VIPC | VIRGINIA INNOVATION PARTNERSHIP CORPORATION

Virginia Rural Healthcare Transformation Tech Innovation Fund Information Session

October 2026

Important Details

- Webinar is being recorded
- Slides and recording will be available on the VIPC website
- Questions are welcome in the chat, with a dedicated Q & A session at the end
- Stevens Amendment Disclaimer:
  - This project is supported by the Centers for Medicare and Medicaid Services (CMS) of the United States Department of Health and Human Services (HHS) as part of a financial assistance award totaling $189,544,888.14 with 100% funded by CMS/HHS. The contents are those of the author(s) and do not necessarily represent the official views of, nor an endorsement by, CMS\ HHS, or the U.S. Government.

Mission: Grow Virginia's innovation ecosystems through public-private partnership.

Vision: Virginia is the best place to launch, grow, and thrive.

Commonwealth Legislative Mandate

§ 2.2-2351. Short title; declaration of public purpose

B. It is found and determined by the General Assembly that there exists in the Commonwealth a need to support the **life cycle of innovation, from translational research; to entrepreneurship; to pre-seed and seed stage funding; and to acceleration, growth, and commercialization**, resulting in the creation of new jobs and company formation. A **collaborative, consistent, and consolidated** approach will assist the Commonwealth in identifying its entrepreneurial strengths, including the identification of **talent** and **resources** that make the Commonwealth a unique place to **grow and attract** technology-based businesses. It is also found and determined by the General Assembly that there exists in the Commonwealth of Virginia a need to:

(i) promote the technology-based economic development of the Commonwealth by **building, attracting, and retaining innovation** and high-technology jobs and businesses in Virginia;

(ii) increase **industry competitiveness** by supporting the **application of innovative technologies** that improve productivity and efficiency;

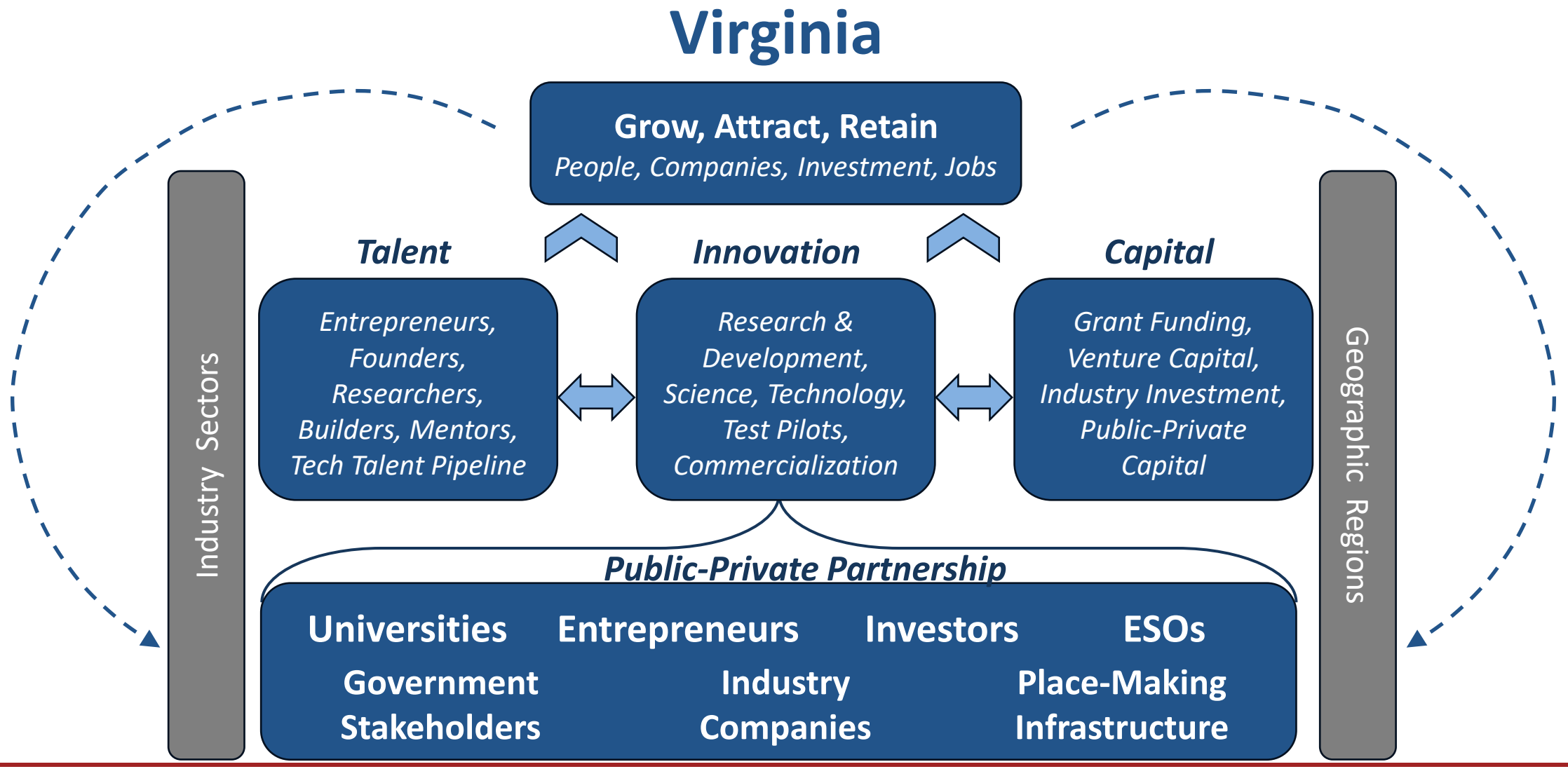
(iii) attract and provide additional **private and public funding** in the Commonwealth to enhance and expand the scientific and technological **research and commercialization** at state and federal research institutions and facilities, including by supporting and working with **technology transfer** offices to advance research from proof-of-concept to commercialization resulting in new business and job creation;

(iv) attract and provide additional private and public funding to support and enhance **innovation-led entrepreneurship ecosystems** and **coordination of existing activities and programs** throughout Commonwealth to create new job opportunities and diversify the economy;

(v) ensure **promotion and marketing** of Virginia's statewide innovation economy and **support and coordinate regional marketing efforts** to align local and statewide objectives; and

(vi) close the Commonwealth's support gap through pre-seed and seed stage **investments**, coordination of **private investor networks**, and shared due diligence research.

Innovation Ecosystem Framework



Note: Ecosystem Framework builds off established third party studies and literature including "MIT's Stakeholder Framework…", Steve Case's "Rise of the Rest" framework, Brad Feld's "The Startup Community Way: Evolving an Entrepreneurial Ecosystem", Regional Innovation Systems, Teconomy, RTP, other sources.

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Commercialization Division

*Through our **Commonwealth Commercialization ("CCF") Fund**, VIPC awards competitive grants to university and company technologies with a high potential for economic development and job creation that position the Commonwealth as a national leader in science- and technology-based research, development, and commercialization*

- **Proof-of-Concept Research Grant Program**
- **Lab-to-Launch Grant Program**
- **Entrepreneur-in-Residence Program**

Investment Division

*Through our **Virginia Venture Partners ("VVP") Fund**, VIPC makes investments in pre-seed, seed-stage, and early-stage tech startups through a family of investment funds. Also make investments into fund managers to attract additional capital to the state.*

- **Startup Launch Grant Program**
- **Venture Investment Program**
- **Fund Manager Partnerships**

Ecosystems & Strategic Initiatives Division

*Primarily though our **Regional Innovation Fund ("RIF")**, VIPC supports entrepreneurial ecosystems and stakeholders throughout Virginia primarily partnering with government and industry stakeholders to innovate emerging technologies*

- **Regional Ecosystem Grants**
- **SBIR/STTR Support**
- **Strategic Industries**

VIPC Tech Innovation Fund Staff

Executive Oversight	Entrepreneurial Ecosystems & Strategic Initiatives	Finance & Accounting Contracts & Grants
Joe Benevento	Conaway Haskins	Leslie Williams
	Allison Youngblood	Carole McPhillips
	Chuck Kirby	Heather Tyler

Virginia’s Rural Health Transformation Overview

Virginia Rural Health Transformation

Overview

1. The Rural Health Transformation Program was established through **federal legislation** (H.R. 1).
2. The program is backed by **$50 billion in total federal funding over a five-year period**, making it one of the largest federal investments ever dedicated specifically to rural health systems.
3. **All 50 states** are participating in the Rural Health Transformation Program.
4. Virginia was awarded **$189.5 million for Year 1**. These funds are administered by the Virginia Department of Medical Assistance Services (DMAS).

Following the Centers for Medicare & Medicaid Services (CMS) Notice of Funding Opportunity for the RHTP, Virginia developed a comprehensive plan that included:

- the state's rural health needs and target populations
- goals, proposed initiatives, and sustainability plans
- implementation plan, timeline, and budget narrative
- metrics and evaluation plan
- evidence of stakeholder engagement.

Virginia applied for $989.5M of RHTP funding. Virginia was awarded $189.5M for Budget Period 1. Funding for budget periods 2 through 5 will be awarded annually, subject to annual review.

VIRGINIA
RURAL HEALTH TRANSFORMATION

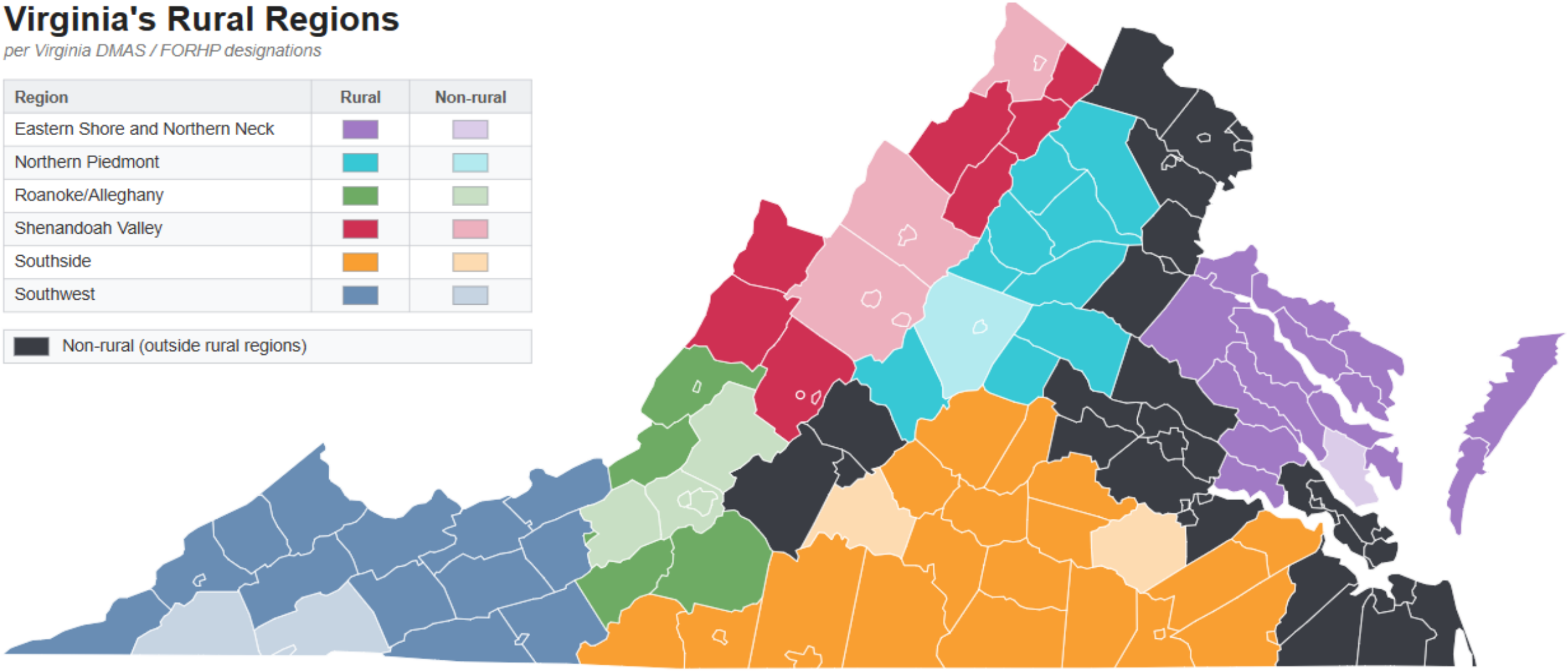
Rurality in Virginia

Virginia's Rural Regions

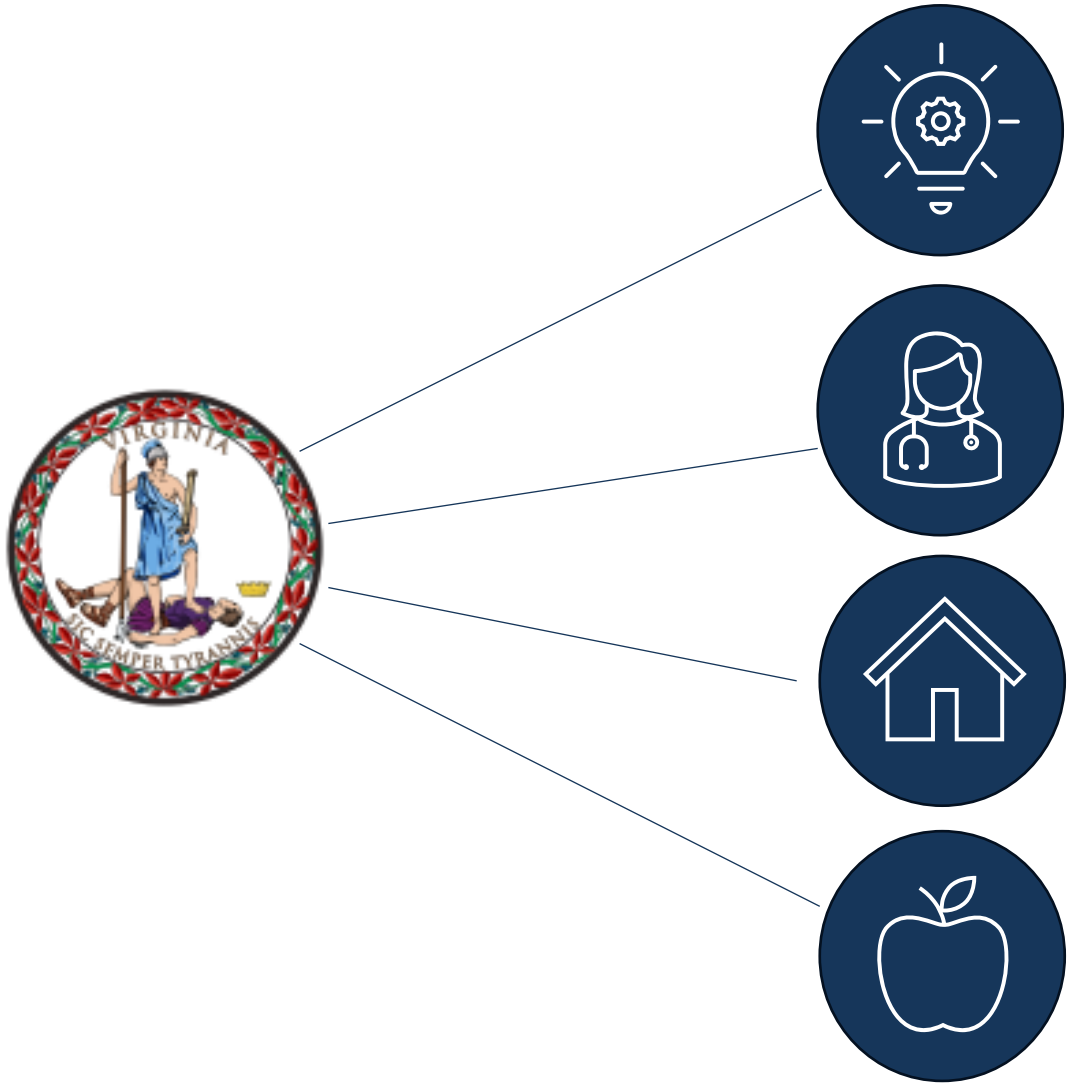
per Virginia DMAS / FORHP designations

Region	Rural	Non-rural
Eastern Shore and Northern Neck		
Northern Piedmont		
Roanoke/Alleghany		
Shenandoah Valley		
Southside		
Southwest		

Non-rural (outside rural regions)



Four Interconnected Initiatives



CareIQ: Modernizes healthcare via technology and data driven healthcare.

Homegrown Health Heroes: Expands the rural healthcare workforce and creates pathways for rural residents into healthcare careers.

Connected Care, Closer to Home: Brings healthcare options, including specialists, closer to Virginians' homes.

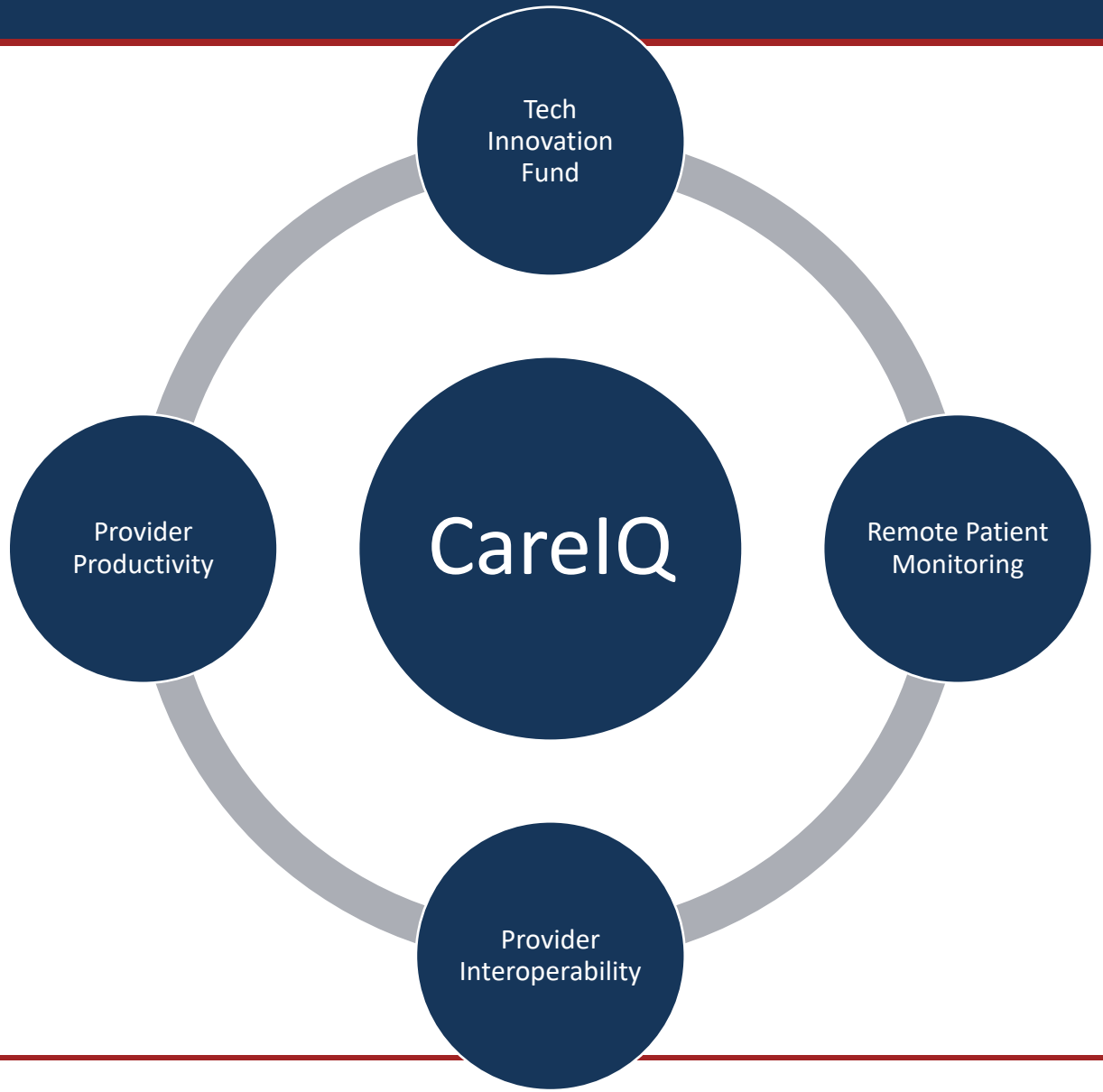
Live Well Together: Ensures prevention and chronic disease management stay at the forefront of Virginians' care plans.

CareIQ

Aligns to CMS priority of Tech Innovation

Advances innovative technologies that
- promote efficient care delivery;
- improve provider satisfaction; and
- enhance patient outcomes.

Key Performance Objectives:
- Modernize operations and increase technology adoption in rural areas
- Decrease chronic disease rates in rural population



Tech Innovation Fund

Challenge Statement

Rural Virginians experience a disproportionate burden of chronic disease and persistent barriers to timely preventive and primary care. Virginia seeks **novel health technology solutions serving rural residents**, particularly Medicaid, low-income, and other vulnerable populations, that **improve chronic disease prevention and management**, expand **access to screenings and primary care services**, and **strengthen providers' capacity to deliver effective care**. Solutions **should address rural-specific barriers**, including provider shortages, geographic distance, and limited healthcare infrastructure, and demonstrate measurable improvements in health outcomes, access, affordability, or care delivery.

Overview

Who	What	Where	When	Why	How
• Companies • Start-ups • Non-profits • Higher education • Governmental & tribal entities	• Novel technology solutions • Deployable in rural communities • Proof-of concept through minimum viable product	• Rural Virginia communities as defined by the FORHP	• Application deadline 10/29/29 • Awards December 2027 • Year One performance period through August 30, 2027	• Decrease rates of chronic disease in rural adults and children • Increase private sector capitalized catalyzed • New start-ups with products	• $250,000-$999,999 • Non-dilutive milestone-based funding

Sustainability: Self-sustaining post-CMS support by operating as independent, revenue-generating businesses that commercialize and scale their solutions.

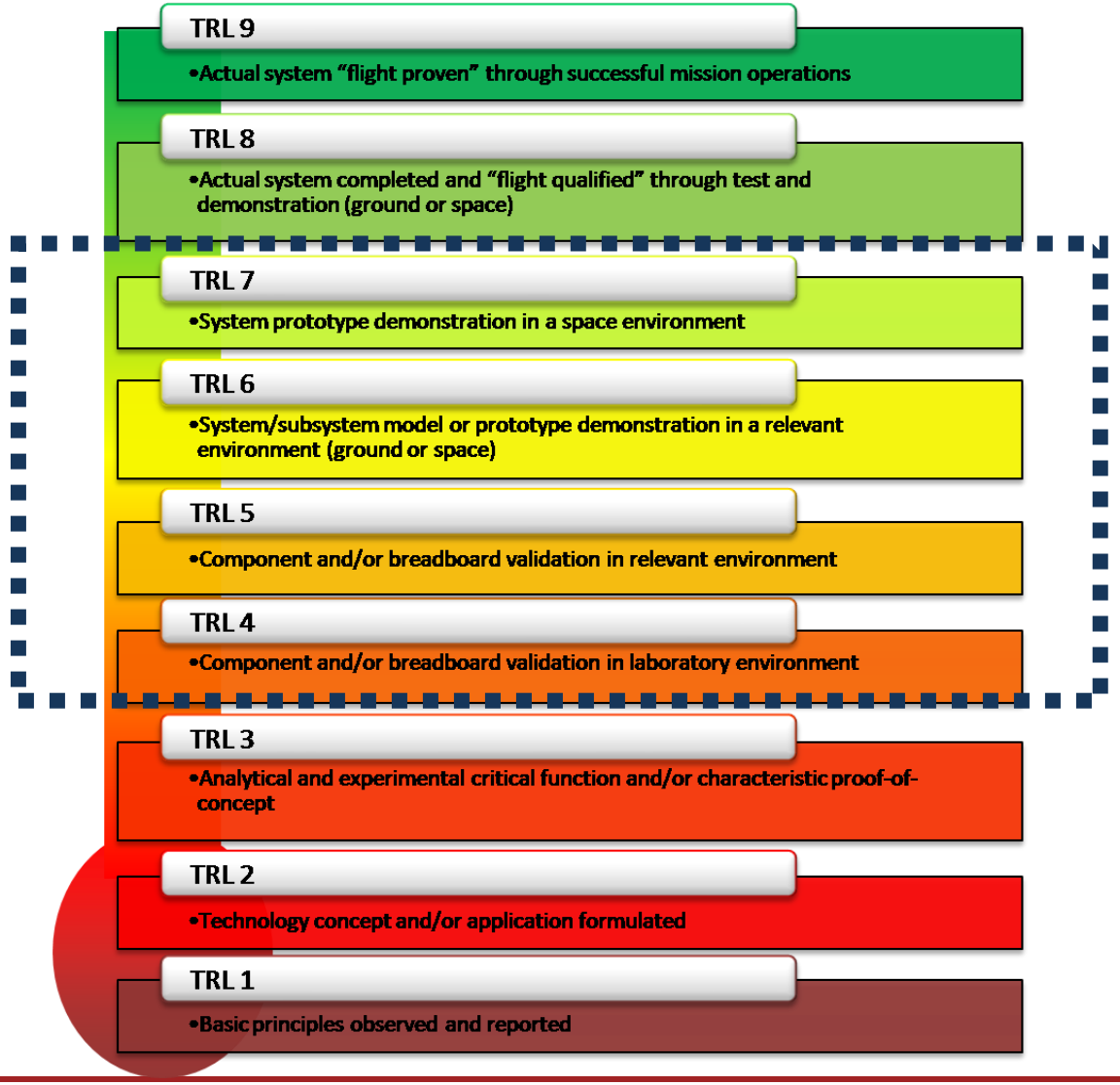
Organizational Eligibility

- Founded less than 10 years ago and with less than $50M prior funding
- U.S.-based and U.S.-owned entity
- Agree to Federal flow-down terms and conditions
- Demonstrate organizational capacity to manage federal funds
- Provide direct services to rural Virginia communities
- Hold a UEI that is active in SAM.gov
- Preference given to companies, startups, and Virginia-based organizations
  - Primary business address within Virginia; OR
  - Legally registered to conduct business in Virginia
- Higher education, non-profit, governmental, tribal entities, or other entities

Product Eligibility

- Novel healthcare technology solution that push boundaries and address barriers in chronic disease prevention and management
- Product Stage
  - Between Proof-of-concept and minimum viable product
  - Technical Readiness Levels 4-7
- Proof-of-concept criteria must:
  - have a functional prototype
  - have evidence/demonstration of feasibility
  - demonstrate readiness
- Directly deliver or enable care

Technology Readiness Level



https://www.nasa.gov/directorates/somd/space-communications-navigation-program/technology-readiness-levels/

Defining Novelty

A novel solution is:	A novel solution is not:
A new capability	An incremental improvement
A new delivery model	A surface-level redesign
Market-defying	Market-following
A bridge to commercial viability	A purely academic project

Sustainability

Goal of Rural Health Transformation is to live beyond the program

- Plan to sustain progress
- Strategy to secure follow-on capital funding
- Description of government or commercial payers' ability to procure the product
- Description of how successful program components will continue after RHTP funding ends

Rurality in Virginia

Virginia's Rural Regions

per Virginia DMAS / FORHP designations

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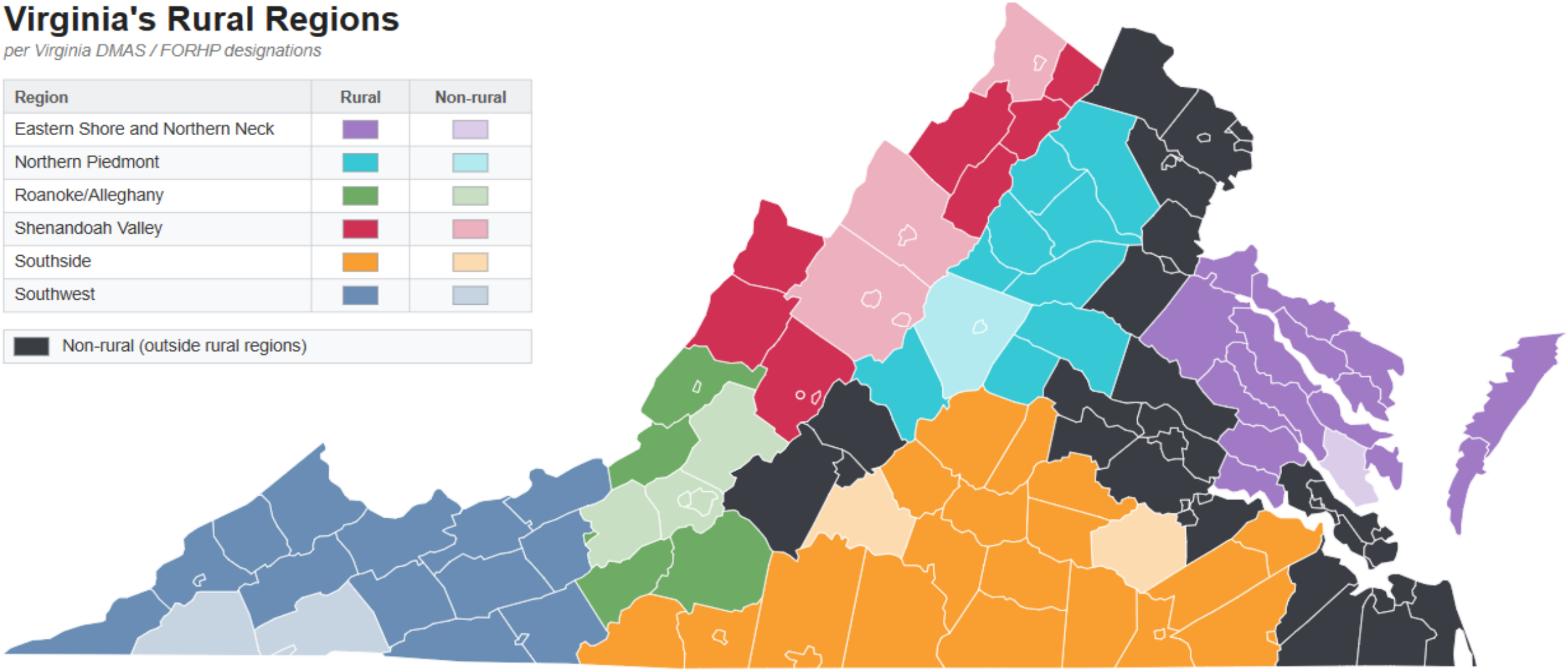
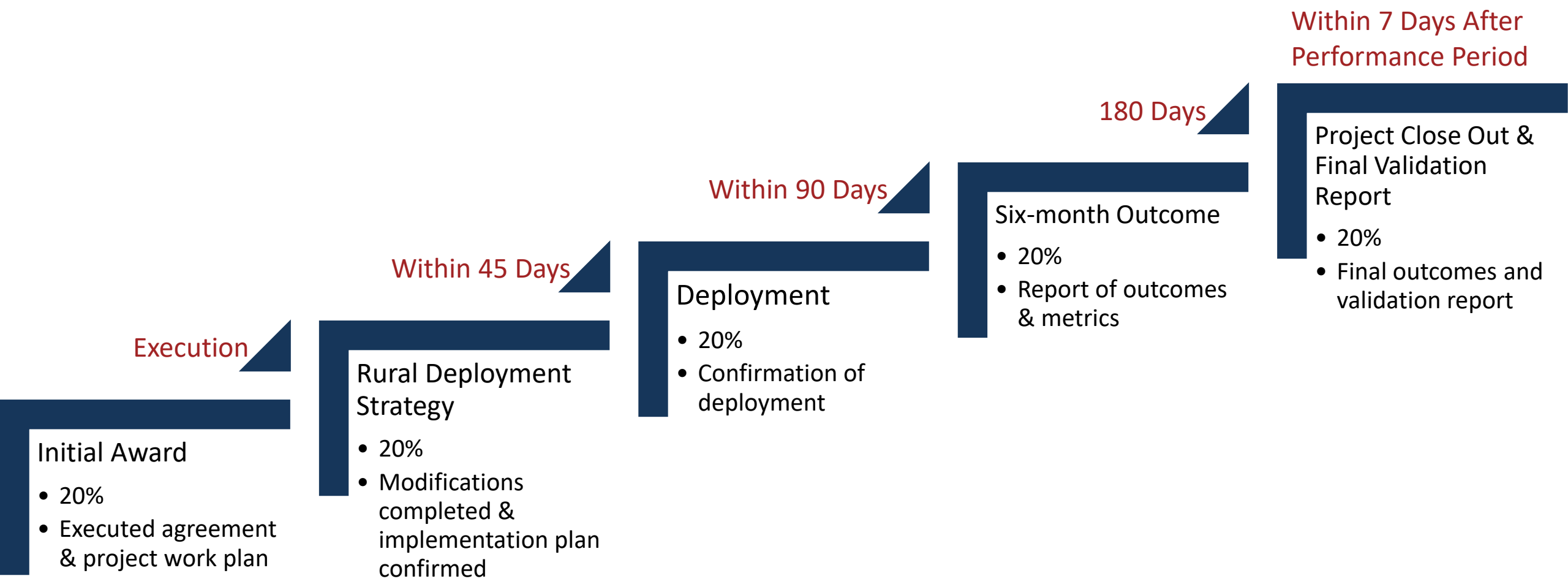


Funding Availability & Structure

- $250,000-$999,999 non-dilutive funding
- No match requirement
- Not a multi-year award
- Year 1 budget period ends August 31, 2027
- No-cost extensions will not be granted
- No pre-award costs
- Direct costs only
- Refer to RFA and Budget Template on allowable and unallowable costs

Required Milestones



Required Performance Metrics

Accelerate deployment of novel health technologies in rural Virginia

Increase adoption and active use of funded innovations

Strengthen Virginia's rural health technology ecosystem

Support solutions addressing chronic disease prevention and management

Quarterly reporting will include:
Number of actives users
Number of rural localities where innovations are deployed
Private sector capital catalyzed
People Served

Application Components

Eligibility Questions

Cover Page, signed by an authorized organizational representative

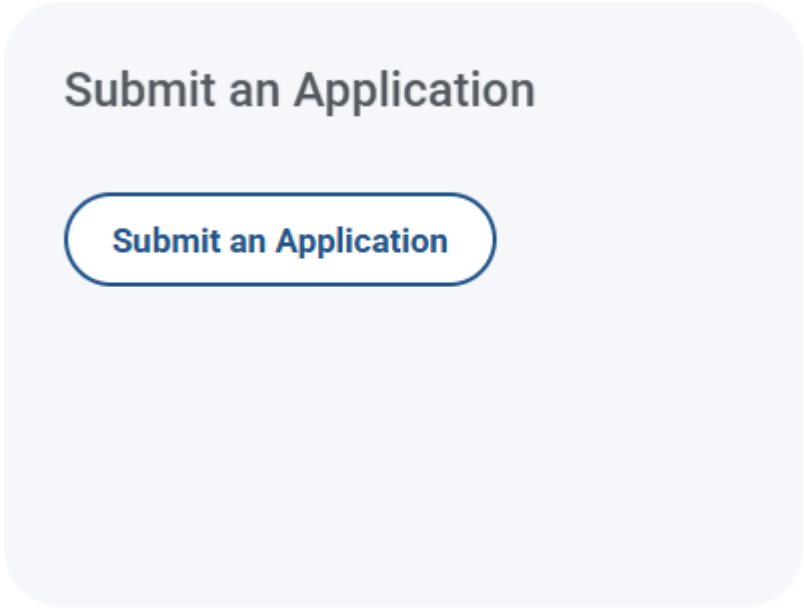
Executive Summary

Project Narrative
- Organizational overview & Team qualifications
- Proposed solution
- Stakeholder engagement strategy
- Work plan with timeline & milestones
- Performance metrics & evaluation plan
- Sustainability Plan
- Past Performance

Detailed Budget and Narrative

Project Team Resumes

Risk Assessment Questionnaire



Review Process

Review Criterion	Maximum Points
Mandatory eligibility criteria	30
Leadership Team Qualifications	20
Technology Product Solution	20
Need, Novelty, and Rural Opportunity Validation	20
Work Plan and Project Milestones and Evaluation Plan	15
Stakeholder Engagement	10
Sustainability Plan	10
Budget & Budget Narrative	5
Total	**130 Maximum**
Extra Credit	2

Timeline

RFA Release	Informational Webinars	Questions Due	Submission Deadline	Interview Window	Awards Announced
9/30	10/6; 10/7; 10/9	10/13 Noon	10/29 5pm ET	Week of 11/16	~12/21

RuralHealth@VirginiaIPC.org

Questions?

To learn more about Virginia's Rural Health Transformation

To access the Tech Innovation Fund RFA and application

Upcoming Dates

October 6: Informational Webinar #1
October 7: Informational Webinar #2
October 9: Informational Webinar #3
October 13 at noon: Questions due
October 14: Q&A responses posted
October 29 at 5pm ET: Application deadline
Anticipated week of November 16: Interviews
Anticipated December 21: Awards Announcement

Terms & Conditions

A list of standard sub-award terms and conditions have been provided in RFA; funding recipients will be required to be in full compliance with all terms and conditions

Applicants should understand that RFA does not provide the full list of terms and there will be others provided within the funding recipient's sub-award agreement; some will be specific to the sub-awardee and the project they may be proposing, including applicant's answers to the risk assessment questions

Applicants should be aware that they must certify their understanding and agreement of the Federal regulations and the RHTP terms and conditions