more information or to apply, follow this link: [http://www.vahealthinnovation.org/hvh/](http://www.vahealthinnovation.org/hvh/). If you have additional questions please contact the recruitment director, Shelley Stinson at [mailto:shelley@vahealthinnovation.org](mailto:shelley@vahealthinnovation.org).

Together, we can increase the joy in the practice of primary care medicine.

Also, please note that the ACP has resources available for our members, specifically our “Running a Practice” link ( [http://www.acponline.org/running_practice/](http://www.acponline.org/running_practice/) ). In addition, members receive a
discount on ACP Practice Advisor which has an Assessing Cardiovascular Risk Module (https://practiceadvisor.org).

Lisa Ellis MD FACP

Governor, ACP VA Chapter