



2024

Annual Report  
to Our Communities

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**2024**

**Annual Report**  
to Our Communities



# Transforming the Future of Health Care

In the dynamic world of health care, our system has made significant strides by wholeheartedly embracing the principles of value-based care. This annual report highlights our commitment to enhancing patient care through innovative, value-driven strategies, demonstrating our impact on the health of residents across five counties in North Carolina. We delve into our current initiatives, showcasing how our approach is making a tangible difference today. As we reflect on this year's progress, we celebrate our achievements and eagerly anticipate future advancements. Our mission remains steadfast: to deliver high-quality, patient-centered care that is both effective and equitable. Looking ahead, we are excited to build on our successes with forward-thinking plans that will further our goal of meeting the evolving needs of our communities, transforming our achievements into lasting significance.

Based on the principles below, we intend to weave the "why" of value-based care throughout this report, spotlight our strategic priorities and our value-based care effort by highlighting patient stories about how we are making value-based care part of our DNA.

## Value-Based Care Principles:

- **Improved Patient Outcomes:** Focus on achieving better health results for patients.
- **Cost Efficiency:** Reducing unnecessary treatments and focusing on preventive care to lower health care costs.
- **Patient Satisfaction:** Ensuring a positive patient experience and high levels of satisfaction.
- **Coordinated Care:** Promoting collaboration among health care providers for comprehensive patient care.
- **Preventative Care:** Emphasizing early detection, routine screenings, and proactive health management to prevent chronic conditions and improve long-term health.

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## Letter from Mary Jo Cagle, MD

As I look back at the work we've undertaken over the last year, one word comes to mind: transformative. This year – 2024 – has been transformative for Cone Health and for the patients, families and communities we are privileged to serve.

We are transforming the way we make high-quality care available when and where people need it through deep, meaningful partnerships. Our work with the City of Greensboro, NC A&T, UNC Greensboro, Guilford County Schools and Rockingham County Schools is improving access to care and bringing resources to traditionally underserved areas. A school telehealth program is slated to begin in Alamance County Schools in early 2025.

These initiatives are improving the health and well-being of these communities on a generational level.

We are transforming where we bring health care by opening our newest MedCenter. Cone Health MedCenter Asheboro features a comprehensive cancer center meaning people no longer have to travel outside the county for advanced cancer treatments. We added more urgent care centers to the area, including our first in Winston-Salem.

Looking ahead, next year will be even more transformational than this one. We will begin realizing the benefits of our new strategic relationship with Risant Health. A nonprofit organization, Risant Health was formed to increase access to value-based care and coverage and raise the bar for approaches that bring the best results for patients. Being part of Risant Health will accelerate us on our journey to transform health care through value-based care. With our strategic plan in place to guide us, we have everything we need to move from success to significance—not only in the Piedmont and the state of North Carolina but across the United States.

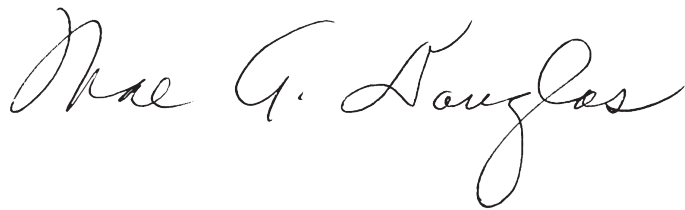
CEO, Cone Health

# Letter from Mae Douglas

Serving as the chair of the Cone Health Board of Trustees for the past three years has afforded me the opportunity to address head-on one of the most important issues in the communities we serve: health inequity in the lower income areas of the counties we serve and ensuring that all of our neighbors — regardless of their ability to pay — have access to affordable, high-quality care when and where they need it.

The importance of good health in our community and the importance of a top-notch health system working to make that happen cannot be emphasized enough. The bold decision by the Board of Trustees for Cone Health to become part of Riant Health is one we will be proud of for decades to come.

I am excited to continue serving Cone Health on our Board of Trustees and the Cone Health Philanthropic Board, and to also become part of the new Riant Health Board. For years, Cone Health has been shifting the way it cares for people by emphasizing wellness and prevention. We believe this is how we will end health inequity. Riant Health believes this, too. Together, Cone Health and Riant Health will create and perfect value-based platforms and tools that will create healthier tomorrows for all of our families, friends and neighbors.



Chair, Cone Health Board of Trustees





# Transforming the Future of Health Care – Cone Health + Risant Health Announcement

Cone Health has officially become part of Risant Health, a nonprofit organization created by Kaiser Foundation Hospitals. This milestone follows an 18-month planning and collaboration effort, which became public with the announcement of the definitive agreement in June 2024.

Risant Health, known for its focus on value-based care, aims to improve health outcomes and access for diverse communities. By becoming a part of Risant Health, Cone Health maintains its name, leadership and mission while gaining access to resources and expertise to expand its innovative care approaches.

Dr. Mary Jo Cagle, CEO of Cone Health, emphasized that this strategic relationship will enhance the system's ability to provide affordable care, based on the latest research, to patients. "Becoming a part of Risant Health allows us to shape the future of health care in North Carolina and across the nation, while continuing to serve the Triad and beyond with the same trusted care," she noted.

Cone Health serves over 500,000 people and employs more than 13,000 individuals across its network. It operates a range of hospitals, a behavioral health facility, and an accountable care organization, making it a vital provider in the Piedmont Triad.

As the second health system to become part of Risant Health, Cone Health's alignment reflects a shared vision of addressing equity gaps and expanding access to high-quality care. The organizations plan to leverage Cone Health's innovative population health initiatives to strengthen health care delivery on the national level.

Patients and communities will see the same doctors and nurses in the same locations as Cone Health will continue operating its facilities independently while collaborating with Risant Health to enhance services. This signals a transformative era for Cone Health and reinforces its commitment to delivering accessible, patient-centered care.

Dr. Mary Jo Cagle, CEO of Cone Health, and  
Dr. Jaewon Ryu, JD, CEO of Risant Health

# Cone Health + Risant Health Generated Local/Regional Media Coverage

## Kaiser Permanente's Risant Health signs deal to acquire Cone Health

By Dave Muco · Jun 21, 2024 1:30pm

## Risant pledges \$1.7B investment in Cone Health as it completes acquisition

Richard Craver · Dec 3, 2024

## Kaiser Permanente-backed Risant Health closes Cone Health acquisition, adding 2nd health system

By Heather Landi · Dec 3, 2024 4:00pm

## Risant completes acquisition of Cone Health

By TIMES-NEWS STAFF · Dec 3, 2024

## Kaiser Permanente Unit to Acquire North Carolina Hospital System

Acquisition of Cone Health is part of an effort to build national network that combines insurance and care

By Anna Wilde Mathews [Follow](#)

June 21, 2024 at 11:00 am ET

## EXCLUSIVE: Dr. Mary Jo Cagle, Cone Health CEO, details Risant Health integration plan

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Dr. Mary Jo Cagle, CEO of Cone Health, sits for a portrait with Dr. Jaewon Ryu, J.D., CEO of Risant Health.  
CONE HEALTH

By Lillian Johnson – Reporter, Triad Business Journal  
Dec 3, 2024

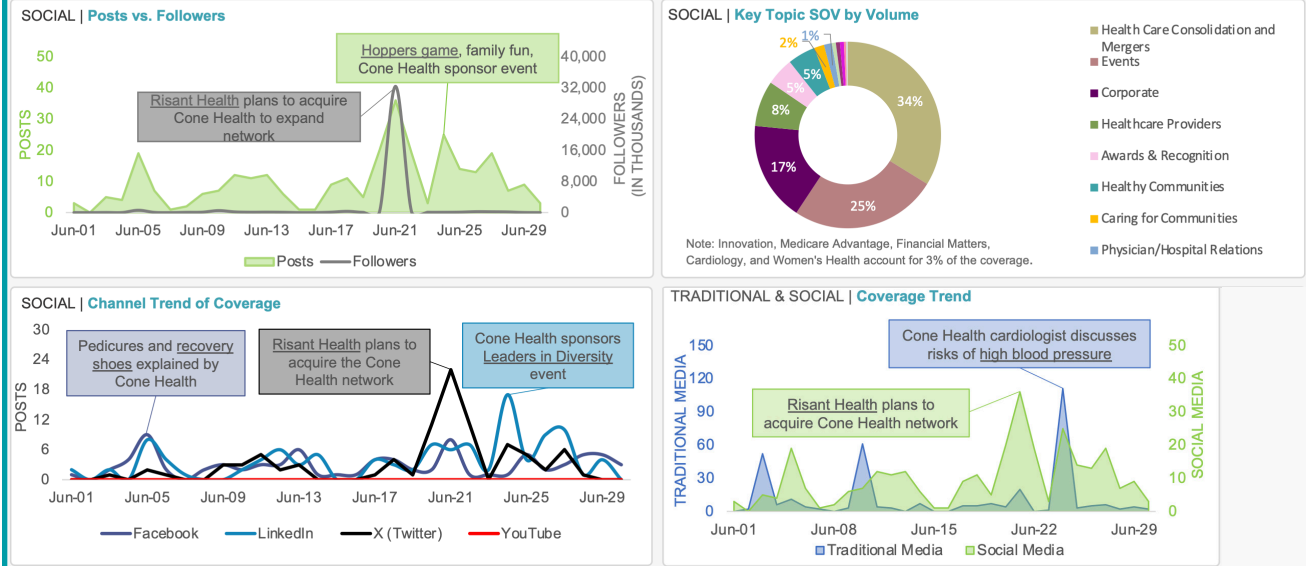
## Cone Health CEO answers questions about deal with Risant Health

Cone Health and Risant Health have signed an agreement.



## RISANT'S ACQUISITION WIDENS 'HEALTH CARE CONSOLIDATION AND MERGERS' NEWS

'Health Care Consolidation and Mergers' tops this month's key topic SOV, highlighting Kaiser Permanente's Risant Health unit planning to acquire Cone Health. X (Twitter) volume peaks on June 21 with this positive coverage. 'Events' news follows, with posts on Cone Health's "Building a Better You" event. LinkedIn leads in social media coverage and engagement, featuring Cone Health's sponsorship of the Leaders in Diversity event at North Carolina A&T. @PalantirTech's X (Twitter) post about Cone Health's participation in AIPCon 4, focusing on AI advancements clinches the highest reach and engagement. Facebook ranks second in engagement, with a popular post about Moses Cone Hospital's affordable, high-quality meals.





## Consumer-Driven Brand Experience: Using Data to Personalize Care

In 2024, we made significant strides in enhancing our Consumer-Driven Brand Experience. We developed new models and methods to support our brand commitments, ensuring every interaction is consistent and personalized. This allows us to identify care journeys tailored to individual needs, strengthening our connection with those we serve.

We developed strategic planning processes with a regional focus, enabling us to recognize and address the unique needs of communities within our service areas. This approach also drives improvements in care delivery across the various sites where patients interact with our health system.

Another key achievement was developing a data-driven framework to identify service opportunities and growth areas. By leveraging data analytics, we pinpointed specific needs within our community and organization, optimizing our services and expanding our reach. Additionally, we evaluated multiple and duplicative patient and consumer communication channels to streamline our strategy, ensuring clear and effective communication.

These efforts, and others in fiscal year 2024, have been critical in positioning Cone Health to be differentiated in how we interact with all our key stakeholders to create an enhanced and impactful experience. To continue this progress, we are evolving our Consumer-Driven Brand Experience into our Cone Health Office of Experience. This office is central to our Strategic Vision 2030, enhancing the human experience for patients, consumers, employees and providers. It aims to make every interaction with Cone Health, whether digital or in-person, distinctive, connected and meaningful.

A governance team from across the health system will prioritize consumer needs and expectations, delivering caring, consistent and engaging experiences. By using feedback and data-driven insights, we will refine our strategy to help individuals and communities lead longer, healthier lives.

As we look ahead, consumer experience is evolving from a standalone priority to a fundamental throughline, seamlessly integrating the human experience into all “value plays” of our Strategic Vision 2030, which are launching in 2025.

# Transformation to Value: Helix/Cone Health GeneConnect

Cone Health's focus on innovation extends to its partnership with Helix on the GeneConnect program, a groundbreaking community health research initiative. Cone Health GeneConnect allows participants to understand how their genetic makeup influences their health, offering personalized insights into hereditary risks for conditions like cancer and heart disease. This free program not only helps individuals take proactive steps to manage their health but also contributes to a larger research effort aimed at improving health care for the entire community.

Cone Health GeneConnect aims to enroll 100,000 people who are over 18 in this community health research program. Through involvement in this research program, participants will receive DNA test results for three medical conditions. These conditions include a genetic form of breast and ovarian cancer, colon cancer and high cholesterol. There are no additional genetic test results planned for return through this research program at this time. This may change in the future if additional medical conditions become appropriate for general population screening. Participants will be notified of any updates before receiving new results.

By building a secure, privacy-protected genetic database, Cone Health GeneConnect is enabling researchers to gain deeper insights into the genetic causes of diseases and how they impact the local population. Over time, this research will help develop more effective treatments, improve health care standards, and address health disparities. Participants also receive information about their ancestry and other personal traits, providing valuable insights that go beyond medical data.





# Healthy Communities: Health Equity Investment Announcement

Many residents in some of our communities suffer disproportionately from treatable or preventable illnesses that significantly affect their life expectancy. Last year, the Center for Health Equity launched the CATCH 5 in 5 initiative, a bold step toward closing the life expectancy gap in these communities.

This year, the Center led community outreach efforts, connecting people to health care and community resources to address medical and health-related social needs. Working alongside our Mobile Medicine and Congregational & Community Nursing teams, the Center coordinated over 150 impactful community events, including our inspiring annual “Building a Better You” event held on the campus of NC A&T in June 2024.



These outreach events brought together health care professionals, community partners and community members, offering free health screenings and connections to primary care. Additional community activities coordinated by the Center for Health Equity included regular cooking classes and community walking events in east Greensboro and Reidsville. As a result, Cone Health has connected with over 1,200 patients in communities facing significant health disparities. More than half of these patients were at risk for cardiovascular disease, and many were not linked to a health care provider before these encounters.

In 2024, Cone Health announced a transformative five-year, \$150 million investment aimed at improving health outcomes in Alamance, Forsyth, Randolph, Rockingham and Guilford counties. Current projects include a medical office complex in east Greensboro and support for the reimaged Windsor Chavis Nocho Recreation Center through partnership with the City of Greensboro. Additionally, the launch of a new virtual primary care site in partnership with the Greensboro Housing Authority at their Hampton Homes community in December 2024 empowers even more residents to access care that’s close to home.



The work of the Center for Health Equity is complemented and strengthened by two groups of leaders who are committed to improving health disparities. The Health Equity Champions are a dedicated group of providers and other Cone Health team members who meet monthly to integrate health equity principles meaningfully within their respective divisions at Cone Health. Meanwhile, Health Equity Advocacy and Leadership (HEAL) Greensboro gathers community leaders committed to advancing health equity within our community to improve visibility and collaboration to enhance our collective impact on the social and structural drivers of health.

# Future Ready Workplace: Empowering Leaders and Team Members

In 2024, Cone Health advanced the Future Ready Workplace strategic priority through numerous initiatives designed to foster an inclusive, empowering and high-performing culture and position Cone Health as an employer of choice.

The Culture Coalition continued to guide our three-year culture roadmap, engaging team members at key events like our inaugural Juneteenth celebration and the Nursing Education Expo to discuss how we bring our organizational values to life. The coalition's monthly meetings also provided essential feedback on enhancing leader reliability, building trust and creating resources to support the language and actions of our culture. This work also led to the formation of a Provider Culture Advisory Council, a group of 15 physicians and advanced practice providers who are committed to Cone Health, strengthening our organizational culture and providing direction and insight on decisions that may impact provider partnership, communication and engagement.

This year also marked the launch of the first phase of Cone Health's career architecture framework, an initiative that involved streamlining 1,600 job descriptions and career ladders, and implementing a new compensation structure. This foundational work helps us better align with the market, enhancing team member engagement, retention and career development.

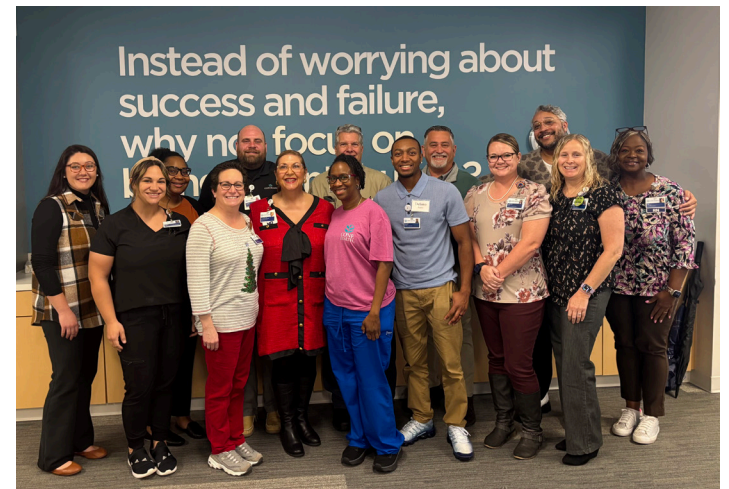
Complementing this framework, Cone Health launched a new, AI-enhanced careers website on the Phenom Intelligent Talent Experience platform. The site features a 24/7 chatbot, personalized job recommendations and improved search capabilities, all designed to attract top talent and make job searches more intuitive.

Also, as we continue to enhance our future-ready workplace, we have automated the process for tracking completed nursing audits that are necessary for patient care and regulatory compliance. We also piloted an AI solution that reviews conversations between contact center agents and customers to support improved call experiences and reduce the average cost of call.

All these initiatives are supported by the Engagement Governance Framework, a cross-functional team that ensures alignment of engagement efforts across Cone Health. In 2024, this group remained focused on advancing engagement strategies that empower leaders and team members, laying the foundation for a truly future-ready workplace.



Cone Health's Culture Enrollment Team members with new T-shirts



Cone Health's Culture Enrollment Team

# Value-Based Care Institute

In spring of 2024, Cone Health established the Value-Based Care Institute to foster organizational collaboration, innovation and unity in support of transforming care for patients and the community. The Institute will catalyze Cone Health and its partners to make a meaningful, long-term impact in shaping the future of care. Rather than focusing solely on financial and operational metrics, the Institute will drive Cone Health to redefine success, measured by how well it touches lives, fosters trust, and creates healthier futures for individuals and families. As part of Risant Health, Cone Health will benefit from and contribute to the value-based platform, which provides clinical knowledge, technology and services that can accelerate and support many of the Institute's initiatives. Through its innovative vision, the Institute will support Cone Health in:

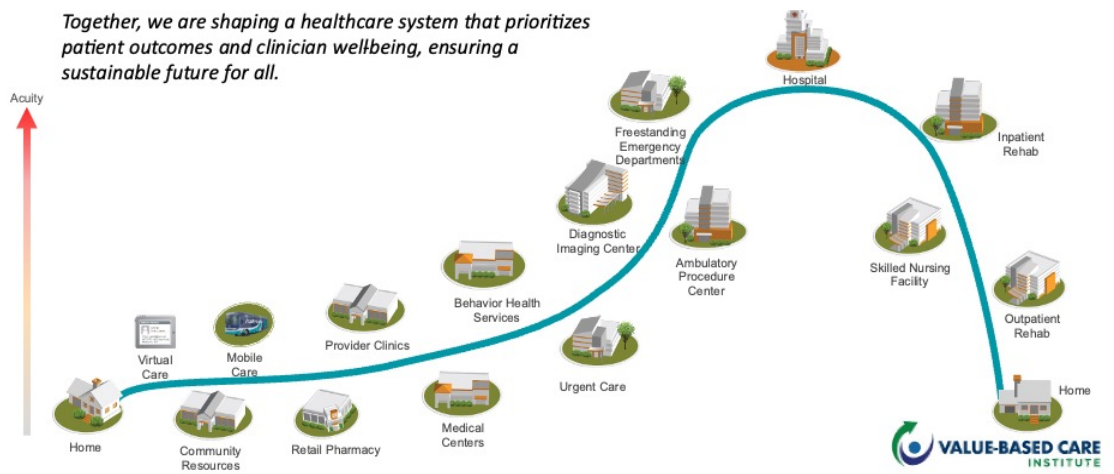
- Clearly defining value-based care: Value-Based Care recenters health care around health itself—prioritizing the best possible outcomes for patients while making care more efficient, affordable and patient-centered. It shifts the focus from volume to value, ensuring that every test, treatment or service meaningfully contributes to a patient's well-being. Success is measured by improved health outcomes of the patients and populations we serve. Whether you are a provider, nurse, administrator or support staff, your role in value-based care is to collaborate as a team to enhance the patient experience, reduce unnecessary costs, and promote lasting, whole-person health.
- Connecting Strategic Vision 2030 Value Plays: Aligning various initiatives to create a compassionate, connected, patient-centered value-based care strategy that not only benefits the system but also deeply enriches the health of the community we serve.
- Differentiating Cone Health: Establishing a unique value proposition through innovative approaches and infrastructure, making us the provider people turn to in times of need—because they trust we prioritize their well-being.
- Supporting providers: Empowering both employed and independent providers to thrive in a value-based care environment, which means better care, more personalized service and stronger relationships with the patients and families they serve.

By providing the necessary framework, foundation and thought leadership, the Value-Based Care Institute will lead with heart, driving Cone Health's success not only by delivering high-quality, cost-effective care but by making a profound, lasting difference in the lives of those we care for. Through this initiative, we are not just meeting goals—we are inspiring hope and improving the health of our community, together.

## Cone Health's Ecosystem: Working as a Single Organism

### Horizontal Health Care Delivery

*Together, we are shaping a healthcare system that prioritizes patient outcomes and clinician well-being, ensuring a sustainable future for all.*



# Community and Conservation in the Wake of Hurricane Helene

When Hurricane Helene struck North Carolina in late September of 2024, Cone Health quickly extended its commitment to community care, reaching out to support our neighbors in western North Carolina. Hundreds of team members across Cone Health responded to the call for volunteers. Many volunteers shared their experiences, and their personal stories were widely shared through social media, local news coverage and internal communications, highlighting the resilience and compassion of our organization.

Our Emergency Management team was among the first to respond, helping to organize resources and coordinate with federal, state and local agencies on the ground. Nurses from across Cone Health volunteered at Haywood Regional Medical Center, located about 30 miles west of Asheville, to help relieve local staff. These nurses provided essential care in the Emergency Department and Labor and Delivery units, ensuring that critical services remained available to patients in need. Their dedication in such a challenging environment reflected Cone Health's commitment to health and healing, extending well beyond our immediate community.

In addition to volunteer efforts, Cone Health faced another challenge in the aftermath of the storm: a nationwide intravenous (IV) fluid shortage resulting from damage to Baxter's North Cove plant. The shortage began to impact hospitals nationwide shortly after the hurricane and required swift adaptation and careful management of resources across our health system. The shortage of IV fluids — critical to patient care in nearly all areas — demanded an immediate response and long-term planning to sustain our ability to deliver uninterrupted patient care.

Our Emergency Operations Center coordinated efforts to conserve our existing supplies, implement new conservation measures and secure additional resources. These efforts included switching to alternative methods where possible and working closely with the Pharmacy team to evaluate other supply options. Weekly updates kept team members informed of the ongoing situation and provided guidance on conservation measures. Media statements were issued as needed to keep the public informed, while internal communications reinforced our unified commitment to patient care through these challenges.

This collective response underscored Cone Health's strength and dedication to community care and resource conservation, even in times of crisis. Our team's actions during Hurricane Helene and the ensuing IV fluid shortage embody our values and commitment to making a difference when our communities and patients need it most.



# Diversity, Equity and Inclusion Highlights



Cone Health's B.A.H.N.G. Inclusion Network Group celebrated its 10th anniversary.

At Cone Health, creating a diverse, equitable and inclusive workplace remains central to our mission. We are committed to challenging bias, fostering belonging, and valuing every individual. Our talented team members bring diverse backgrounds, experiences and expertise, enriching patient care every day.



Members of Cone Health's LGBTQIA+ Inclusion Network Group

In fiscal year 2024, we partnered with the University of Illinois Chicago on a grant-funded research project examining how unmet social needs impact our team and business outcomes. This led to a three-year health and well-being roadmap to address key gaps. Additionally, over 800 leaders completed a five-module Inclusive Leadership in Healthcare curriculum, equipping them with strategies for managing bias, creating inclusive meetings, and fostering belonging.

Our inclusion network groups grew by nearly 90 members in 2024 and played a key role in our first systemwide Juneteenth celebration, flag-raising ceremonies, community service efforts, and a book donation program for Behavioral Health Hospital patients. One of our longest-standing groups, B.A.H.N.G., celebrated its 10th anniversary.

Our culture of inclusion is reflected in recognition efforts, with over 250 DEI Changemakers e-cards sent through our rewards system. We are also proud of national recognition received over the last year: Forbes named Cone Health one of the Top 100 Best Employers for Diversity and a Best Employer for Women in 2024, based on employee recommendations, diversity-related best practices and leadership diversity.



Members of Cone Health's VetNet Inclusion Network Group



# New Strategic Partnerships: Guilford County Schools

Cone Health's partnership with Guilford County Schools is another example of how the health system is using innovation to meet community needs. Since last year, the telehealth program has almost tripled in participating Title I elementary schools from nine to 26. More than that, it has grown from solely in Guilford County to schools across Alamance and Rockingham counties.

Preliminary data suggests that students who participated in the program over the last year are less absent overall, and their academic performance has improved. By minimizing disruptions to both student learning and family schedules, the partnership is helping to ensure that students stay healthy, engaged and in the classroom.

Telehealth has a significant economic impact on families by reducing the need to leave work to take their child to a doctor or seek costly care in emergency departments or urgent care centers. It also promotes health equity by addressing social determinants of health and removing barriers to care for families in high-poverty areas. By easing this burden, telehealth benefits not only children and parents but also employers. It's a solution where everyone wins.



# New Strategic Partnerships: The Resurgent

Over the past year, Cone Health has significantly expanded its role as a catalyst for positive change in the region, forming key partnerships that are reshaping health care access, economic opportunity and educational outcomes. Through a series of targeted collaborations, Cone Health is addressing pressing health disparities, improving access to care, and contributing to the revitalization of underserved communities.

One of Cone Health's most transformative initiatives is its partnership with the North Carolina A&T Real Estate Foundation on The Resurgent, a \$32 million mixed-use development that is poised to be a game-changer for east Greensboro. Located along East Market Street, this project is designed to address longstanding challenges in an area where residents face significantly lower life expectancy due to limited access to health care and economic resources.

The Resurgent will house Cone Health's urgent and primary care clinics, providing essential medical services to an estimated 25,000 people annually. In a community where life expectancy is 15 years shorter than in other parts of Greensboro, this access to care will play a critical role in improving health outcomes. The project also includes a hub for entrepreneurship, empowering local businesses and creating new employment opportunities. With \$1.6 million in new annual payroll expected, The Resurgent is not only a health care solution but a driver of economic revitalization, poised to uplift the entire East Market Street corridor.



# New Strategic Partnerships: DHHS/Hampton Homes

Cone Health's commitment to improving health outcomes in east Greensboro doesn't stop at The Resurgent. With additional funding from the North Carolina Department of Health and Human Services (NCDHHS) and The Duke Endowment, Cone Health is expanding its community health efforts in the region. These initiatives are focused on addressing the social determinants of health—factors like access to nutrition, housing and transportation—that contribute to the area's shorter life expectancy.

Through its Catch 5 in 5 program, which aims to increase life expectancy in east Greensboro by five years over the next five years, Cone Health is deploying community health teams to provide direct support to residents. These teams, which include Community Care Guides, financial counselors, and nutritionists, are connecting residents to essential health care services, financial assistance programs, and wellness resources. This holistic approach is designed to address not just immediate health needs, but the broader systemic issues that impact long-term health outcomes.

Cone Health's recent partnerships reflect a broader strategy of integrating health care, education, economic development, and research to create lasting positive impacts in the communities it serves. By addressing both the medical and social factors that influence health, Cone Health is working to close gaps in life expectancy, reduce barriers to care, and create new opportunities for economic growth and personal well-being.

From the revitalization of east Greensboro through The Resurgent to the innovative school-based telehealth program keeping students healthy and in class, and the groundbreaking GeneConnect initiative advancing personalized medicine, Cone Health is at the forefront of driving meaningful change. These partnerships not only improve access to health care but also lay the foundation for a healthier, more prosperous future for the entire region.





## New Strategic Partnerships: Atlas Health

To improve access to care and reduce financial barriers for our patients, we partnered with Atlas Health, a company specializing in automating patient assistance programs. This collaboration was created to help patients overcome the challenges of securing financial aid through medical philanthropy.

Atlas Health's advanced AI-driven solutions identify eligible patients, simplifies application processes, and ensure efficient tracking of assistance. By integrating this technology, we are better equipped to connect patients with critical financial resources they might otherwise miss. This is especially beneficial for those facing high out-of-pocket costs, enabling them to afford medications and services without delays or interruptions in care.

For patients, this partnership translates to greater access to the funds they need while reducing the complexity and inconsistency often associated with traditional financial aid processes. Automated systems ensure timely support, sparing patients from prolonged application or approval periods.

Early results have been encouraging. Patients are being approved for aid more quickly, and staff can dedicate more time to direct patient care instead of administrative tasks. Feedback indicates that patients value the streamlined process, and we are seeing accelerated access to care.

This partnership not only enhances the patient experience but also advances our goal of providing equitable care, reinforcing our commitment to removing barriers that prevent patients from receiving the care they need.

# New Strategic Partnerships: Grasshoppers & ZooCity Sportsplex

In 2024, Cone Health took significant strides to advance our commitment to health and wellness through strategic partnerships with local sports organizations, reinforcing our focus on community connection and active lifestyles. Through new collaborations with the Greensboro Grasshoppers baseball team and ZooCity Sportsplex in Asheboro, we're enhancing access to health resources and promoting well-being across our region.

Our partnership with the Greensboro Grasshoppers is an exciting opportunity to reach community members in a family-friendly environment. As the exclusive health care partner of this beloved Minor League Baseball team, Cone Health is featured prominently at First National Bank Field. This collaboration includes valuable health resources and interactive experiences for fans. The sponsorship is a natural fit for our organization, aligning with our goal to encourage healthier lifestyles and make health information accessible to everyone. Game attendees have benefitted from health-oriented events throughout the season, from screenings to hands-on education and access to wellness programs.

At ZooCity Sportsplex in Asheboro, Cone Health's involvement goes beyond branding. As the official health care partner for this expansive multi-sport facility, we're actively supporting a new hub for sports and family activities. The ZooCity Sportsplex includes several multi-use fields, walking trails and other community spaces designed to foster physical activity for all ages. By sponsoring these facilities, Cone Health is investing in the community's health and building new opportunities for wellness and engagement.

Our sports partnerships extend our reach to support the health of our region, reinforcing our role as a trusted community partner. Through these initiatives, we are not only promoting active lifestyles but are making a tangible impact on the overall well-being of our community members. As we look ahead, Cone Health remains dedicated to creating a healthier, more vibrant community—together with the partners and supporters who share our vision.



# Cone Health Expansion and New Facilities: Strategic Growth and Investments in the Future



Cone Health isn't just adding buildings. We are strategically expanding access to care across the Piedmont Triad, recognizing that health care isn't one-size-fits-all. Our recent moves show a commitment to meeting diverse needs, from everyday ailments to specialized medicine.

MedCenter Asheboro is a prime example. Opened in October of 2024, it's a comprehensive medical hub bringing urgent care, primary care, comprehensive cancer center and a pharmacy directly to Randolph County. This reduces travel burdens for residents and brings the best access to our neighbors there.

Cone Health's first Winston-Salem urgent care also opened in 2024. It addresses the increasing demand for convenient, on-demand care. It's the perfect solution for those everyday health hiccups – sprains, minor infections – that don't necessarily warrant a trip to the ED.



Cone Health Urgent Care opened its eighth location in a busy Winston-Salem shopping center, Burke Mill Village.

In November of 2023, the new Cone Health Leonard J. Kaplan Center for Heart, Vascular & Lung Health opened in Greensboro. The 11,000 sq. ft., \$1.5 million facility includes new fitness equipment, advanced rehabilitation care and a teaching kitchen, all made possible through visionary and generous \$1 million gift from the Toleo Foundation. "I know that my father would be so pleased to see how rehabilitation is being expanded to focus on prevention and wellness," stated Toleo Foundation President Randall Kaplan.

These strategic moves highlight our commitment to creating a tighter, more accessible health care safety net across the Piedmont Triad, ensuring that care is convenient, comprehensive and closer to home. It's a smart, community-focused strategy that positions us well for the future of health care and brings to life our brand promise: "We Are Right Here With You."

In 2024, Cone Health made significant investments in Greensboro with the purchase of three key properties: 31.5 acres near U.S. 29 and East Cone Blvd. - \$10.75M, 30.8 acres on Horse Pen Creek Road - \$15.25M and 6.12 acres at 1120 N. Church St. - \$11.75M



Cone Health opened the new Heart & Vascular Center at Alamance Regional Medical Center on May 1, 2024. The center includes 14,000 square feet of new space and 49,000 square feet of renovated space, with expanded treatment capabilities including advanced catheter labs, modernized pre- and post-procedure spaces and specialized cardiac imaging technology, advancing new standards for early detection, prevention and treatment of heart disease.

While Cone Health has no immediate development plans for the properties, these strategic purchases reflect our commitment to reinvesting in the community. By securing these key locations, Cone Health is positioned to enhance future value-based care in a way that is both cost-effective and deeply rooted in supporting the well-being of the surrounding neighborhoods.

# Triad HealthCare Network: Our Learning Lab for Value-Based Care



Triad HealthCare Network (THN) is a clinically integrated network (CIN) and serves as the Accountable Care Organization (ACO) across all affiliations of Cone Health. Being a part of a CIN ensures all clinicians are working together across Cone Health and the THN Network to ensure the focus is on providing innovative and coordinated value-based care, to every patient, every time. As an ACO, our network of providers works proactively to treat the whole patient in a way that prevents illness and better manages chronic conditions, leading to better lives at lower costs. THN collaborates with over 2,700 primary and specialty care providers to enhance patient experiences and health outcomes by addressing individuals' comprehensive needs throughout their health care journey. This approach has reduced health care costs in 2024 for over 200,000 patients across 14 value-based health insurance agreements and through ACO Reach program, Medicare Advantage, Medicaid and commercial plans, aligning with Cone Health's strategic priority of transformation to value-based care.

THN's 2024 value-based care initiatives include:

- Partnering with Cone Health's new Value-Based Care Institute (VBCI) to prioritize patient care through collaboration with primary care physicians to address complex medical conditions and manage health issues.
- Increasing our focus on identifying patients leaving the Cone Health and THN system, as out-of-network visits are driving up overall care costs.
- Building community partnerships in wellness, nutrition education and preventive care that resulted in consistently lower patient costs and savings for primary care providers, which helped THN maintain a 4-star rating across all value-based agreements.
- Partnering with providers on Annual Well Visits, which led to the creation of customized preventative plans for 52.7% of our patients.
- Launching a Physician Liaison program to strengthen relationships and engagement with physicians by fostering open communication and collaboration through value-based care and network utilization.
- Helping transition older patients to a partner skilled nursing facility (SNF) without the typical three-day inpatient hospital stay requirement, thanks to the Medicare SNF 3-Day Waiver Benefit. In 2024, THN providers successfully served over 50 patients, saving approximately \$250,000 by reducing hospital stay lengths.
- Offering Provider Referral Exercise Program (PREP) participants a 12-week healthy lifestyle and individualized goal-setting program at area YMCAs, where patients receive coaching from wellness nurses and fitness staff. Last year, 158 graduates lost a total of 739 pounds, and in 2024, an additional 217 people joined with many improving their overall health by lowering their blood pressure and enhancing mobility.

THN is well-positioned for success in 2025, thanks to the generous support of VBCI and Cone Health. With a strategic focus on network growth and strengthening relationships with our physicians, advanced practice providers and Cone Health, we are on track for continued progress.



NC Senior Games



Trotter Active Adult Center Health Fair



HealthTeam Advantage Local Benefit Center

# HealthTeam Advantage: Strengthening Community Connections

Founded by Cone Health and a wide network of providers, HealthTeam Advantage offers Medicare Advantage plans across 33 counties in North Carolina. Our mission is to enhance the health and well-being of the communities we serve.

While we're dedicated to delivering top-tier PPO (preferred provider organization) and HMO (health maintenance organization) Medicare Advantage plans with personalized service, our commitment goes deeper. As a local company, we believe in actively investing our time and resources to uplift our communities—benefiting not just our members and team, but our neighbors and future members, too.

## Community Outreach Initiatives

Throughout the year, HTA is deeply involved in a variety of local programs and events that bring our communities together. We lead exercise classes, host educational workshops and organize social events at senior centers across the Triad. Our support extends to sponsoring local festivals, summer concerts, 5Ks, golf tournaments and the Senior Games. We also stand with our veterans through participation in the Triad Honor Flight, support initiatives like Triad T1D, and coordinate donation drives to collect food and essentials for local seniors.

## Bridging Health Care Gaps

Following the success of our 2023 health fair, HTA expanded its reach in 2024 with events in Guilford, Randolph and Alamance counties. We strategically selected locations to connect with members facing health challenges—those with gaps in care, without a primary care provider, managing hypertension or diabetes, or new to HTA. These events provided free health screenings, practical diet and exercise advice, and resources to empower attendees to take control of their health.

## A Hub for Health and Community

To further support our members, HTA opened its first Local Benefit Center (LBC) at the Shoppes at Deep River in High Point last year. This welcoming space is designed for members to access benefit information, meet one-on-one with a Healthcare Concierge, and join health-focused classes. It's also a place for future members to learn about our Medicare Advantage plans and connect with brokers. The LBC serves as a community hub for learning, support and social connection, embodying our commitment to fostering a healthier community for all.

# Cone Health Medical Group: Unwavering Dedication to High-Quality, Compassionate Care

In 2024, Cone Health Medical Group (CHMG) made remarkable strides in improving patient care, emphasizing better outcomes, cost efficiency, satisfaction and coordinated care.

**Improved Patient Outcomes:** CHMG earned the American Heart Association’s Gold Recognition in Cholesterol Control, Hypertension Control and Diabetes Control, highlighting our commitment to evidence-based practices that enhance chronic condition management and promote healthier lives.

**Cost-Efficiency and Coordinated Care:** In partnership with VBCI, CHMG collaborated with primary care teams to refine treatment protocols, prioritize preventive care and improve early detection. These efforts reduced unnecessary treatments, lowered hospitalizations, and controlled health care costs. The MyChart=My Health Campaign further empowered patients to manage their health actively and communicate with care teams, fostering an integrated health care experience.

**Patient Satisfaction:** Over 97% of providers received ratings above 4.5 stars, with 100% rated 4 stars or higher. This reflects our unwavering dedication to exceptional patient experiences.

**Employee Engagement:** Our “1 Year w/ You” initiative boosted employee engagement and retention, enhancing patient connections and fostering trust. The CMA Academy graduated its fourth cohort with a 100% passing rate, placing all 21 graduates in CHMG practices. Since its inception, the Academy has produced 58 CMAs with a 93% retention rate, and graduates score 18% above the national average.

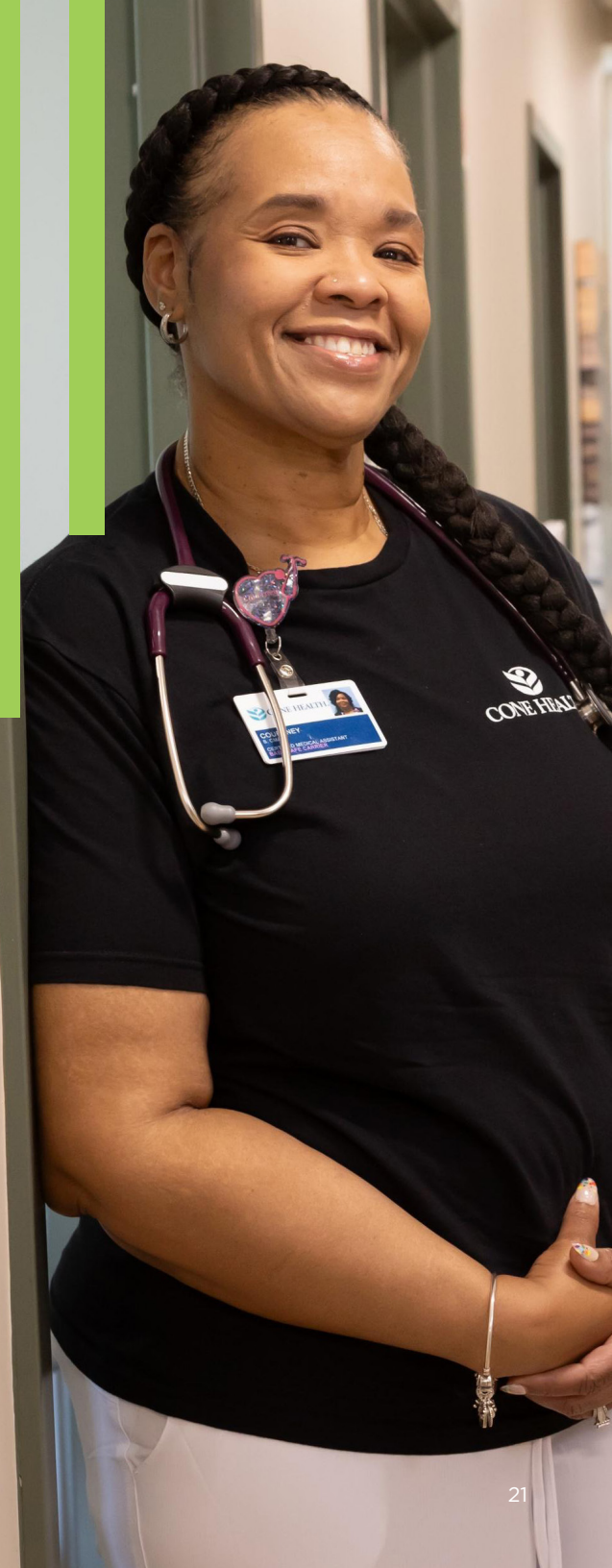
**Recognizing Excellence:** CHMG launched the Patient Care Awards Program to honor outstanding contributions:

- The Daisy Award for exemplary clinical nursing.
- The Lotus Award for non-RN/LPN clinical team members.
- The Sunflower Award for exceptional non-clinical staff.

**Network Growth:** CHMG expanded primary care and specialties, including Otorhinolaryngology, Pediatrics and Orthopedics, while adding Mohs Surgery to the Plastic Surgery division.

**New Provider Orientation:** This monthly two-day program welcomed 139 new providers, orienting them to CHMG’s culture and resources while fostering valuable connections.

**A Year of Progress:** In 2024, CHMG advanced its mission of delivering efficient, high-quality, and compassionate care, solidifying its commitment to better health outcomes for our communities.



# Awards for FY24

## Exceptional People

- 10/4/2023: Chief Marketing & Communications Officer Chuck Wallington, PhD received National Award for Outstanding Contributions and Service to the Communications Profession. The award was presented at the PRSA international convention in October 2023.
- 10/27/23: Cone Health CEO Dr. Mary Jo Cagle is one of 80 business leaders named as a 2023 Power Players by the Triad Business Journal.
- 12/28/2023: Physician Gebreselassie (Gebre) Nida Recognized in Marquis Who's Who. People profiled in Marquis Who's Who are selected based on current reference value.
- 2/13/2024: Cone Health's Michelle Adamolekun Makes Outstanding Women in Business List. It is the latest honor in a long list of accomplishments for the chief people and culture officer.
- 3/11/2024: Cone Health's Michelle Adamolekun Named to Prominent List of Women Leaders. The Modern Healthcare honor recognizes top leaders in health care.
- 4/8/2024: Cone Health's Dr. Olu Jegede Named to Prominent List of Health Care Innovators. The Modern Healthcare honor recognizes top leaders in the industry.
- 5/24/24: Two Cone Health Leaders Named C-Suite Award Winners by the Triad Business Journal. Cone Health's CFO Andy Barrow and Pumonlx President and CEO Dr. Murali Ramaswamy were honored.
- 7/1/2024: Chuck Wallington, PhD Honored in Black Business Ink's

## Power 100 Awards.

This is the second consecutive year of the award honoring Black business leaders and organizations.

- 7/17/2024: North Carolina Healthcare Association Honors Dr. Olu Jegede with Clinical Leadership Award Jegede is recognized for his health equity work.
- 7/19/2024: Cone Health CEO Dr. Mary Jo Cagle Named a Grassroots Champion by the American Hospital Association. The award recognizes the Cone Health President and CEO's efforts to educate others on the importance of bringing better health to all.
- 8/5/2024: 15 Cone Health Nurses Achieve Great 100 Distinction Congratulations to these exceptional nurses for their outstanding contributions to the nursing profession and patient care.
- 9/20/2024: Cone Health's Chief People & Culture Officer Named a Champion of Diversity The honor is the latest of many national recognitions for Michelle Adamolekun's work.

## Exceptional Care

- 10/16/2023: Cone Health Named to List of Prominent Diversity Leaders The efforts provide better health for all.
- 10/23/2023: Cone Health Medical Group Practices Earn Awards for Care That Keeps You Out of the Hospital The awards are from the American Heart Association and American Medical Association.
- 11/6/2023: Three Cone Health Hospitals Earn an 'A' for Patient Safety The grades come from The Leapfrog Group.

- 12/5/2023: U.S. News & World Report Recognizes Cone Health as High Performing for Maternity Care. The rankings apply to Cone Health Women’s & Children’s Centers at Alamance Regional and Moses Cone Hospital.
- 3/12/2024: Cone Health Among Top Hospitals Nationally and in North Carolina. Honored in Newsweek’s World’s Best Hospitals-United States list and secured the second spot on Business North Carolina’s esteemed “Best Hospitals in NC” roster
- 3/26/2024: Alamance Regional Earns Top Hospital Designation for Spending “Fair Share” on Community. Only a small number of hospitals nationwide invest in community beyond the value of tax breaks, according to the health care think tank.
- 6/5/2024: U.S. News & World Report Recognizes Cone Health as a “Best Regional Hospital for Equitable Access”. Cone Health is among 53 regional hospitals recognized for providing high-quality care to underserved populations.
- 7/15/2024: Cone Health Hospitals Among the Nation’s Top for Treating People Having Heart Attacks. Two hospitals received the American College of Cardiology’s NCDR Chest Pain—MI Registry Platinum Performance Achievement Award for 2024.
- 7/16/2024: U.S. News & World Report Names Cone Health Among Top Hospitals in 2024–2025. The hospitals are recognized for high performance in key areas of care.
- 7/31/2024: Cone Health is Nationally Recognized for Providing High-Quality Stroke Care. The awards from the American Heart Association are for proven dedication to best practices and life-saving care for people having strokes.

## Exceptional Workplace

- 10/16/23: Modern Healthcare Names Cone Health one of 2023’s Top Diversity Leaders. Program honors the top diverse health care executives and organizations.
- 4/15/2024: Cone Health Earns 2024-2025 Great Place to Work Certification™. Health system receives the prestigious recognition for the fourth time.
- 4/23/2024: Cone Health Named a 2024 Best Employer for Diversity . The health system ranks 78 nationally and is the highest ranked organization headquartered in North Carolina.
- 7/23/2024: Forbes Names Cone Health as a Best Employer for Women. Cone Health is one of 16 N.C.-based companies on the list.

**Modern  
Healthcare**  
ORGANIZATIONS

**TOP Diversity  
Leaders**  
2023



**Modern  
Healthcare**

**WOMEN  
LEADERS**  
2024





**Changing  
health care  
for the better.  
Every day.**

we're w/you™



# Marketing and Communications Highlights

## Digital/Social

In 2024, Cone Health launched a TikTok channel featuring person-centered storytelling, including the “CATCH 5-in-5” health equity series and “My Story Matters” employee spotlights. Our social media efforts also highlighted the volunteer work of our team members during Hurricane Helene, which garnered high community engagement and trust.

Other achievements include:

- Launching new websites for Cone Health MedCenter Asheboro, Cone Health Allergy & Asthma of NC, Cone Health Sagewell Health & Fitness and Cone Health Play!
- Expanding online scheduling for Cone Health providers.
- Doubling the volume of positive Google reviews in partnership with the Ambulatory and Patient Experience teams.
- Successfully continuing the “2 Your Well-Being” partnership with WFMY News 2, educating the community on wellness topics through weekly interviews with Cone Health providers.

These accomplishments reflect our commitment to leveraging digital platforms to enhance patient care and community engagement.

## Media Relations

Cone Health experienced its highest media reach in September 2024, achieving an impressive 654.2 million through 504 media pieces, including 346 traditional articles and 158 social media posts. This was driven by coverage of Centivo’s \$75M funding round, led by Cone Health Ventures, with a traditional reach of 650 million and 4.2 million on social platforms.

August 2024 was the second-strongest month, with a total reach of 587.6 million. This was largely due to continued news of our strategic relationship with Risant Health and WFMY News 2 segments, including a “2 Your Well-Being” broadcast on prostate cancer awareness, which reached 114 million through 101 media pieces, contributing to 580 million in traditional reach and a 7.6 million social media reach.

January 2024 rounds out the top three with a total reach of 240 million across all platforms, driven by New Year’s resolutions topics featuring Cone Health fitness experts on WFMY and general healthy communities content.

## Advertising & Branding

Our 2024 Brand Advertising Campaign called “Change” launched with a 60-second commercial featuring local images in color and black and white set to the impactful song “Change” by Mavis Staples.

Our Cone Health Brand Manifesto articulates a vision of health care that goes beyond conventional service delivery. We emphasize equitable care that confronts disparities directly—eliminating obstacles related to time, distance, language, financial resources, gender and race. We commit to creating significant, life-extending changes in public health, such as increasing life expectancy by five years and making substantial progress against major diseases like heart disease, stroke, diabetes and obesity.

We equip our neighbors with the tools they need to prosper, ensuring that we are trusted for prevention and treatment. Central to our identity is a commitment to a healthier life for all, rooted in a deep understanding of our origins and the purposes that drive us. This campaign embodies our pledge to not just participate in the health care industry but to lead it toward a more inclusive and effective future.

## Corporate Special Events

In 2024, Cone Health’s special events brought our purpose of connecting health care and well-being to life, while advancing our vision of fostering community wellness.

- Topping Out of the Heart & Vascular Tower at Moses Cone Hospital and the opening of the Heart & Vascular Expansion at Alamance Regional Medical Center: These facilities will strengthen our ability to meet the heart health needs of our communities for generations to come.
- The Topping Out and Grand Opening of MedCenter Asheboro reinforced our dedication to expanding access to critical services in Randolph County by celebrating a state-of-the-art facility designed to empower individuals to take charge of their own wellness.
- The third annual Women’s Heart Community Event focused on heart disease prevention for women who may not have regular access to health care. Over 200 women from all walks of life took part in free lectures on the keys to achieving and maintaining a healthy heart, as well as exercise classes, health screenings and more.
- Building a Better You: A Community Health and Wellness Event provided screenings and essential services to underserved populations.
- The Celebration of Service at Winter Wonderlights honored 3,000 team members and their families for their dedication and years of service.





# Corporate Social Responsibility: Cone Health Philanthropic Foundation

We are excited to announce the new Cone Health Philanthropic Foundation-DBA Cone Health Philanthropy, and our newly elected Board of Directors. As members of the inaugural Cone Health Philanthropy Board, these community partners will help ensure we are leveraging the human and financial capital entrusted to us to deliver care in wise and compassionate ways. Together, through philanthropy and as the sole fundraising entity, we seek to further Cone Health's commitment to the well-being of every citizen in the communities we are privileged to serve. We are grateful for the passion and purpose this group will bring to the important work we are doing.

Cone Health is on a journey from success to significance and those who are joining us through philanthropic giving see possibilities. We know that health care will change, names and trademarks will evolve, and buildings will rise and fall, but our original intent will always remain. We are committed to creating a healthier tomorrow for our community, our patients and each other.

Thank you for joining us, because only together will We Be the Ones to impact health care in transformational ways through philanthropy. For more information, visit us at [www.conehealthphilanthropy.org](http://www.conehealthphilanthropy.org) today!

Cone Health is bringing world-class care online and into our schools with **school-based telehealth**. With the support from community partners, we are now in 28 elementary schools across Alamance, Guilford, and Rockingham counties. Together we are creating possibilities with positive impact on academic achievement and the health of our communities.



Left to right: Mae Douglas, Mary Beth Powell, Ted Chandler, Chair, Dr. Vanessa Haygood, Claudia Femenias, Carol Simms, Tom Humphrey, Dr. Mary Jo Cagle, CEO Cone Health, Blairton Hampton, David French, Liz Luking, Secretary, Christine Mathews, Treasurer, Not pictured: Barbara DeJournette and Dr. Hank W. B. Smith, III, Vice Chair

# Government Affairs

Throughout 2024, Cone Health leadership, along with Cone Health's Government Affairs team, focused on issue awareness and education, both internally and externally with our area elected officials. While, as an industry, we continue to see increased regulations, Cone Health is committed to educating our community leaders on legislation's impact on our ability to serve our community.

Workplace safety is a top issue of concern for Cone Health, and 2024 saw several initiatives to ensure our teammates remain safe while at work. In addition to hosting town halls with local police leadership at all four of our acute care hospitals, Cone Health leaders traveled to Raleigh to meet with lawmakers on the topic, leading to state legislation. Cone Health continues to be a leader in the state in workplace safety initiatives.

Cone Health continues to engage with elected officials at the local, state and federal level. As we prepare for a new General Assembly and Congress in 2025, Cone Health is well-positioned to drive policy changes that will have a positive impact on our ability to serve our community.

## Top issues of 2024:

- Protecting the 340B drug pricing program
- Addressing workplace violence
- Protecting the Healthcare Access and Stabilization Program
- Advancing Cone Health's footprint in the community



Members of the Greensboro Police Department command staff host a townhall for Cone Health employees at Wesley Long Hospital.



# United Way Campaign




Thanks to the incredible generosity of our employees and the outstanding leadership of our campaign chairs, our 2023 and 2024 United Way Campaigns were a remarkable success! Together, we have demonstrated the power of collective action, showing that when we unite, we can make a meaningful difference in the lives of those who need it most.

At Cone Health, we are helping to strengthen our community and provide vital resources to individuals and families. Our support reflects the heart of our health care system: compassion, dedication and a commitment to improving lives.

Below, you'll find the totals from this year's campaign—a true testament to what we can accomplish when we work together. Thank you for your generosity and for being part of this impactful effort!

2023 United Way Campaign Chair: Kathryn Ashby, Vice President of Finance  
 2024 United Way Campaign Chair: Robert Hickling, Executive Director, Operations



<b>2023</b> <b>\$628,039</b> raised	<b>12,078</b> lives impacted	<b>1,403</b> individual donors
		
<b>2024</b> <b>\$473,440</b> raised	<b>9,105</b> lives impacted	<b>1,301</b> individual donors



# Cone Health Foundation: Investing in Community-Driven Solutions

At Cone Health Foundation, we are working to create a Greensboro where racial equity has been achieved – where systems, policies and norms align to ensure everyone is healthy. Over the past year, we have advanced our intentional pivot to focus on the upstream drivers of health inequities and to be increasingly guided by community.

## Strategic Shift: Moving Upstream

Research shows that social drivers of health can influence up to 80% of a person's health outcomes. With an eye toward addressing these root causes, Cone Health Foundation continued our strategic shift with a clear goal: to be more centered and grounded in community. We identified priority focus areas for grantmaking and advocacy opportunities that are informed by the community and contribute to holistic improvements in reducing health inequities in Greensboro.

## Health Equity Through Community Insight

Knowing that the wisdom to address social drivers of health rests with community-based organizations and the impacted populations, we engaged in a process to better understand the collective progress, barriers, strengths and needs of community-based organizations (CBOs).

## Greensboro Community Report

In January 2024, we convened CBOs from across Greensboro and Guilford County to share their experiences and insights into how to be more effective in supporting their work. We hosted more than 60 organizations working in various issue areas. From the event, additional surveys, and 1:1 conversations, we developed the Greensboro Community Report, highlighting the current landscape of Greensboro CBOs, key learnings and areas for support.

[conehealthfoundation.com/our-approach/community-learning/](https://conehealthfoundation.com/our-approach/community-learning/)

## What's next?

In 2025, we look forward to incorporating learnings from the Greensboro Community Report into our grantmaking, advocacy and convening strategy, moving from understanding to action. We are deepening our response to the community by reprioritizing our funding based on what the community said they needed. Follow our journey on Facebook and LinkedIn.



**Cone Health  
FOUNDATION**

Driven by equity. Guided by community.



# Impact Alamance



As a grantmaking foundation, Impact Alamance partners and invests to build solutions so everyone has a chance to thrive. In 2024, the foundation invested \$1,746,723 into Alamance County through 63 partnerships and initiatives aimed at making the community healthier, smarter and stronger.

## Healthier

Building healthier environments allows neighbors to have greater access to options for physical activity—leading to a healthier, more active community. In 2018, the foundation partnered with the City of Mebane to create a unique treehouse-style outdoor play area at the Cates Farm Natural Area. In 2024, the foundation celebrated the opening of the park and invested additional dollars to expand the play place to make it accessible for children of all abilities.

## Smarter

Research shows that high-quality educational opportunities for students lead to better physical, mental and economic health outcomes in a community. That's why in 2024, Impact Alamance invested more than \$667,000 with the Alamance-Burlington School System. Funds provided new AEDs, supplies and training for every school, a telehealth pilot program at Hillcrest Elementary, new equipment for middle and high school physical education classrooms and innovative projects in classrooms throughout the district. These critical supplies, access to health care and additional resources will improve student attendance and outcomes.

## Stronger

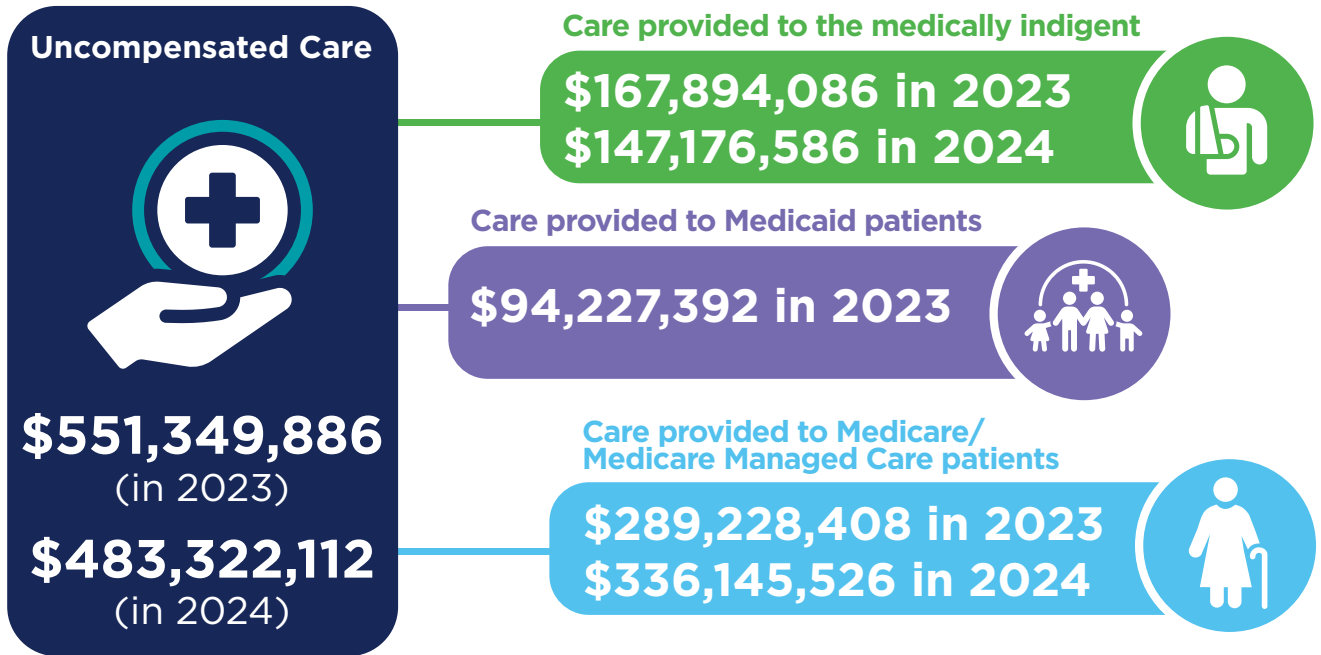
The Surgeon General calls social isolation and loneliness an epidemic and national health issue. And research shows that communities with higher rates of civic engagement have better health outcomes. In partnership with the Harwood Institute for Public Innovation, Impact Alamance is working to bring people together to strengthen the civic culture and bridge divides in Alamance County. The For Alamance initiative has trained more than 100 public innovators who have held dozens of community conversations to learn more about their neighbors. From these sessions, teams are working to take action on things that matter to their communities. It's part of an overall effort to bring people together to create more pride and engagement in Alamance County.

It is through initiatives such as these that Impact Alamance works to improve health by striving to create a caring and connected community where everyone thrives.



# Uncompensated Care

In 2023, Cone Health provided more than \$551 million (at cost) in uncompensated care to people in our communities. Uncompensated care includes care provided to medically indigent patients, which are patients without health insurance and who are not eligible for health care coverage such as Medicare or Medicaid. Uncompensated care also includes the unreimbursed costs of treating patients covered by our government's Medicare and Medicaid programs, which do not reimburse hospitals sufficiently to cover the actual cost to treat those patients.



\*2023 year ended on 9/30/2023. 2024 year ended on 9/30/2024.



# About Us: Board of Trustees



Mae A. Douglas  
Board Chair



Mary Jo Cagle, MD  
Chief Executive Officer



Yun Boylston, MD



Ashley Brandon, MD



Lenora R. Campbell, PhD



Ted Chandler



Edward F. Cone



Abby Donnelly



David French



Maria Gonzalez



Brad Hayes



William McIvor



Arthur Samet



Thomas Stuckey, MD



Vernon Stringer, MD

# About Us: Enterprise Leadership Team



Mary Jo Cagle, MD  
Chief Executive Officer



Michelle Adamolekun  
Chief People & Culture Officer



Vi-Anne Antrum, DNP, RN  
Chief Nursing Officer



Andy Barrow  
Chief Financial Officer



Chris Cornue  
Chief Strategy Officer



Valerie Leschber, MD  
Chief Medical Officer



Anne Macner  
Chief Administrative Officer



Angelo Sinopoli, MD  
Executive Vice President, Value-Based Care



Chuck Wallington, PhD  
Chief Marketing & Communications Officer



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