



# NEW JERSEY HEALTH CARE QUALITY INSTITUTE



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

## What's Included In This Edition:

**Schwimmer Script** – On our launch of Raising The Bar on Birth Equity and Excellence

**Take Five Interview** – With **Greg Woods**, Asst. Commissioner, Medicaid Director

**Mayors Wellness Campaign** – Champion of Health Announced



## Quality Institute Among First in the Nation to Launch "Raising The Bar on Birth Equity and Excellence"

A crisis exists in maternal mortality, and we're proud to be leading one of the first pilots of a national initiative to improve birth equity, maternal child outcomes, and the experiences of people giving birth.

The National Partnership for Women and Families and the Robert Wood Johnson Foundation (RWJF) last year released [Raising the Bar for Maternal Health Equity and Excellence](#), a practical guide to support health systems committed to advancing maternal child health.

RWJF asked us to lead a [pilot of these actionable strategies](#) here in New Jersey. We decided to focus on Mercer County, where residents primarily give birth at two hospitals: Capital Health Medical Center – Hopewell and Penn Medicine Princeton Medical Center. The Quality Institute reached out to both hospitals to ask them to pilot Raising the Bar at their hospitals, and we are grateful both hospitals enthusiastically agreed. They have been our active partners from the start, working to improve birth equity and outcomes within Greater Mercer County...

[Read Full Story](#)

# TAKE FIVE INTERVIEW

Assistant Commissioner  
Greg Woods  
*New Jersey Department of  
Human Services*



## Interviews with members, influencers, and noteworthy people

Greg Woods leads the Division of Medical Assistance and Health Services, which administers NJ FamilyCare, the state Medicaid program.

**Interview Sneak Peek:** *What are the one or two top priorities that you and the administration seek to accomplish at NJ FamilyCare over the remainder of this administration?*

Over the past year plus, New Jersey, [like all state Medicaid programs](#), was required to confirm whether all our two million-plus Medicaid members remained eligible for coverage after the COVID-19 pandemic. One important priority for me, as we come out of that very intense experience, is to take stock of our eligibility and enrollment systems and processes, build on areas where they performed well and address opportunities for improvement. This includes continuing to innovate in our [outreach and communications strategy](#), with a focus on effectively sharing information with members who may be only loosely connected to the health care system. It also involves thinking about how to most effectively partner with stakeholders, such as community-based groups to share important information about the Medicaid program, as well as pursuing improvements to our application forms and online systems, to make them as user-friendly and painless as possible...

[Read Full Interview](#)



MAYORS WELLNESS CAMPAIGN®



Our recent [Mayors Wellness Campaign](#) newsletter features our 2024-2025 Mental Health Initiative grantees, introduces our 2024 Champion of Health, Dina Robinson, and offers insights into the Healthy Town Designation process. You'll also find resources including our Flu Vaccination Social Media Toolkit, upcoming Mental Health First Aid trainings, and registration links for education sessions.

Learn more about our community health work, the



Dina Robinson,

resources and support we provide, and the priorities that towns are addressing. This newsletter offers valuable insights into how these efforts are fostering healthier communities across New Jersey. Thank you to our sponsors for making this work possible.

Community Director & MWC Coordinator

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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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