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Commission on Women's Health  
Preventative Care Subcommittee

December 1, 2025, at 12:00 p.m.

Electronic Meeting

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The Preventative Care Subcommittee (the subcommittee) of the Commission on Women's Health met virtually with Delegate Kathy KL Tran, chair, presiding. This meeting consisted of a discussion on proposed study topics by members and priorities for the work of the subcommittee.

**Proposed Subcommittee Topics of Interest**

*Ensuring comprehensive preventive care for women and girls to improving long-term health outcomes.*

- Increasing awareness for youth regular checkup visits, continued age-appropriate screenings, and timely counseling on the physical and emotional changes associated with puberty.
- Utilizing preventive visits to also offer an opportunity to increase awareness of recommended vaccinations, such as the HPV vaccine, and to begin conversations relating to ongoing engagement with the health system.
  - Incorporating screenings for conditions such as osteoporosis, routine vaccinations for older women, and intentional conversations that clearly link these exams to everyday functioning and quality of life.

*Data, Coverage, and Insurance Structures.*

- Gain a better understanding of coverage and utilization patterns is needed to strengthen women's preventive care.
  - Collecting and analyzing data on how women are accessing checkups and engaging with preventive care models can ensure that the right questions are being asked during visits and that the system is designed to support early detection rather than crisis response.
    - Have DMAS come and present on coverage and services for breast and cervical cancer.
  - Examine whether insurance company structure and utilization data can be analyzed through existing DMAS dashboards that provide insight into patterns of access, missed

opportunities for prevention, and disparities among subgroups. These findings can then inform policy adjustments and advocacy around benefit design and reimbursement.

### ***Cancer Screenings and Emerging Trends***

- Recent trends and patterns in how younger women are being diagnosed with breast, cervical, and other cancers.
  - Ensure that vulnerable populations and younger groups are informed about appropriate screenings and understand how to access them.
  - Integrating data on these trends with information on insurance coverage, social determinants of health, and local resource availability can guide more nuanced, targeted interventions.

### ***Social Determinants of Health and Access***

- Examining the intersection between the social determinants of health and effective access to preventative care.
  - Economic factors, workforce conditions, and the lack of paid leave policies all influence whether individuals can take time off work to attend appointments or follow through with recommended care.
  - Addressing the structural barriers to preventative care in which recommended screenings, vaccinations, and follow-up care are accessible for women, regardless of income or employment status.
  - Expanding digital access and telehealth options can help mitigate some of these barriers, especially for chronic disease management and routine follow-up visits.

### ***Insurance Incentives, Employer Partnerships, and Provider Support***

- Examining the role employers, providers, and insurers have in supporting preventive care.
  - Strategic employer partnerships can support healthier workplaces by offering incentive programs for preventive visits, screenings, vaccinations, and wellness activities.
  - Providers can be supported through additional benefits and resources that enable them to dedicate time to preventive counseling and care coordination.
  - Aligning financial incentives and quality measures with prevention may encourage more consistent implementation of evidence-based practices and better alignment



between provider efforts and insurer priorities.

### ***Rural Health and Service Delivery Innovations***

- Addressing rural health care deserts as a challenge to women’s preventative care.
  - Targeted funding for women’s health services in these areas, including preventive screenings and chronic disease management.
  - Exploring funding opportunities for pilot mobile units dedicated to women’s health, allowing services to reach communities that otherwise have limited access.
  - Several organizations, including health systems and insurers such as Sentara and Aetna, are known to operate mobile health units, but more information is needed about how frequently they provide services in rural areas and which populations are being reached. Identifying specific programs, such as wellness days run by a particular provider, and evaluating their outcomes could inform the development of a more coordinated regional strategy.

### ***Cognitive Health, Hearing, and Social Isolation***

- Strategies to lessen the symptoms and adverse effects of Alzheimer’s disease and other dementias
    - The inability to hear can accelerate cognitive decline and exacerbate isolation, making investment in hearing aids.
    - Preventive approaches could consider the interplay between cognitive health, sensory impairments, and social isolation.
    - Partnering with DMAS and leveraging possible incentive programs could help increase access to hearing assessments and devices, particularly for low-income populations.
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