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D. SATTERFIELD
DISTRICT 3 - RICHMOND

VIRGINIA REGIONAL MEDICAL PROGRAM

Congressman Satterfield's district is included in the Virginia Regional Medical Program which covers the entire state. The Program is in its second year of planning and is funded at a level of \$254,000. The Coordinating Headquarters for the Program is being changed from the two medical schools in the state to a new, non-profit corporation which consists of representatives of the University of Virginia, the Medical College of Virginia, the State Public Health Department, and the Virginia Hospital Association. This change allows for broader participation of key health interests. A fourteen-member, broadly based Advisory Group is providing active overall guidance and advice to the Program.

The Program Coordinator, Dr. Eugene R. Perez, has been actively strengthening relationships and communications among the health institutions of the state. He has met with 24 hospitals, numerous local medical societies, the state public health association and voluntary societies. More specific details on planning activities can be found in the attached material.

March 1968

VIRGINIA REGIONAL MEDICAL PROGRAM

REGION: State of Virginia

COORDINATING HEADQUARTERS: Association for the Virginia Regional
Medical Program

STARTING DATE: January 1, 1967

FUNDING:

<u>Current Award:</u>	\$254,000
<u>Current Request:</u>	\$329,388
<u>Projected Next Year:</u>	\$8,100,000

OPERATIONAL STATUS: Anticipated to begin in Fiscal Year 1969

PROGRAM COORDINATOR: Dr. Eugene R. Perez
Assistant Professor, Medical Education
Medical College of Virginia

ADVISORY GROUP:

1. Chairman: Dr. Mack I. Shanholtz
Commissioner of Health,
Commonwealth of Virginia
2. Membership: 14 (attached)
Practicing MD's 2, Medical Center 2,
Hospital Administrators 1, Voluntary
Health Agencies 3, Public Health
Officials 1, Public 4, Dentist 1

Organization and Staffing

The Virginia Regional Medical Program is in the process of changing its Coordinating Headquarters from the two Medical Schools to a non-profit corporation, which consists of representatives of the University of Virginia, the Medical College of Virginia, the State Public Health Department, the Medical Society of Virginia and the Virginia Hospital Association. Such a change was brought about to afford the program a broader representation of health interests. On July 1, 1967, Dr. Eugene Perez was appointed the full-time Program Coordinator. Mr. David Pechmann was recruited as an administrative officer on January 1, 1968, and active recruitment is presently underway to obtain a nurse officer and a communications officer.

Regional Advisory Group

The fourteen members of this group, appointed by the Governor, are vested with the following responsibilities: (1) review programs with concern for the degree of relevance of the planning activities to the objective of improved patient care; (2) advise as to the future direction of the Virginia Regional Medical Program; (3) encourage cooperation among the participating institutions; and (4) approve specific operational proposals when submitted. An Executive Committee, consisting of six members, exercises the authority of the Regional Advisory Group between meetings.

Planning Activities

Planning for the Virginia Regional Medical Program has been mainly carried out by the regional committees at the two medical schools. Some of the specific planning activities at the two institutions include:

(A) Medical College of Virginia:

- (1) Continuing education program involving 21 affiliated hospitals.
- (2) Audio-Visual program which has organized weekly scientific telecasts over two educational television stations. These programs reach approximately two-thirds of the doctors in Virginia, and a similar program is being developed for nurses.
- (3) Bio-Medical Communications program which will computerize clinical records for diagnosis, treatment and teaching.
- (4) Therapeutic Consultant program which will set up a state-wide telephone consulting service on a 24 hour basis to serve all doctors who might have questions relating to a sick patient.
- (5) Categorical programs--planning for coronary care units, expanded rehabilitation services, tumor clinics and demonstrations of care for stroke patients has been undertaken. Subcommittees to deal with these areas have also been established at the Medical College of Virginia.

(B) University of Virginia Medical School:

- (1) Continuing education program - this has been the main thrust of their planning to date, and it is aimed at the practicing physicians at the community level.
- (2) Bio-medical Communications--this program has as its purpose the efficient and organized transfer of health sciences information, which will lead to an orderly storage and dissemination of such information.

ADVISORY COMMITTEE FOR PLANNING FOR REGIONAL MEDICAL PROGRAMS
IN VIRGINIA

Chairman

Dr. Mack I. Shanholtz
State Health Commissioner
Department of Health
Richmond, Virginia

Practicing Physicians

Dr. Lloyd B. Burk, Jr.
Virginia Division
American Cancer Society
Arlington, Virginia

Dr. Donald R. Holsinger
Virginia Heart Association
Martinsville, Virginia

Dr. William J. Hagood
Regional Medical Society of Virginia
Academy of General Practice
Clover, Virginia

Medical Center Officials

Dr. Mason C. Andrews
Norfolk, Virginia

Dr. Kenneth R. Crispell
Dean, School of Medicine
University of Virginia
Charlottesville, Virginia

Dr. Kinloch Nelson
Dean, School of Medicine
Medical College of Virginia
Richmond, Virginia

Hospital Administrators

Mr. William H. Flannagan
Director, Roanoke Memorial Hospitals
Roanoke, Virginia

Public Members

Dr. Ralph Beachley
Arlington, Virginia

Mr. Thomas C. Boushall
Bank of Virginia
Richmond, Virginia

Mr. Sol W. Rawls, Jr.
Franklin, Virginia

Mr. Robert I. Fletcher
Virginia Heart Association
Newport News Shipbuilding & Dry Dock Company
Newport News, Virginia

Mr. Oliver W. Hill
Richmond, Virginia