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**Vice President of Impact - Health & Wellness**  
**Dogwood Health Trust**  
**Asheville, North Carolina and surrounding areas**

Across the world, evidence of inequities in healthcare is seen daily, both in physical and mental wellbeing. In rural areas, COVID has amplified existing failings and continues to create new difficulties as people struggle to access healthy food, find transportation to medical services and navigate obstacles in securing affordable and quality healthcare.

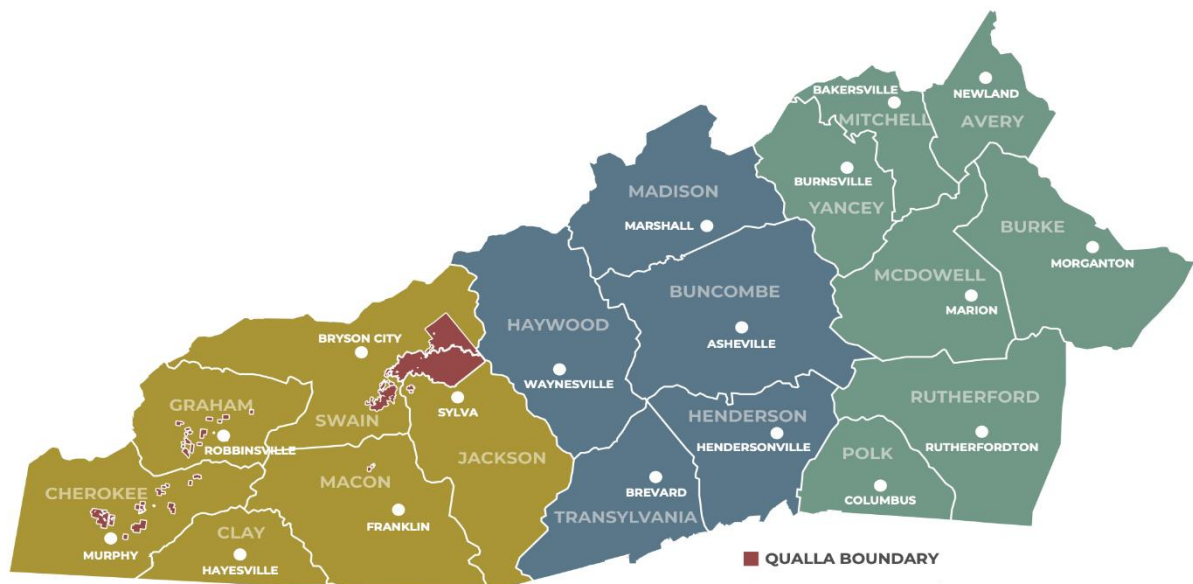


In Western North Carolina (WNC), many are facing direct challenges to their whole health. One in 6 adults in WNC and 1 in 4 children face food insecurity. Families in WNC have diminished access to quality childcare while the housing market is pricing many out of safe rental properties and home ownership. Twenty percent of the region's children live in poverty and have experienced some type of trauma, while the elderly in WNC are feeling more isolated, leading to a rise in what the Walsh Center for Rural Health Analysis has named "diseases of despair." The region is also battling high rates of substance misuse coupled with challenges in accessing preventative and continuing mental health care.

For the team at Dogwood Health Trust, there is a great urgency to partner with community leaders in the development of integrated wellness models which will impact the 1 million residents of the 18 counties and the Qualla Boundary that Dogwood serves. Dogwood's leadership has defined its purpose as *"dramatically improv[ing] the health and wellbeing of all people and communities of Western North*

Carolina.” To achieve that goal, Dogwood’s leadership and board have identified four strategic priorities: Housing, Education, Economic Opportunity, and Health & Wellness. Reporting to the Senior Vice President of Impact, the **Vice President of Impact - Health & Wellness** is responsible for helping to shape and implement a whole-person strategy for healthy communities in Western North Carolinians.

As Interim CEO Dr. Susan Mims says, the responsibility Dogwood has in coalescing resources is to bring positive change, “not to community, but *through* community.” The Vice President will convene Western North Carolinians, providers and service organizations to create a region of resiliency and interdependency.



Dogwood serves approximately 1 million people in 18 counties and the Qualla Boundary in Western North Carolina

## **HISTORY**

Dogwood Health Trust is a \$1.8 billion private health conversion foundation based in Asheville, North Carolina. Dogwood became operational in 2019 upon the sale of the assets of Mission Health System to HCA Healthcare. Dogwood focuses on achieving radical and equitable impact for all who reside in WNC by engaging the public, private, and nonprofit sectors together on four initiatives: Housing, Education, Economic Opportunity and Health & Wellness. These four areas are synergistic.

Dogwood is committed to strategies that, while emphasizing one of the four areas of impact, positively affect the other three. The VP of Impact - Health & Wellness will be skilled at looking at wellbeing in WNC through a number of different lenses and will engage the right partners to implement initiatives.

The conversion has opened the door to unforeseen opportunities in the region, and Dogwood's responsibility is to catalyze leaders and problem solvers, both locally and from outside the area, to improve the lives of all Western North Carolinians. Dogwood works with local leaders and community residents themselves to solve the *causes* of regional problems, not just the symptoms. The VP of Impact - Health & Wellness will play an important role in effecting immediate change while setting long range initiatives for Dogwood's work in WNC.



## **THE MANDATE**

The VP will demonstrate a working understanding of integrated care models that encompass social services, be skilled in public health and community work and can both conceptualize and realize initiatives utilizing philanthropy to bring about quality health and wellness services to the residents of WNC.

## **Vision & Impact**

- Collaborate with the Chief Executive Officer (CEO), senior leadership team, and other team members on the development and execution of strategies that advance Dogwood's initiatives alongside communities and leaders across WNC.
- Understand the role of philanthropy and how to empower community leaders to generate the most powerful impact.

- Build consensus and coalitions across state and local health providers, FQHCs, nonprofits, community members, public health leaders and policy developers.
- Facilitate strategies that are innovative and inclusive of WNC's communities.
- Create an environment of transparency, collaboration, and cultural integration across all initiatives that foster integration of efforts with our partners.
- Incorporate a focus on equity for everyone in all aspects of the role.



### **Team Building & Management**

- In partnership with the Senior VP and alongside the other three Impact VPs, build and manage a diverse, collaborative and high-performing Impact Team with an eye toward developing a rich talent pipeline.
- Hire, train, and retain staff, providing opportunities for professional growth.
- Be comfortable in a highly entrepreneurial role and lead the Health & Wellness team to match the pace and creativity.

### **THE INDIVIDUAL**

The ideal candidate will have a minimum of seven years of senior level experience driving public health efforts in progressively more responsible leadership roles. The VP will have a working understanding of philanthropy and how to enable communities to achieve impact. The VP will bring authentic experience working within ethnically and economically diverse communities and staff, in particularly within rural communities. The VP will demonstrate success building and executing strategic plans, including creating the organizational structure, budget, and funding to provide sustainability. The successful candidate will have experience leading

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innovative, whole-person health initiatives and has a record of advocating for an integrated care model.

### **Leadership Competencies and Behaviors**

**Innovative leader and thought partner.** Ability to move an initiative from vision to implementation while engaging stakeholders, internal teams and external partners.

**Curious.** Passionately interested in regional partners' work and the people of WNC. Understands the contributing factors to health outside of traditional medical care and seeks bold strategies to serve the community's needs.

**Culture strengthener.** Cultivate an environment that values a variety of lived experiences and nurtures diverse thinking and creative problem-solving.

**Convener and listener.** Effectively build and nurture working relationships and partnerships within the organization and community. Treat all with dignity and respect.

**Purposeful leader.** Value and encourage continuing growth for self and team in alignment with organizational needs and objectives.

**Excellent communicator.** Communicate effectively to internal audiences and those within the community. Positively represent Dogwood to local and national partners. Excellent speaking and writing skills.

**Data-informed decision maker.** Prepare and analyze data and performance metrics. Use data to develop and evaluate sustainable strategies.

**Energetic.** Effectively navigate the fluidity of an entrepreneurial start-up environment while simultaneously developing structure that best fits the organization for the future. Find balance in a demanding workload.

Must be able to lead with grace, humor, and humility.

## **ORGANIZATIONAL STRUCTURE**

The VP of Impact - Health & Wellness reports directly to the SVP of Impact. The VP will build and lead a team of Impact Officers, Impact Associates and consultants.

Relationships are key to this role and the VP will engage the other Impact VPs as well as external partners.

Because of the place-based work of Dogwood, the ideal candidate will have a connection to Western North Carolina and pre-existing partnerships within the region Dogwood serves. The VP will also have relationships within North Carolina and around the country and will draw on outside success and expertise to benefit every WNC community.



## **DOGWOOD'S COMMITMENT TO EQUITY AND INCLUSION**

Dogwood Health Trust is committed to diversity, equity, and inclusion in our work and on our teams. We know that the rich diversity of perspectives and wisdom that is imperative to our purpose can only come from a wide variety of origins and life experiences. We strongly believe that creating a workplace where all team members thrive is critical to fulfilling our purpose in the communities we serve and we intentionally recruit, develop, and retain the most talented people from a diverse candidate pool.

**For more information or to suggest a prospect,  
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or contact Laura Lovelace at 404-423-0866**