



**FOR IMMEDIATE RELEASE**  
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**Fortify Children’s Health Links Clinicians, Hospitals and Technology Partners  
to Improve Children’s Health in Virginia**

Charlottesville & Norfolk, VA –Fortify Children’s Health is Virginia’s first clinically integrated network (CIN) exclusively focused on improving children’s health. Co-founded in July 2018 by Children’s Hospital of The King’s Daughters and UVA Children’s, Fortify is a physician-led network established to improve the health of Virginia’s children and support the transition to value-based population health in the Commonwealth.

The network is comprised of over 900 pediatricians, family medicine providers and pediatric specialists. Initial participants include Children’s Medical Group, Children’s Specialty Group and Children’s Surgical Specialty Group in Hampton Roads, and the UVA Physicians Group and Pediatric Associates of Charlottesville in the greater Charlottesville area. Fortify’s geographic reach creates new opportunities for addressing persistent challenges in pediatric care in both urban and rural communities.

“We need to make sure the voices of pediatric providers are helping to shape the future of Virginia’s health care systems,” said Suzanne Brixey, MD, Executive Director of Fortify Children’s Health. “Children have unique health care needs, and Fortify brings together pediatric providers from across the state to develop new solutions that improve care and value for Virginia’s families.”

As a clinically integrated network (CIN), Fortify helps clinicians collaborate on best practices and care coordination initiatives while working with insurers to develop value-based payment methodologies to support population health. Initially, Fortify’s physician-led Clinical Care Committee has developed pediatric-specific, evidence-informed quality goals to increase well-child care and immunization rates for children who don’t regularly see a doctor.

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“Pediatric clinicians naturally focus on what’s needed to help children thrive, inclusive of physical, emotional and social well-being,” said Jim Plews-Ogan, MD, Chief Medical Officer at Fortify. “This philosophy is at the core of Fortify’s strategy to align all aspects of pediatric care around the needs of children to reduce gaps and duplication in services.”

Members of the Fortify network will have access to an innovative population health management IT system, which aggregates data from across the pediatric health continuum to create a longitudinal health record. This IT system provides clinicians in the network access to reliable data to identify gaps in care as well as patient and family needs in an effort to help patients reach optimal levels of health.

“Fortify is focused on connecting clinicians, hospitals, schools, technology partners and insurance companies to work together to understand and address the complex determinants of health and well-being across the community as a whole,” said Rachel Moon, MD, Division Head of General Pediatrics at UVA Children’s in Charlottesville.

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Fortify Children’s Health is Virginia’s only clinically integrated network (CIN) dedicated to children and the clinicians who care for them. Led by physicians and people who are passionate about improving children’s health, our team is working to streamline the delivery of care through a community of peers that is collaborating to share information, develop best practices and create value for pediatric clinicians and their patients. More information is available at [www.fortifychildrens.org](http://www.fortifychildrens.org).