



**NORTH CAROLINA INSTITUTE OF MEDICINE
2016 ANNUAL MEETING
ECONOMIC DEVELOPMENT & HEALTH**

October 19, 2016

McKimmon Conference and Training Center

AGENDA

- 8:00 – 9:00 am** **REGISTRATION & NETWORKING BREAKFAST**
- 9:00 – 9:15 am** **WELCOME & OPENING REMARKS**
Kim A. Schwartz, MA
Vice Chair
North Carolina Institute of Medicine Board of Directors
CEO
Roanoke Chowan Community Health Center
- 9:15 – 9:40 am** **UPDATE ON NCIOM ACTIVITIES**
Adam Zolotor, MD, DrPH
President and CEO
North Carolina Institute of Medicine
- 9:40 – 10:10 am** **INTER-RELATIONSHIP OF ECONOMIC DEVELOPMENT
& COMMUNITY WELL-BEING**
John D. Chaffee, MA
President and CEO
North Carolina East Alliance
- 10:10 – 10:20 am** **BREAK**

10:20 – 11:50 am

MORNING BREAKOUT SESSION

LOCAL ECONOMIC DEVELOPMENT

What does a community need to attract business development? What are examples of successes and challenges in NC and how does this impact health?

Panelists:

Charles A. Hayes, MA, CEcD
Managing Partner
Hayes Group Consulting LLC

Bonnie Renfro, CEcD
President
Randolph County Economic Development Corporation

Gary Salamido, MS
Vice President of Governmental Affairs
North Carolina Chamber

Moderator:

Patrick Woodie, JD
President
N.C. Rural Economic Development Center

THE ROLE OF HEALTH CARE

How do health systems drive economic development in their communities?

Panelists:

Gary A. Henderson, MBA, LNHA
Assistant Vice President
Carolinas HealthCare System Anson

Mary Blackburn, RN, MSN, FACHE, CMPE
Vice President of Growth and Market Development
Hugh Chatham Memorial Hospital

Robert E. Spencer, MHA, FACHE
CEO
Gaston Family Health Services

Moderator:

Jeffrey S. Spade, MHA, FACHE
Senior Vice President
North Carolina Hospital Association
Executive Director
North Carolina Center for Rural Health Innovation and Performance

11:50 am – 12:00 pm **BREAK**

12:00 – 1:20 pm **LUNCH & KEYNOTE ADDRESS**

NCIOM AWARD OF EXCELLENCE IN HEALTH POLICY LEADERSHIP

Presented by Adam Zolotor, MD, DrPH

KEYNOTE ADDRESS:

HOW TO CREATE A MARKET THAT VALUES HEALTH

David J. Erickson, PhD

Director, Community Development

Federal Reserve Bank of San Francisco

1:20 – 1:30 pm **BREAK**

1:30 – 3:00 pm **AFTERNOON BREAKOUT SESSION**

COMMUNITY INVESTMENT STRATEGIES

How does philanthropic investment in the health and well-being of communities serve to break the cycle of generational poverty and poor health outcomes?

Panelists:

Kathy Dunleavy

President & CEO

Mary Black Foundation

Carter Florence, MPH

Director of Community Initiatives

Rural Support Partners

David Reese, MBA

President & CEO

East Durham Children's Initiative

Moderator:

Allen Smart, MA, MPH, FACHE

Vice President of Programs

Kate B. Reynolds Charitable Trust

SOCIAL DETERMINANTS OF HEALTH

What is the impact of investing in social determinants of health such as housing, transportation, and food on health in the community?

Panelists:

Alan Briggs, JD

Executive Director

NC Association of Feeding America Food Banks

Brett Byerly

Executive Director

Greensboro Housing Coalition

Ralph Gildehaus, JD

Senior Program Director

MDC

Ann Meletzke

Executive Director

Healthy Alamance

Cone Health – Alamance Regional

Moderator:

Madison Hardee, JD

Senior Attorney for Health Care Access

Legal Services of Southern Piedmont

3:00 – 3:10 pm

BREAK

3:10 – 3:40 pm

CLOSING REMARKS

Laura Gerald, MD, MPH

President

Kate B. Reynolds Charitable Trust