



NEW JERSEY HEALTH CARE QUALITY INSTITUTE

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



PRESIDENT & CEO, LINDA SCHWIMMER **Sharing Innovations for Aging in America**

One of the best parts of my job is getting to learn from our members. [Parker Health Group](#), a member of the Quality Institute's Leadership Council, has been quietly providing high level quality care to older adults in Central New Jersey for over 100 years. Parker's CEO, Roberto Muñiz, is the current President of LeadingAge, an association of non-profit, community-based aging services providers serving older adults throughout the country.

As a member and vice chair of Parker's Board of Trustees, I traveled to Nashville last week for the 2024 [LeadingAge Annual Meeting](#). Amid the great music and food, I joined the Parker team and others from across the country to learn about challenges facing non-profit community-based organizations working to sustain themselves financially while also innovating for a rapidly growing population of older adults who want to stay engaged — and who want to age in place, but with the assistance they need. A variety of models can meet this demand. But, as a country, we have not lined up the needs, the options, and, critically, the funds to pay for the services needed. Our government insurance programs, Medicaid and Medicare, either do not cover enough of the people who will need the services, or simply do not cover those services. The situation leaves many families scrambling to just "figure it out."

At the conference, Katie Smith Sloan, CEO of LeadingAge, highlighted pockets of

excellence within her membership, where organizations are creating innovative programs to help people age in their communities, including...

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RASHARA FULLER, PH.D., MA., LPC,
DIRECTOR OF COMMUNITY RELATIONS AND SOCIAL SERVICES, CITY OF PLAINFIELD

TAKE FIVE INTERVIEW

Interviews with members, influencers, and noteworthy people

[The City of Plainfield](#) has an active [Mayors Wellness Campaign](#). Last year, Plainfield received a \$20,000 grant through the Quality Institute's Mayors Wellness Campaign Mental Health Initiative, funded by Walmart.

Interview Sneak Peek: *What initiatives did you create in Plainfield?*

First, we created a mental health resource page that is linked to the city's official website, making it easy for residents to access mental health services and educational resources, helping lower barriers to care. To raise awareness and reduce stigma, Plainfield launched the #MentalHealthMattersPLFD campaign, distributing vinyl signs for local businesses and organizations to display in support of mental health awareness. We formed a youth committee to lead and shape future mental health efforts, empowering young people to promote mental health awareness and advocacy. The youth committee's involvement has been particularly energetic and key to sustaining these efforts...

[Read Full Interview](#)



Quality Institute members, mayors, and public health officers join us at **Booth (#107)** on **November 20 from 10 to 10:30 a.m.** at the [New Jersey League of Municipalities](#) Conference for a **meet and greet** with [New Jersey Health Commissioner Kaitlan Baston, M.D.](#)

This is a unique opportunity to share your health policy priorities and to share your ideas for a healthier New Jersey. Hope to see you there.

QUALITY INSTITUTE REGIONAL MEMBER BREAKFASTS **Recapping our South Jersey Event at Virtua Health and** **Looking Ahead to our North Jersey Event**



We loved seeing so many of our members as well as mayors and other elected officials at our South Jersey Member Breakfast and Engagement Event, hosted in partnership with [Virtua Health](#). Besides great networking for all the attendees, Quality Institute staff shared updates on our work in community health, health policy, and quality improvement.

Save the date for our next North Jersey Member Breakfast and Engagement Event hosted by [Bergen New Bridge Medical Center](#) on **Wednesday, March 5, 2025, from 8 to 9:30 a.m. in Paramus, New Jersey.** We look forward to connecting with members and local leaders in North Jersey.

NEW MEMBER



The [New Jersey Primary Care Association](#) (NJPCA) is a nonprofit that represents New Jersey's 23 Federally Qualified Health Centers (FQHCs). NJPCA promotes affordable, high-quality primary and preventive healthcare for the medically underserved by supporting the FQHCs with training, technical assistance, policy advocacy, and other resources.



For information on how to join, please contact Virginia Tesser at vtesser@njhcqi.org.

To learn more about our current initiatives, please visit our website at www.njhcqi.org.

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