



2026 VIRGINIA HEALTHCARE CONFERENCE

WEDNESDAY, JUNE 3, 2026
9:00 AM - 2:00 PM

GREATER RICHMOND
CONVENTION CENTER

PRESENTING SPONSOR

Anthem

AGENDA

9:00 AM - 9:05 AM

WELCOME AND OPENING REMARKS

Keith Martin, Interim President & CEO, Virginia Chamber of Commerce

Jennifer Siciliano, Chief External Affairs Officer, UVA Health and Chair of the Virginia Chamber of Commerce Board of Directors

9:05 AM – 9:35 AM

MORNING KEYNOTE

Healthcare at a Crossroads: Rethinking Healthcare in Virginia and the Nation
Elena Bhamidipati, Partner, McKinsey & Company

This morning keynote address shares a data-driven look at the current state of healthcare in Virginia and across the nation, to provide a clearer understanding of the forces shaping healthcare today and the actionable ideas emerging to meet this moment of significant change.

Drawing on new research and analysis, representatives from McKinsey & Company will examine how rising costs, workforce dynamics, and benefit design challenges are reshaping the role employers play in healthcare.

Where are we at this important moment? How can we focus on practical strategies to improve affordability, enhance care delivery, and drive sustainable performance?

9:35 AM – 10:15 AM

MARQUEE PANEL DISCUSSION

Once in a Generation: Navigating Healthcare's Next Era

Moderator: Jennifer Siciliano, Chief External Affairs Officer, UVA Health and Chair of the Virginia Chamber of Commerce Board of Directors

Panelists:

- **Don Halliwill**, Executive Vice President and CFO, Carilion Clinic
- **Edmond E. Hughes**, Executive Vice President and Chief Human Resources Officer, HII and Member of the Executive Committee, Virginia Chamber of Commerce Board of Directors
- **Rufus Phillips**, CEO, Virginia Association of Free and Charitable Clinics
- **Monica Schmude**, President, Anthem Blue Cross and Blue Shield in Virginia and First Vice Chair of the Virginia Chamber of Commerce Board of Directors

Healthcare in Virginia and throughout the United States is entering a period of profound transformation. Beginning in 2027, it is estimated that between \$26 and \$28 billion will exit Virginia's healthcare economy over the following decade, contributing to a projected loss of more than \$1 trillion nationwide.

This conversation brings together perspectives from a provider, a payer, an employer, and community-service provider to explore what it means to stand at the edge of this once-in-a-generation shift.

10:15 AM – 10:30 AM

NETWORKING BREAK

Presentation by Nicole Overley, Commissioner of Virginia Works

10:30 AM – 11:15 AM

PANEL DISCUSSION

The Business of Health: Economics, Policy, and the Path to Affordability

Moderator: Ann Harbour, Executive Director, Government Affairs-Virginia, Johns Hopkins University and Medicine

Panelists:

- **Walter Coleman**, Director of Healthcare Strategy and Finance, Forvis Mazars
- **Betsy Lewis**, Associate Vice President for Business Development, LabCorp Employer Services
- **Adam Hofheimer**, Principal of Public Services, CapTech
- **Kristin Parde**, Deputy Vice President for State Advocacy, PhRMA

In Virginia, healthcare sits at the intersection of economic growth, public policy, and business competitiveness. This discussion explores the financial forces shaping the industry, from rising costs and reimbursement pressures to regulatory change and market innovation.

Panelists will focus on how businesses are working to achieve the priorities outlined in Blueprint Virginia 2035 including:

- *Advancing affordability through value-based payment models,*
- *Improving price and quality transparency, and*
- *Strengthening employer-sponsored coverage as a critical pillar of workforce stability.*

11:15 AM - 11:25 AM

NETWORKING BREAK

11:25 AM – 11:30 AM

SPECIAL REMARKS AND INTRODUCTION OF THE PANEL

VHHA Board of Directors

11:30 AM – 12:40 PM

PANEL DISCUSSION

The Future of Care: Empowering Caregivers, Advancing Innovation, and Improving Access

Moderator: Julie Dime, Vice President of Government Affairs, Virginia Hospital & Healthcare Association

Panelists:

- **Dr. John Alex**, Chief Medical Officer, Riverside Mental Health and Recovery Center, Medical Director, Riverside Simulation Training Lab
- **Dr. Mark T. Esser**, Chief Scientific Officer and Head of the UVA Manning Institute of Biotechnology
- **Crystal Farmer**, MBA, MSN, RN, FACHE, SVP & Chief Operating Officer, Augusta Health
- **Dr. David Hasleton**, Chief Clinical Officer, Greater Richmond, Bon Secours
- **Dr. Michael Hooper**, EVP, Chief Clinical Officer, Sentara
- **Dr. Ameya Kulkarni**, Executive Medical Director for Kaiser Permanente, Mid-Atlantic States
- **Dr. James Thompson**, Co-founder and Chief Medical Officer, Master Center for Addiction Medicine

As healthcare delivery rapidly evolves, the people and technologies driving care are more important than ever. This conversation focuses on how providers, innovators, and employers can work together to strengthen the healthcare workforce through innovation while expanding access to high-quality, patient-centered care.

The session will ultimately focus on how innovation and collaboration can build a more resilient, inclusive, and future-ready healthcare sys

12:40 PM

RECONVENE FOR LUNCH

1:00 PM – 1:45 PM

BLUEPRINT VIRGINIA 2035 REMARKS AND INTRODUCTION

Monica Schmude, President, Anthem Blue Cross and Blue Shield in Virginia, Co-Chair of *Blueprint Virginia 2035*, and First Vice Chair of the Virginia Chamber of Commerce Board of Directors

KEYNOTE SPEAKER INTRODUCTION

Kathryn Falk, Market Vice President for Cox Communications and Executive Committee Member, Board of Directors, Virginia Chamber of Commerce

LUNCHEON KEYNOTE SPEAKER

The Honorable Marvin B. Figueroa, Virginia’s Secretary of Health and Human Resources

Virginia's Secretary of Health and Human Resources will close the conference with remarks on the state of healthcare in the Commonwealth.

1:45 PM – 1:50 PM

CLOSING REMARKS

Keith Martin, Interim President & CEO, Virginia Chamber of Commerce