



Working together for a healthier Richmond

media release

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Richmond Pediatric Asthma Pay for Success Project seeks to improve pediatric asthma outcomes in the Greater Richmond Community

(Richmond, VA) – In a 2015 study, the Asthma and Allergy Foundation of America [ranked Richmond](#) as the second-most challenging city in America in which to live with asthma. This year, the Richmond City Health District (RCHD) applied for, and received, a grant from the [Sorenson Impact Center](#) at the University of Utah’s David Eccles School of Business to explore utilizing outcomes-based contracting, also known as Pay for Success, to improve the region’s capacity to address pediatric asthma. The grant award includes up to \$100,000 in cash to cover project expenses and another \$250,000 in technical assistance from the Sorenson Impact Center. The grant will involve a feasibility study, stakeholder outreach, and other activities over next year.

The Sorenson Impact Center is a think-and-do-tank that marshals capital for social good, empowers data-driven programs, breaks down silos across sectors, and equips the next generation of leaders with social purpose. “This Pay for Success feasibility program has been a cornerstone to many advantageous Pay for Success projects across the country,” said Jeremy Keele, President & CEO of the Sorenson Impact Center. “We’re delighted to offer technical assistance and capacity-building to yet another cohort of government jurisdictions and non-profits that are dedicating themselves to making a measurable difference in people’s lives,” he said.

During the year-long Richmond Pediatric Asthma Pay for Success Project, the Richmond City Health District looks forward to working with local hospitals and other medical practitioners, health insurance companies, asthma service providers, local school systems, university researchers, state and local government officials, and the affected families and children to better understand the problem and develop an effective plan to address it. Joshua Ogburn, Director of the University of Virginia Pay for Success Lab, will lead this project for the Richmond City Health District.

“The University of Virginia Pay for Success Lab is excited to partner with the Richmond City Health District, the Sorenson Impact Center, and many other community partners on this exciting initiative. Pay for Success is a means to expand the most effective solutions to critical problems in localities across the nation,” said Joshua Ogburn. “Given the widespread nature of pediatric asthma in the Greater Richmond Region, this initiative has the potential to improve the livelihoods of thousands of children and families.”

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