The Daily Planet

The Daily Planet envisions a community where ALL its citizens are enabled to live healthy, stable and enriched lives. As a nonprofit operating in Richmond, The Daily Planet (TDP) provides accessible, comprehensive, integrated quality healthcare services to those at risk of, or experiencing, homelessness in Central Virginia. TDP serves 5,500 men, women and children annually for more than 32,000 patient visits. Universal Leaf has provided support to TDP in recent years through foundation funding and the volunteer time of George Welch, Director of Corporate Communications, who has served as Board Chair for the past five years.

At its main facility in downtown Richmond healthcare is offered in four clinical areas: primary care, behavioral health, dental, and vision care. All services are provided on a sliding scale fee based on one’s ability to pay. Patients are supported as needed by case management, pharmacist, and nutritionist services and made available at no cost to the patient as a part of a multi-disciplinary care team approach.

The Daily Planet is seeking Level 3 patient-centered medical home (PCMH) certification (highest level) from the National Council on Quality Assurance. PCMH is an innovative program for improving primary care in a set of standards that describe clear and specific criteria. The program defines standards for organizing care around patients, working in teams, and coordinating and tracking care through the health system. Early evidence suggests that patient-centered, coordinated and team-based care improves quality and reduces the cost of care. As The Daily Planet attains this recognition, patients are encouraged to be a health partner through self-management of chronic disease and patient survey results are used to drive quality improvement.

The reluctance of some uninsured to access health services on a consistent basis and establish a relationship with a primary care provider (PCP) translates into not seeking the right care, at the right time, or at the right place which is not cost-effective. To address this challenge, The Daily Planet (TDP) goes beyond just serving those who walk into the health facility. Providers and outreach staff go to where the people are: under bridges, in encampments, at the soup kitchen feeding sites, at a homeless men’s substance abuse recovery center, and at the area’s shelter system. At these locations and other outreach sites, health screenings and assessments are provided and patient education is offered on any number of topics including the advantages of establishing a medical home. The individuals served at the
outreach sites are encouraged and invited to begin a patient-centered relationship with The Daily Planet as their PCP.

The Daily Planet has as a core value “Wellness for All” and believes that regardless of one’s insurance status or ability to pay for services, everyone deserves access to affordable and quality healthcare. It is through the generous support of individuals such as George Welch and organizations such as Universal Leaf, that we are able to serve our mission to a population in great need.