Federal Reserve Bank of Richmond, Richmond Memorial Health Foundation, Robert Wood Johnson Foundation, Virginia Commonwealth University Medical School, and the Virginia Department of Health.

Investment Leaders:
The Emerging Landscape for Health Investment in Virginia

Exploring the landscape of investments in health, with an emphasis on bank-driven investments, community finance tools, and strategic philanthropic investments

11:00-11:30 Registration

11:30-1:00pm Understanding Community Investment and its Role in Health

Robin Hacke, Executive Director, Center for Community Investment (lunch keynote)

Robin Hacke is an investment leader who brings more than two decades of experience as a venture capitalist, strategy consultant and public finance banker to her work in the community investment field. The new Center for Community Investment helps disadvantaged communities harness investment to achieve their economic, social and environmental priorities. Robin will share her thoughts on community investment and its role in health.

Introduction and facilitated conversation by Don Schwarz, Vice President, Program, Robert Wood Johnson Foundation

1:00-1:15pm Break

1:15-2:00pm Can the Community Reinvestment Act Support Investment in Community Health?

The Community Reinvestment Act (CRA) is the United States federal law designed to encourage commercial banks and savings associations to help meet the needs of borrowers in all segments of their communities, including low-and moderate-income neighborhoods. When banks are looking to invest in communities how do they seek to engage in investment around health and community? Hear directly from banker and those who serve as regulators for the CRA.

- Healthy Communities: a framework for meeting CRA Obligations
- Richmond Fed
- Bank CRA Officers: Mark Johnson, Vice President & Community Development Manager, SunTrust; Ross Folkenroth, Vice President Community Development WoodForest Bank
- Moderated by Jen Giovannitti, Community Development Regional Manager, Federal Reserve Bank of Richmond
2:00 - 2:45pm  Emerging Tools and Specialized Strategies

Strategic health investments are happening at the state and regional level. Hear how a West Virginia-based Community Development Financial Institutions has taken a health sector approach to investing in rural healthcare practices and facilities to overcome challenges in lending and capitalization. Similarly, hear about how the State of Virginia is becoming a leader in exploring the application of Pay For Success in financing programs and research around health.

- Sharon Lansdale, President/CEO, Center for Rural Health Development, Inc.
- State of Virginia: Pay For Success, Project on Home Visits
  - Elizabeth Whalley Buono VP, Global Quality, External and Regulatory Affairs WestRock / MWV Healthcare
  - Josh Ogburn, Director, University of Virginia Pay for Success Lab
- City of Richmond: Pay For Success, Feasibility Study around Childhood Asthma
  - Danny Avula, Richmond Health District Director, Virginia Department of Health
- Moderated by Dr. Danny Avula, Richmond Health District Director, Virginia Department of Health

2:45 - 3:00pm  Coffee Break

3:00 - 4:00pm  Regional Strategies and Collaborative Investment Models

The philanthropy community is leading the way in designing innovative collaborative investment models around health. Learn in this session about a superb example of regional collaboration around health through a multi-state workgroup in Appalachia, led by foundations and how partnerships between research institutions and foundations enable important work to be done.

- Rural Philanthropy: A regional collaborative for strategic health investment in Appalachia
  - Jen Algire, President and CEO, The Greater Clark Foundation
- Leadership and Insights from Conversion Health Foundations in Virginia
  - Mark Constantine, President & CEO, Richmond Memorial Health Foundation
- Strategic partnerships between research institutions and foundations
  - Steven H. Woolf, MD, MPH, Director, Center on Society and Health, Virginia Commonwealth University
- Moderated by Mark Constantine, RMHF

4:00 - 4:15pm  State-level leadership in Health: Virginia’s Plan for Well-Being

Virginia’s Plan for Well-Being is the overarching plan for creating healthy communities.
Dr. Norm Oliver, Deputy Commissioner for Population Health, Virginia Department of Health

Introduction by: Dr. Hughes Melton, Chief Deputy Commissioner for Public Health and Preparedness, Virginia Department of Health

4:30 Wrap up and Closing Comments