



U.S. Department  
of Veterans Affairs



C20 ANNUAL REPORT

# CHAILIGHTS



# Hey, Hey VA!

**I am thrilled to present C20's 2023 Annual Report, a recap of the incredible work this webinar has accomplished for our VHA frontline family. In the three years since C20's inception, we've had some major growth and change. But our mission has stayed the same: to share relevant and high-priority topics in health care while giving VHA employees a sanctuary for learning, community, and wellness.**

C20 started in 2020 as a grassroots effort to quickly share rapidly changing guidance with VHA's frontline staff during the early stages of the COVID-19 pandemic. But in those early days of C20, we realized our frontline employees also needed a strong dose of humanity. That's when our mission expanded and we started giving folks an opportunity to breathe, have a laugh, and hear some tunes while they learned.

Now three years later, C20 has evolved into a comprehensive webinar that covers a wider variety of high-priority clinical, health care, and employee wellness topics—everything from what's happening in telehealth care at VA to addressing staff burnout to the science behind sleep. But we maintain our commitment to providing space for VHA to feel connected, tap into their VA family, and find a little peace in their busy days.

And we have a lot of fun doing it! On what other platform could you find Dr. Francis Collins, Acting Science Advisor to the President and former Director of the National Institutes of Health, [present on his career achievements in genetics, precision health, and COVID-19 prevention](#) and then perform an original song on the guitar? Where else can hundreds of employees come together to celebrate their exceptional colleagues and learn, develop how to enhance Veteran health care? C20 is honored to be that kind of resource for VHA, and we thank our devoted C20 audience—from Southampton, Massachusetts to Honolulu, Hawaii—for their support and viewership.

As we look to the next three years (and beyond!), we hope C20 continues to be your megaphone for urgent clinical information, exciting program initiatives, and transformative innovations; a space to recognize outstanding VA employees going above and beyond for Veterans; and a place where you can take your 20 to recharge, reconnect, and learn something new. I invite you to read our annual report, which I believe captures our ethos and impact and gives you a glimpse into how C20 has become part of the fabric of our VA community.

**Leaving you with love, light, and chai,**

**CHAD S. KESSLER, MD, MBA**  
*Host, C20: Take Your 20 for Veteran Health*  
*Executive Director, Emergency Medicine, VA*



Watch Now

**Three years and 300 episodes!**  
Scan this QR code to watch our annual report welcome video.



# SUPPORTING VHA DURING THE COVID-19 PANDEMIC

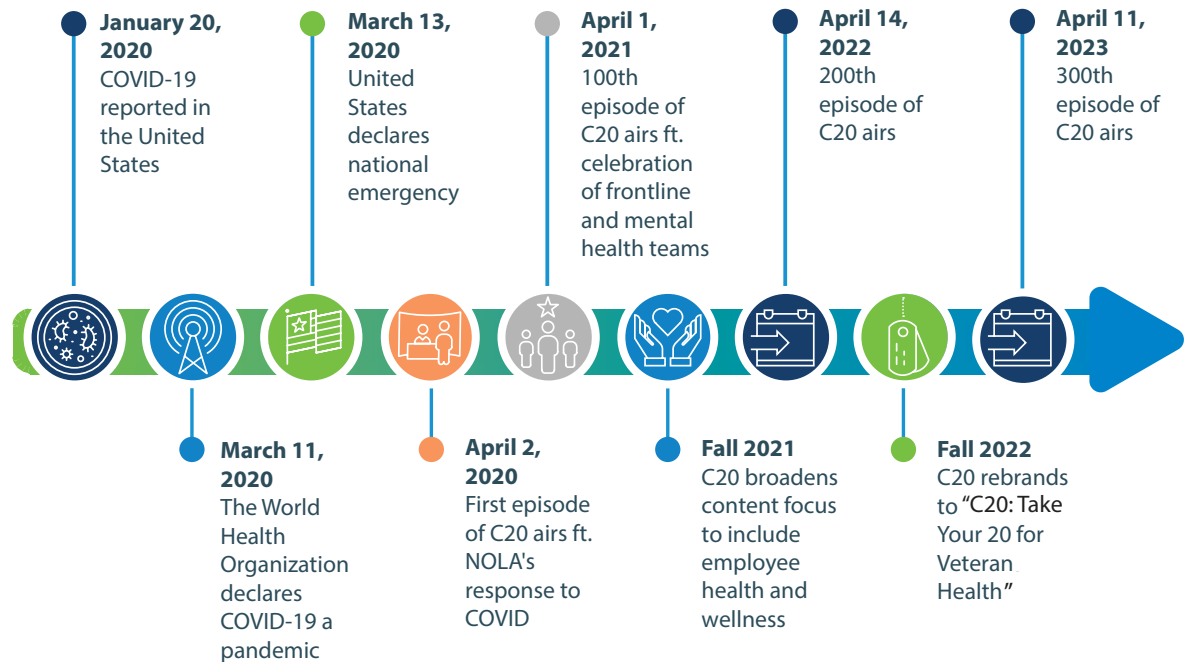
**Originally called “COVID-in-20,” C20’s first episode aired on April 2, 2020 to provide timely, trustworthy COVID-19 information and resources to VA’s frontline clinical employees battling the pandemic.**

These early episodes covered the latest COVID developments, adjustments to policy with health experts, and best practices for clinical care. Featuring top VA and non-VA health care experts across the country, C20 became a trusted source for leaders and staff across VA.

As COVID-19 cases declined and VHA adapted to nationwide reopening efforts, C20’s scope broadened to reflect other high-priority topics for the VHA frontline. With a focused pivot and rebranding, C20 became “C20: Take Your 20 for Veteran Health.”

**From April 2020 to today, C20’s mission has remained the same:**

to convey timely, relevant, and trustworthy clinical and health care information; support employee wellness, growth, and retention; and improve health care practices and outcomes across VHA.





Watch Now

Check out our very first episode of C20!



## RESPIRATORY INFECTION FAST TRACK



# C20 TODAY: WHO WE ARE AND WHAT WE DO



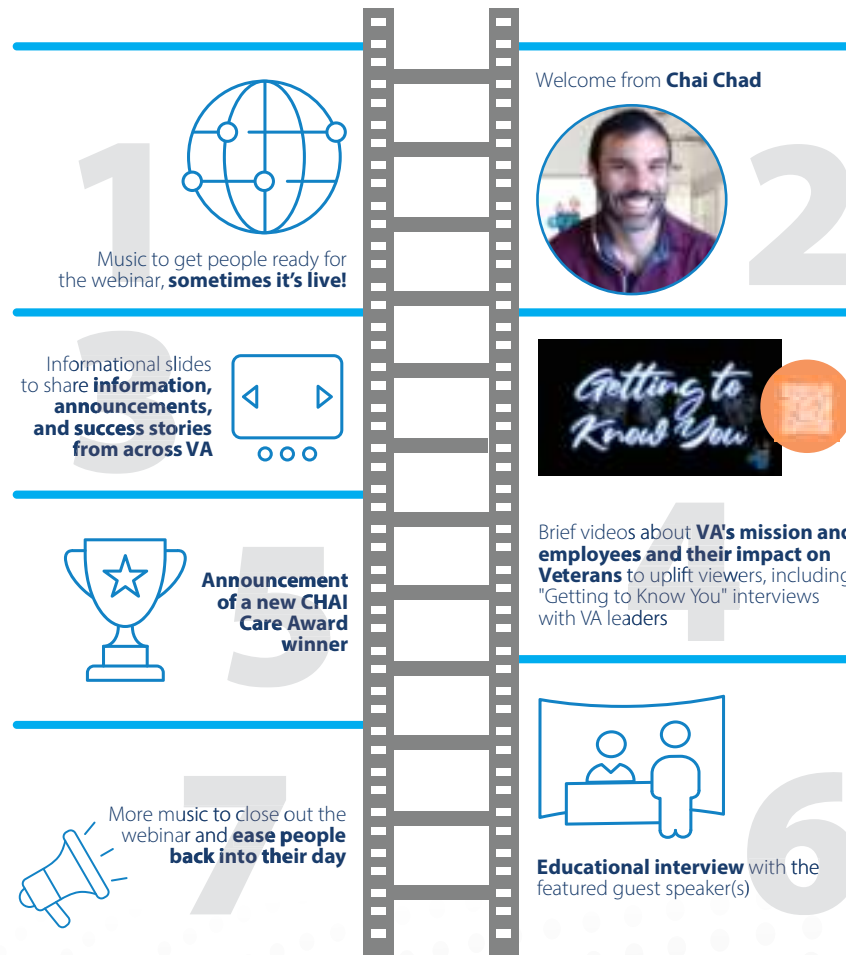
**Why is Chai such a central theme to C20?**  
Chai Chad explains in his "Getting to Know You" interview.



**C20 is a 20-minute live, interactive webinar hosted by Dr. "Chai Chad" Kessler, VA's National Director for Emergency Medicine. It brings the VA community together through discussions about clinical and health care issues facing Veterans and topics related to VA employee wellness, growth, and retention, such as caregiver support, chronic and infectious diseases, emergency medicine, employee burnout, health care administration, innovation and technology, mental health, psychological safety, suicide and violence prevention, women's health, whole health, and VA employees' workplace benefits.**

The webinar features subject matter experts, VA leaders, frontline staff, Veterans, and others who offer insights that help those who support our Veterans. As Chai Chad likes to say, "With love, light, and a mug of chai, C20 gives frontline health care employees from all disciplines a chance to take their 20—to have a wellness and learning break, be together, go on a tour of VA, and recognize exceptional colleagues via CHAI Care staff recognition awards."

## C20 Run-of-Show



"I'm going to guess that most of the people online couldn't even imagine VA without this. You have really created something that's part of the fabric of the VA community.

– **DR. CAROLYN CLANCY**,  
DEPUTY UNDER SECRETARY  
FOR THE OFFICE OF DISCOVERY,  
EDUCATION AND AFFILIATE  
NETWORKS (DEAN)

# Women's Health Clinic



# A PRIMARY RESOURCE FOR VHA'S FRONTLINE

“It’s the most innovative program out of my entire 22 years at VA that consistently brings timely and relevant topics to all of us in the field as one VA team. I’ve never seen another program that does this like C20.

– **DR. DEANNA MILLS,**  
C20 CHAMPION AND CHIEF OF PHARMACY AT THE CENTRAL WESTERN MASSACHUSETTS VA HEALTHCARE SYSTEM

“[C20] is bringing people who have expertise, who know what they’re talking about on a wide variety of topics. [It’s] really useful, timely information. [We’re] hearing it straight from the horse’s mouth.

– **C20 AUDIENCE MEMBER**

**C20 is made for VHA, by VHA. C20 viewers help create content for C20 episodes by recommending topics and guest speakers for educational interviews, nominating their colleagues for CHAI Care Awards and sharing their musical talents. Because of their input, C20’s 300+ episodes to date have covered relevant and high-priority content to educate and train VHA frontline staff and other VA employees.**

With Chai Chad facilitating the conversations, C20 has covered many high-priority topics to support viewers’ learning and wellness. Secretary of the VA, Denis McDonough, and VHA Under Secretary for Health, Dr. Shereef Elnahal, have both said that investing in VA employees is a top priority because they are our most valuable resource. C20 is part of that investment, providing employees with timely, relevant information in bite-size pieces to accommodate their busy schedules and competing demands. And while C20 focuses primarily on supporting VHA’s frontline, other people from across the enterprise, in every corner of VA and its program offices and facilities, join C20 to take their 20 for Veterans health.

## FEATURED GUESTS



**DENIS MCDONOUGH,**  
VA SECRETARY



**DR. SHEREEF ELNAHAL,**  
VHA UNDER SECRETARY FOR HEALTH



**DR. CAROLYN CLANCY,**  
VHA ASSISTANT UNDER SECRETARY FOR HEALTH FOR DISCOVERY, EDUCATION, AND AFFILIATE NETWORKS



**KIMBERLY R. WILLIS, M.DIV., BCC,**  
EXECUTIVE DIRECTOR OF THE VHA NATIONAL CHAPLAIN SERVICE



**DR. ANTHONY FAUCI,**  
FORMER NATIONAL INSTITUTE OF ALLERGY AND INFECTIOUS DISEASES DIRECTOR



**TIM CHAMBERS,**  
THE SALUTING MARINE



**DR. DAN ARIELY,**  
NEW YORK TIMES BEST-SELLING AUTHOR

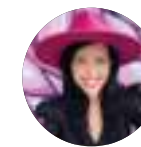


**DR. SARA MANNING PESKIN,**  
NEW YORK TIMES BEST-SELLING AUTHOR

## MUSICAL GUESTS



**JOSH GEIGER,** EXECUTIVE OFFICER, NATIONAL EMERGENCY MEDICINE OFFICE, VA



**KELLIE HADDOCK,** SINGER-SONGWRITER





EXIT

VA



U.S. Department of Veterans Affairs  
Veterans Health Administration

VA



U.S. Department of Veterans Affairs  
Veterans Health Administration

# FOSTERING CONNECTIONS WHILE ADVANCING PRIORITIES

“Thank you for putting out the Chad blurb every Tuesday/Thursday, it is such an inspirational start to the day. I really enjoy how your experiences are so relatable and capture the essence of what goes on in the mind of a medical professional. Kudos to you and your team.

– **DR. MONU KHANNA,**  
C20 AUDIENCE MEMBER

“Reading Chad’s blurbs are highlights of my week and I’d love to be able to share them outside of my work environment.

– **SARA SKVICALO,**  
C20 AUDIENCE MEMBER

**C20 uses a multi-pronged communications approach to engage every facet of VHA, from folks on the frontlines to the people sitting in the Central Office in Washington, DC. This allows C20 to reach across VHA to cover the most pressing challenges facing frontline health care workers today.**

One of the most popular outreach communications activities is Chai Chad’s affirmations for the frontline (an example is shared on the next page). These “blurbs” provide uplifting messages and words of encouragement that help motivate and inspire people across the enterprise. This personal touch from Chai Chad reinforces the sense of community that C20 is built on and is reflected by the heartfelt responses on the left.

C20 also connects topics and discussions with key priorities for VHA and VA. This includes episodes that have touched on the PACT Act, Veteran suicide prevention, and the diffusion of new innovations that strengthen VHA’s standing as a high reliability organization as a high-reliability organization.

## C20 Supports VHA’s Strategic Priorities



**Hire faster and more competitively**



**Prevent Veteran suicide**




**Accelerate VA’s journey to a high reliability organization**



**Support Veterans’ whole health, their caregivers, and survivors**



**Serve Veterans with military environmental exposures**



**Connect Veterans to the soonest and best care**

C20 functions as a primary conduit between VHA leadership, program offices, and the frontlines of the health system.



C20 reinforces VA best practices, helps diffuse new innovations, and provides the frontline with updates on new policy and guidance.



C20 provides VA employees with learning opportunities, continuing education credits, and connection to a larger VHA community.





## A Chai Flavored Blurp

### I Serve Because

(PUBLISHED MAY 9, 2023)

**#IServeBecause** it's just in my blood. Something deep inside just wants to help people, care for others. It makes me so happy to see my kids enjoy a silly little breakfast I made this morning with avocado toast and turkey sausage. I feel happy inside when the kid I've been coaching on defense makes a fantastic play to save a goal.

But nothing in this world feels better than helping people get well. In mind, in body and spirit. It could be the miracle of bringing someone back to life in the emergency department or something seemingly so simple as starting a young woman on blood pressure medicine. But you know in

your heart, that 6 cent pill she takes every day will eventually keep her out of the Cath Lab and off dialysis.

I serve for a sense of pride. Pride in what I do every day. The best mission in healthcare. I serve so my kids can see what it looks like to contribute meaningfully to this world and hopefully do way more good than I ever have.

I serve to take care of people just like my dad, and Josh, Veterans who signed that blank check up to, and including, their lives. So in honor of public service recognition week, I thank you all and hope that you will share with me... **why you serve!**

# PROMOTING WELLNESS FOR STAFF, ADVANCING HEALTH CARE FOR VETERANS

## Providing the Frontline with Sanctuary and a Chance to Recharge

As a small part of the largest integrated health care system in the United States, C2o addresses burnout, staff retention, and employee well-being. In doing so, it embraces the strategic priorities identified by the Under Secretary for Health as critical to improving the care Veterans receive and maintain VA's status as a high-reliability organization.

Burnout is a significant manifestation of workplace stress. Studies show that there is a continuum of emotions that can emerge before burnout, including moral distress and injury, compassion fatigue, secondary trauma, and social isolation. It's a wide-spread and growing issue on a national scale, but both the risks and consequences are elevated for frontline health care teams.

During the early months of C2o, as the pandemic worsened and VHA's frontline bore the brunt of the catastrophe,

it became clear C2o needed to do more than provide critical information. The webinar adjusted to also provide employees with uplifting stories and the chance to recognize each other, listen to music, and know they were not alone. This remains an important aspect of C2o, which continues to find new ways to provide VHA employees with a little sanctuary during their busy days. It's an opportunity for staff to learn something new while recharging and feeling connected to our VA family.

## Combating Burnout C2o Style

Through C2o's work with health care professionals, experts, and frontline employees, crucial methods emerged to reduce employee burnout.



Using technology to improve flexibility and accessibility



Staying disciplined in self-care and prioritizing rest



Creating a psychologically safe working environment



Engaging regularly in self-compassion



Using social media in moderation



## VHA Employee Burnout

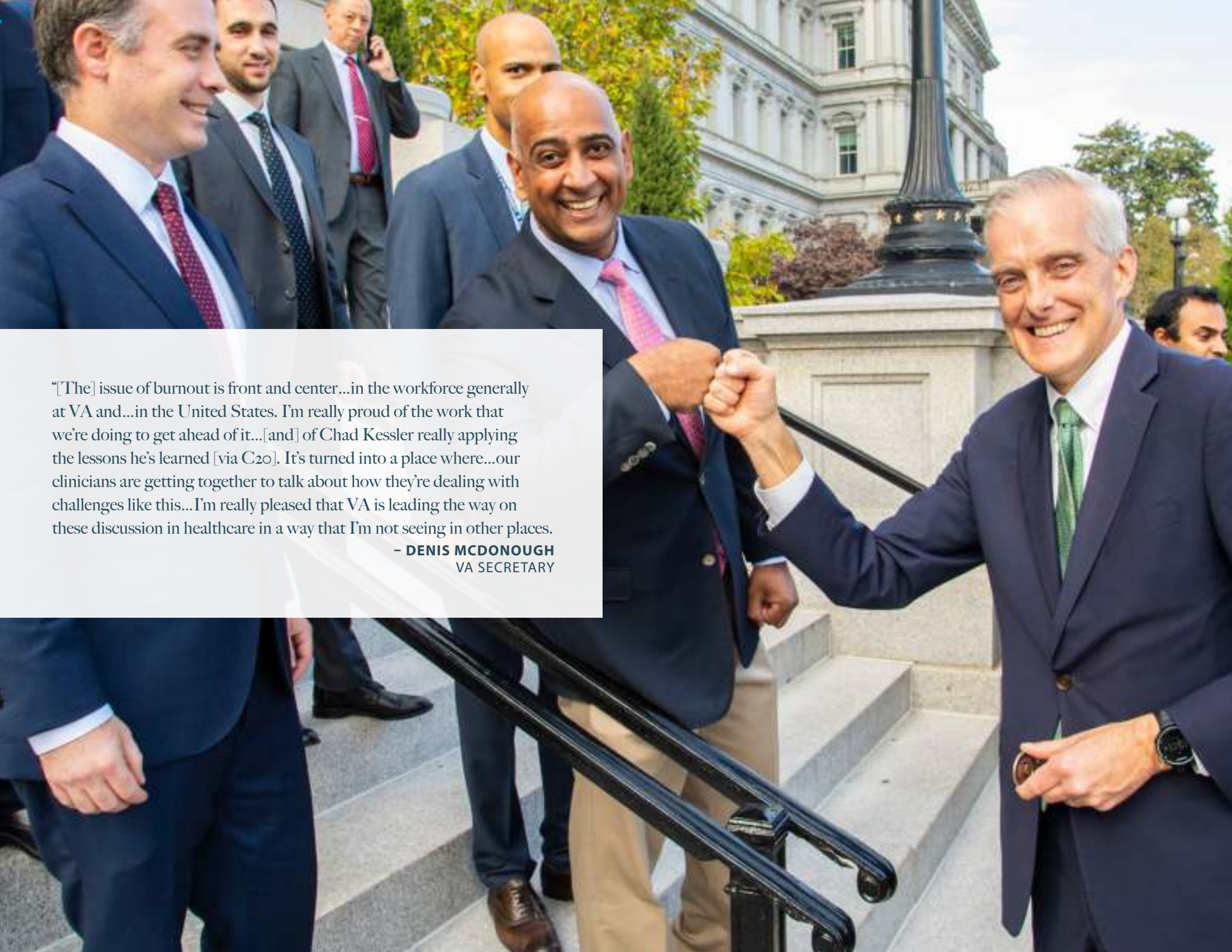
- 25%** report at least one symptom of burnout on a weekly basis
- 20%** report at least two symptoms of burnout on a weekly basis
- 5%** report at least three symptoms of burnout on a weekly basis

## VHA Employee Burnout Affecting Nurses

**4 in 10** nurses at VHA report burnout symptoms

### A CLOSER LOOK AT ONCOLOGY NURSES

- 35%** felt a sense of low personal accomplishment
- 30%** experienced emotional exhaustion
- 15%** reported depersonalization



“[The] issue of burnout is front and center...in the workforce generally at VA and...in the United States. I'm really proud of the work that we're doing to get ahead of it...[and] of Chad Kessler really applying the lessons he's learned [via C2o]. It's turned into a place where...our clinicians are getting together to talk about how they're dealing with challenges like this...I'm really pleased that VA is leading the way on these discussion in healthcare in a way that I'm not seeing in other places.

**- DENIS MCDONOUGH**  
VA SECRETARY

# FOSTERING A COMMUNITY OF SUPPORT

“Thank you so much for this very special award. I am honored [and surprised]. There are no words I can think of at this moment to share my feelings. My commitment to our Veterans and to my incredible team is unwavering.

– **NADEAN SITTER,**  
WOMEN VETERANS PROGRAM  
MANAGER, ERIE VAMC

“Thanks so much for this honor! Really appreciate this recognition from [C20] and your nomination, Pallas. Your kind and thoughtful comments... help remind me of the importance of taking time to listen and have a real conversation and talk through things that come up... C20 is a powerful outlet that gives a voice to employees, and it was a privilege to be part the show!

– **JONATHAN E. LUDWIG,**  
SENIOR COMMUNICATIONS  
SPECIALIST, VHA OFFICE OF INTE-  
GRATED VETERAN CARE

## Recognizing Employee Contributions to Each Other and Veterans

**C20’s CHAI Care Awards, a unique combination of our own COVID-19 Hero Award for Innovation (CHAI) and VHA’s ICARE awards, is a twice-weekly award presented during each episode. With the goal to recognize staff from across the Nation and their innovative ideas in Veteran care, these awards highlight how C20 celebrates and encourages exemplary care at VHA. Winners are nominated by peers and selected based on their impact, reach, innovation, and humanity.**

The first Chai Cares Award was announced in August 2020. Since then, every C20 live episode features a CHAI Care winner, revealed by Chai Chad. Award winners have prevented Veteran suicide, embraced health care innovations, acted as mentors for their colleagues, and gone out of their way to help Veterans. They are recognized with an ICARE certificate, a coupon to the Veterans Canteen Service, a message from their nominator about why they go above and beyond, and a special note to their supervisor recognizing their contributions.



**CHAI Nominations**



**CHAI Care Winners**



**CHAI Care Honorable Mentions**

## Watch Now



In this **Get to Know You** interview, CHAI Care winner Elizabeth Lopez is interviewed by her nominator Heather Owens. Lopez has done significant work supporting both the Latino and LGBTQ+ communities.

# C20's IMPACT BY THE NUMBERS

Number of C20 episodes:

300+



Average **views** per live webinar:

622



Average **total views** per webinar:

1,959



**Time metrics** for C20  
webinar content:

5,760  
minutes



96 hours

4 days



**Total views** of C20 episodes:



562,143

32% live  
episode  
views

3% recast  
episode  
views

65% recorded  
episode views



**C20** LISTSERV

31,000+

VA staff engage in weekly messages from C20, which include blurbs from Chai Chad, information about upcoming and recent episodes, and other ways to engage with **C20 Champions** — who are the 145+ VA employees that help communicate C20 across the enterprise.





## OUR TOP 5 EPISODES

1. **Face to Face with Dr. Fauci: A Frontline Conversation** – 10,350 live views
2. **C20 Brings Secretary McDonough to the Frontline** – 3,564 live views
3. **Serving it up C20 Style: Town Hall with Undersecretary of Health Dr. Shereef Elnahal** – 3,301 live views
4. **C20 at CX Symposium: The Future of Customer Service and Veteran Experience** – 3,079 live views
5. **Vaccinating the Largest Integrated Health Care System in the U.S.** – 2,827 live views



## C20 IS ACCREDITED BY THE FOLLOWING:

- American Academy of Physician Assistants (AAPA)
- Accreditation Council for Continuing Medical Education (ACCME)
- Accreditation Council for Continuing Medical Education – Non-Physician (ACCME-NP)
- Accreditation Council for Pharmacy Education (ACPE)
- Accreditation Council for Pharmacy Education – Pharmacy Technicians (ACPE-T)
- American Dental Association (ADA)
- American Nurses Credentialing Center (ANCC)
- American Physical Therapy Association (APTA)
- Commission on Dietetic Registration (CDR)
- Joint Accreditation for Interprofessional Continuing Education (JAIPCE)

### Continuing Education Unit (CEU) Accreditation Data

**C20 benefits the frontline directly by offering credit hours from various accrediting organizations. To date, VA staff have earned 1,472 hours of CEUs by watching C20 webinars.**

## 9 IN 10 VIEWERS RESPONDED POSITIVELY TO C20 EPISODES THAT...

- Connected Frontline Staff to Industry Leaders Outside of VA (93%)
- Discussed Health Care Innovations (93%)
- Spread Evidence-Based Best Practices (93%)
- Featured Whole Health and Wellness Content (93%)
- Included VA Leaders as Presenters (92%)
- Discussed Health Care Initiatives (92%)
- Connected Frontline Staff to Senior Leaders (92%)

# THANK YOU FOR ALL THAT YOU DO

**We would like to express our deepest appreciation to all those who have been on this C20 journey with us. C20 will continue to highlight and address the most pressing research, innovation, and Veteran-related topics directly to the frontline. This coming year, C20 will continue its mission to 1) convey timely clinical and health care information; 2) support employee wellness, growth, and retention; and 3) improve health care practices and outcomes—all in service of our Nation's Veterans.**

Our impact and the support we provide to our frontline workers through C20 wouldn't be possible without a constellation of people working behind the scenes, including our colleagues at ILEAD, VHA employees detailed to C20, our C20 Champions and CHAI Care winners, and our team of contractor support making sure we have something new and exciting to share every Tuesday and Thursday.

Finally, a special thanks to all our C20 guests, viewers, frontline workers, VA collaborators, and VA and VHA leadership. This webinar would not be possible without every one of you. From appearing on the webinar to engaging with one another, Chai Chad, and the guest speakers in the chat, you make C20 what it is, and we are thankful.

**SINCERELY,**

## The C20 Planning Committee Members

David S. Cole, Director of PA Residency, VHA  
Janet G. Dailey, National PBM Clinical Pharmacy Program Manager, Academic Detailing Services  
Deidra C. Devereaux, Clinical Nutrition Section Chief, VHA  
Mark A. Havran, Chief, Extended Care Services, VHA  
Sora J. Lee, Registered Dietitian, VHA  
Elizabeth Nunez, Director, Homeless Veteran Dental Program and Dental Education Program, VHA  
Sheila Cox Sullivan, Director of Research and Analytics, Office of Nursing Services, VHA  
Scott Wiltz, Medical Director, SimLEARN, VHA Office of Healthcare, Innovation, and Learning (OHIL)

**iEX** 2022 VHA  
INNOVATION  
EXPERIENCE





## How You Can Engage with C20 AND AMPLIFY ITS IMPACT

C20 provides a tour of the VA, highlights innovative and impactful programs and practices, shares information and resources, supports VHA's frontline through learning and wellness, and recognizes staff who go above and beyond in caring for Veterans.

### Here are a few ways we can stay in touch!



**Stay connected** with us through our C20 listserv.



**Watch** previous episodes of C20.



**Submit** a topic idea or guest idea.



**Nominate** someone for a CHAI Care staff recognition award.

**Send us your ideas for C20 content!** Do you have information about a program, initiative, or event? An uplifting video or meaningful song? A guest speaker or topic for an educational interview? **Email us at [VHAC20@gov.va](mailto:VHAC20@gov.va) with your suggestions.**