



Virginia Health Information

Collecting, Connecting and Reporting
Meaningful Data

2025
Annual Report

Overview

Since its establishment in 1993, Virginia Health Information (VHI) has remained committed to improving healthcare through meaningful data. Over the years, VHI has evolved alongside the healthcare landscape while maintaining its core role in supporting informed decision making across the Commonwealth.

Today, VHI administers Virginia's Health Information Exchange, including the Emergency Department Care Coordination (EDCC) program, Public Health Reporting Pathway (PHRP), Advance Health Care Planning Registry (ACPR) and national exchange services. VHI also manages statewide healthcare data programs, including the All-Payer Claims Database (APCD), Patient Level Data (PLD) and other reporting initiatives that support research, transparency and healthcare planning.

In 2025, VHI focused on modernizing its systems, tools and standards used to support how data is collected and shared while also refreshing the organization's external presence to better reflect its continued growth, evolving capabilities and long-standing partnerships.

Mission

VHI improves Virginia's healthcare by collecting, connecting and reporting meaningful data.

Vision

VHI leads the nation in ensuring decision makers have meaningful data to enhance the value and delivery of healthcare.

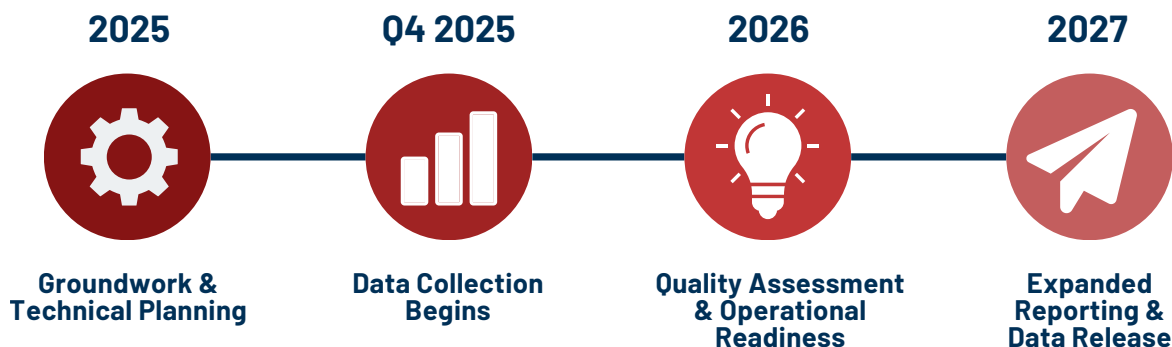
Expanding

Data Collection

This year, VHI laid the groundwork for the expansion of its longest-standing data collection system, Patient Level Data (PLD), to include collection of outpatient surgical and emergency department records.

This update aligns Virginia's data collection efforts with national practices while strengthening the Commonwealth's ability to evaluate trends in outpatient surgical and emergency care, support Certificate of Public Need (COPN) activities and assess charity care utilization. Throughout the year, VHI executed a strategic planning initiative focused on operational readiness, technical specifications and communication of future reporting requirements associated with the expansion. This included identifying, onboarding and providing technical guidance to organizations newly required to submit data.

Looking ahead, VHI will continue preparing for implementation through quality assessment and validation of newly submitted records, development of future data release frameworks and ongoing operational planning to support expanded reporting activity. These efforts will help strengthen the accessibility, usability and long-term value of Virginia's healthcare data infrastructure while supporting more comprehensive reporting and analysis across care settings.



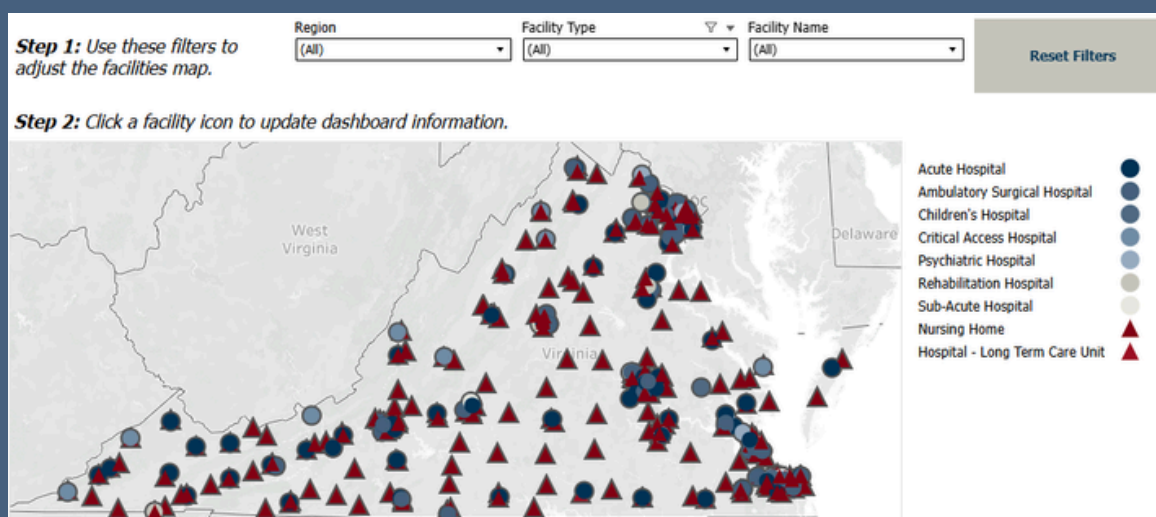
Transforming

Reporting

In 2025, VHI launched the interactive **Facility Financial Performance & Efficiency Dashboard**. The dashboard was designed to simplify side-by-side comparisons between Virginia hospitals and nursing facilities using key financial and efficiency indicators.

Previously, this information existed across multiple static Excel-based reports, making comparisons and trend analysis a largely manual process. By transitioning the data into an interactive dashboard environment, users can now more efficiently explore information by facility, region, fiscal year and performance measure within a single centralized view.

The tool includes interactive comparison tabs that allow users to evaluate multiple facilities simultaneously, along with a geographic map view that helps visualize data across Virginia. These features provide accessible insight into operational efficiency and financial trends while supporting strategic planning, analysis and healthcare decision making through a more modern reporting experience.



View the dashboard: www.vhi.org/report/facility-financial-performance/

Modernizing

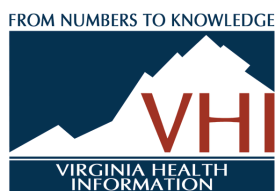
VHI's Brand

This year, VHI launched a comprehensive **rebrand** initiative designed to modernize the organization's image, establish a cohesive brand system and strengthen VHI's presence across a variety of materials and engagement channels.

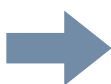
This effort introduced a unified suite of visual and messaging standards, including an updated logo, expanded color palette, refreshed typography and scalable design framework intended to create consistency across programs and platforms. The rebrand also laid the foundation for future external communications, visual representation and organizational storytelling by creating a structured and recognizable brand presence.

As VHI surpassed 30 years of service to the Commonwealth, maintaining continuity with the organization's established identity remained a central priority throughout the process. The refreshed brand was intentionally designed to evolve VHI's presence without departing significantly from the trusted visual elements and reputation partners have associated with the organization for decades.

Inspired by Virginia geography and the movement of health data, the updated visual suite reflects VHI's statewide positioning and reach, and its flexible, modern framework is designed to support the organization's continued growth and evolution in the years ahead.



Previous VHI Logo



Refreshed VHI Logo



Amplifying

Impact

vhi Virginia Health Information
1,346 followers
9mo · 🌐

#whyVHI? Because strong health planning starts with the right data.

📌 VHI's Annual Licensure Survey Data (ALSD) plays a key role in Virginia's Certificate of Public Need (COPN) process, which helps guide decisions about adding or expanding healthcare services in the Commonwealth. ALSA supports the State Medical Facilities Plan by providing critical data used in need calculations and #HealthcarePlanning across Virginia.

By showing how healthcare services are used—like patient volume, available beds and types of care offered—ALSD helps ensure decisions reflect care needs across Virginia's planning districts and regions. That means helping to avoid unnecessary duplication, support access and guide resources where they are most needed.

👉 Click here to learn more: <https://lnkd.in/emXA53TJ>

Data is collected annually from

625+

facilities including hospitals, nursing homes and imaging centers, driving data-centered healthcare planning decisions

vhi

(DCLS) screened 7,334 newborns for 33 metabolic and hereditary disorders, resulting in 223 infants identified with a critical disorder or carrier status — unlocking early treatment and preventing potentially life-altering outcomes. DCLS runs seven days a week, including holidays, ensuring no time is lost when a baby's health is on the line. Each year, the Newborn Screening Program follows up on over 20,000 abnormal results, connecting families to lifesaving specialty care.

Read more about Virginia's Newborn Screening Program here: <https://lnkd.in/e-GbNsWd>

#WhyVHI #NewbornScreening #EarlyDetection #PublicHealth #DataToAction | Virginia Department of General Services | Virginia Department of Health

223

reasons why early detection matters

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To learn more about how your organization can benefit from the EDCC program, please contact: EDCCsupport@vhi.org 📧

#MaternalHealth #MaternalCare #MaternalHealthMatters #InfantHealth #WomensHealthMonth

FROM INSIGHT TO ACTION: EDCC & URBAN BABY BEGINNINGS

Urban Baby Beginnings is a non-profit organization that provides vital community-based support for pregnancy, birth and postpartum care, empowering families to take control of their care and overall health journeys

The **Emergency Department Care Coordination** program bridges information gaps for Urban Baby Beginnings by identifying which of their clients are receiving medical attention and highlighting ongoing health concerns

This valuable insight allows Urban Baby Beginnings to provide informed, timely follow-up care and internal training based on emerging client needs, leading to **stronger support systems and better outcomes**

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The **#WhyVHI campaign** was launched as part of a broader effort to modernize VHI's communications strategy and introduce a more intentional approach to external messaging. The campaign helped introduce VHI's refreshed brand identity while creating greater awareness of its programs and partnerships.

The initiative marked a shift away from high-volume informational posting toward more focused, impact-driven storytelling centered on the purpose behind VHI's work. Rather than simply highlighting reports, systems or technical initiatives, #WhyVHI emphasized how the organization's programs support care coordination, healthcare planning, research, public health efforts and operational decision making throughout Virginia.

Throughout the campaign, VHI experienced its highest social media engagement and impression growth to date, including a 9% increase in LinkedIn followers and an all-time high of more than 5,000 organic impressions on a single post.

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As of FYE2025

Strategic Plan Overview



1

Expand data collection scope, linkage and delivery method crossover

VHI should leverage and maximize its position of having multiple data systems under a single organizational umbrella. Expectations will consistently increase on the insights that can be obtained from health data and VHI must continue to evolve to meet those needs.

2

Refresh brand profile with a clearer value statement

VHI is a very visible organization within the Commonwealth and is looked to as a source for a wide variety of data and reports. The organization should maintain a modern image and assess ways to more effectively convey its mission and value to stakeholders.

3

Convene and engage the VHI data user community

VHI is required in its mission to ensure that data is meaningful and usable. These designations should be based on the feedback of the broader data user community and VHI should look for ways to grow and engage these groups.

4

Expand VHI's proportion of revenue outside of base program administration

Base administration fees, primarily driven by General Funds, will continue to be important to overall sustainability plan but the organization should continue to look for ways to expand its resources from other sources. Private funding serves as both a means of diversification for VHI as well as a market signal that the organization's programs are providing significant value to participants.

5

Achieve operational excellence and selective vertical integration

VHI should continue to scale its operational processes and staff team as its programs and services grow. VHI should look for areas where more ownership and control over drivers of program cost and quality are possible.

6

Increase reporting innovation

VHI is consistently tasked with reporting on key topics important to Virginia healthcare stakeholders. These reports should remain a major focus of VHI and updated regularly to maintain their relevance and impact.

Summary of Key Financials

FYE June 30, 2025

Statements of Financial Position

Total Assets:	\$20,541,528
Total Liabilities:	\$2,056,234
Net Assets:	\$18,485,294

Revenues

Contract Fees:	\$8,651,963
Sales and Programming:	\$4,902,071
Investment Income, Net:	\$299,195
Other Revenue:	\$148,637
Total Revenue:	\$14,001,866

Expenses

Patient Level Data System:	\$419,030
Efficiency & Productivity:	\$399,835
All-Payer Claims Database:	\$1,408,854
Health Information Exchange:	\$8,858,054
Management and General Expenses:	\$890,198
Total Expenses:	\$11,975,971

[Click here](#) to view the full 2025 audit report.