



UNIVERSITY *of* MARYLAND  
SHORE REGIONAL HEALTH

## COMMUNITY HEALTH IMPROVEMENT REPORT



As the regional health care network serving Caroline, Dorchester, Kent, Queen Anne's and Talbot counties on Maryland's Eastern Shore, University of Maryland Shore Regional Health provides inpatient and outpatient health care services for residents in this predominantly rural, 2,000 square mile region.



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## A MESSAGE TO OUR COMMUNITY

At University of Maryland Shore Regional Health, our mission, **Creating Healthier Communities Together**, reflects our commitment to building community partnerships that will help us foster better health outside the walls of our hospitals and outpatient facilities, while enhancing access to care and the overall quality of life in the five counties we serve.

This report describes some of the highlights of the community health improvement programs and activities conducted by UM Shore Regional Health. The value of our community benefit programs and services, including charity care, exceeds \$60 million, but the impact is stronger than money. It is building healthier communities and our steadfast commitment to helping our patients and their families enjoy their best health and quality of life.

We are proud and gratified that so many of our UM Shore Regional Health team members are highly engaged in this endeavor. They understand that in our largely rural and geographically expansive region, the broad range of individual health determinants includes individual behaviors, transportation, access to coordinated care, navigating care, chronic disease management, preventive care and health education. Our team members have risen to the challenges of meeting our communities' health needs by strengthening existing partnerships with community agencies and organizations, and launching new initiatives that address the challenges of our specific populations.

In so many health arenas — addiction services, diabetes and endocrinology, cancer, home-based care, comprehensive rehabilitation



services, stroke recovery, men's health and women's health, to name just a few — UM SRH doctors, nurses and other care providers are out in the community, providing screening, education and support services, and speaking to groups in churches and community centers. They also participate in health fairs and wellness events, serve on inter-agency committees and support fundraisers and awareness programs that benefit individual patients, their families and the wider community. The extraordinary dedication and energy of our team members is strengthening UM Shore Regional Health's leadership as a positive force in the lives of the 170,000 men, women and children who live, learn and work in our five-county region.

On behalf of our devoted staff, physicians and allied health care providers, we thank you for your interest in the Fiscal Year 2019 UM Shore Regional Health Community Health Improvement Program.

Sincerely,

**Kenneth D. Kozel, FACHE**  
President and CEO  
UM Shore Regional Health

**Kathleen McGrath**  
Director, Outreach  
and Community Health  
UM Shore Regional Health

# Cancer Center Expands Support Services for Patients, Loved Ones



The Cancer Center at UM Shore Regional Health continues to expand its support services. In addition to support groups for patients undergoing treatment for varied cancers, new programs address broader concerns of patients and their loved ones.

The Cancer Caregivers' Coffee is a monthly support group focused on the needs of caregivers of those on the cancer journey. Led by an oncology social worker, meetings provide a "safe space" for participants to share their personal experiences and insights to help others.

TIPPS (Treatment, Innovation and Primary Palliative Support) provides guidance on changes in lifestyle / relationships; employment, disability and finances; non-pharmaceutical approaches to pain; and insurance and advance directives. TIPPS also provides referrals to specialized resources, such as rehabilitation therapists, clergy and financial advisors, and providers of integrative therapies.

The Cancer Center's "For Women Only" program introduced support services for women in treatment for and recovery from cancer. The event featured Walgreens beauty consultant,

Alternative Therapy MD, YMCA of the Chesapeake LiveSTRONG program, Shore Rehabilitation, The Women's Boutique, the Clark Comprehensive Breast Center and UM SRH Chemotherapy Clinic. The Cancer Center also has partnered with local beauty consultants to establish a new program, Improving Your LOL (Look and Outlook), through which women dealing with effects of cancer treatment receive free consultations for personal care at the Cancer Center or in Walgreens stores around the region.

Now in partnership with the Cancer Center, the Y's LiveSTRONG is a no-cost, 12 week fitness program that helps cancer survivors regain their confidence as well as physical stamina. The program addresses struggles with fatigue, muscle loss, balance and other effects of cancer treatment. An added benefit is the camaraderie that builds among participants as they share their challenges and successes.



# Not All Wounds Are Visible Series Engages Community in Important Dialogue About Adverse Childhood Experiences (ACEs)

As a trusted community resource and partner, University of Maryland Medical System brings community members together with clinical experts through the Not All Wounds Are Visible Conference series. “Not All Wounds Are Visible – Let’s Talk About How Adverse Childhood Experiences (ACEs) Impact Who We Are” was a day-long community conversation in June 2019 to address these important health issues and examine healing strategies.

Because the human brain is always at work, it is responsive to the “experiences” in life. Childhood memories of adverse experiences are stored in the body and the mind. These experiences can affect behavior, mood, physical health and more for many years.

Stunning research known as the Adverse Childhood Experiences or “ACEs” Study supported by Kaiser Permanente and the Centers for Disease Control and Prevention in 1991, demonstrates the correlation between toxic stress in children and the potential negative, lasting impact on their physical, mental and behavioral well-being. Many experts believe that this study uncovered the leading cause of health and social problems in the United States.



Ten categories of ACEs can be grouped into three areas:

- Household Dysfunction: substance abuse, parental separation or divorce, mental illness, battered mothers and criminal behavior
- Neglect: emotional and physical
- Abuse: emotional, physical and sexual

ACEs are common, commonly “interrelated” and sometimes unintentionally passed on to the next generation. Most people will report experiencing at least one ACE in their childhood. Where one ACE exists, there is an 87 percent chance that at least one of the other nine ACEs also exists. The higher the ACE score – a reflection of the number of the 10 ACE categories someone has been exposed to – the more likely someone is to have health and social problems including: alcoholism/drug abuse, depression/anxiety and other mental health

problems, heart disease, liver disease, obesity/diabetes, sexual behavior issues, anger/violence, poor adjustment in the workplace, smoking, etc.

The higher the ACE score, the more likely people are to have multiple health and social problems and the higher the odds of their children having high ACE scores. Understanding the cause and effect of ACEs presents a great opportunity to begin to interrupt negative physical and mental health outcomes and the transmission through generations of the problems associated with ACEs. Eastern Shore residents unable to attend the conference in-person were still able to access this valuable information by live-streaming the conference on personal devices.

# Free Screenings, Support Groups Promote Population Health

A broad palette of free health screenings and support groups is making an important difference in the overall health and health awareness of the diverse communities served by University of Maryland Shore Regional Health. A growing emphasis on preventive care – including screenings for blood pressure and breast, skin, lung and prostate cancers – provides access to early detection and treatment for potentially lethal diseases. Individuals and families managing chronic diseases, including cancer and diabetes, and others recovering from stroke participate in monthly support groups around the region.

Dermatology physicians and advanced practice providers from the Kent County Health Department, Easton Dermatology Associates and Shore Dermatology in Cambridge, along with staff and volunteers from the Cancer Center at UM Shore Regional Health, screened 119 people for skin cancer during May and June 2019. The Cancer Center's Wellness for Women program offered 52 breast cancer education programs around the five county region and provided 144 free screenings for uninsured and under-insured women.

Through outreach and education programs offered by UM Shore Medical Group – Pulmonary Care providers to local primary care practices, health departments and community events and organizations throughout the region, 470 persons learned about risk factors and symptoms of lung cancer and eligibility for screening. Of these, 433 were screened at UM Shore Medical Centers at Chestertown and Easton. Likewise, 57 free prostate screenings were conducted by the Cancer Center in partnership with UM Shore Medical Group – Urology, the Kent County Health Department and other organizations.

Thanks to trained Auxiliary volunteers, more than 400 blood pressure screenings were conducted at UM Shore Medical Centers at Dorchester and Easton last year.

Diabetes is one of the most prevalent chronic diseases in the five counties served by UM Shore Regional Health. Estimates for the rate of diagnosed diabetes cases in the region range from 11 to 14 percent, and the prevalence of undiagnosed diabetes and pre-diabetes takes those numbers much higher. The staff of the University of Maryland Center for Diabetes and Endocrinology now includes four certified diabetes nurse educators, who counsel patients individually to help them manage the disease successfully and avoid complications. Nurse educators also lead monthly support groups in Cambridge, Chestertown, Denton and Easton that attract not only individuals with diabetes but their partners, caregivers and other support persons.

Two stroke support groups, in Easton and Queenstown respectively, meet monthly. Speakers on topics related to stroke recovery, including nutrition, exercise, driver rehabilitation and many others. Cancer support groups meet monthly in Cambridge, Chestertown and Easton.

The Birthing Center at UM Shore Medical Center at Easton's Breastfeeding Support Group holds some meetings at fun, offsite locations, often during non-work hours, so that their dads or other support partners can be included. Whether in a coffee shop or walking a local nature trail, these meetings also encourage public awareness of the benefits of breastfeeding.



# Community Health Needs Assessment

To effectively achieve our community health mission, the University of Maryland Shore Regional Health's (UM SRH) conducted a formal Community Health Needs Assessment (CHNA) during fiscal year 2019.

The CHNA, conducted every three years, describes the population's health status, identifies areas for health improvement, determines factors that contribute to health issues, and identifies resources that can be mobilized to address population health improvement.

The Community Health Needs Assessment (CHNA) helps UM SRH to better understand the health status and needs of the community and develop programs that will benefit the community by:

- Defining gaps in community health and developing strategies to assist in closing those identified gaps
- Informing the community about health services and other resources available regionally
- Developing partnerships and collaborations that impact the CHNA's select initiatives.

UM SRH has a dedicated Community Health Planning Council, comprised of physicians, nurses and other health care providers as well as administrators. The comprehensive needs assessment was conducted using the Association for Community Health Improvement's nine-step Community Health Assessment Process as an organizing methodology, which includes focus group sessions conducted with community and social service leaders; and telephone interviews and online surveys with residents of Caroline, Dorchester, Kent, Queen Anne's and Talbot counties. Additional data was obtained from various federal, state, and local agencies, as well as research groups, including:

- U.S. Census Bureau
- Maryland Vital Statistics Administration
- Maryland Mid-Shore Rural Health Study
- Maryland Department of Health and Mental Hygiene
- Office of Minority Health and Health Disparities
- The Maryland Rural Health Association

Through the CHNA process, the communities' health care needs are prioritized and an implementation strategy is developed to address those identified as most pressing. Conducting CHNAs and making them available to the public meets requirements under the Patient Protection and Affordable Care Act which complies with regulations of the Health Services Cost Review Commission and the Internal Revenue Service. Shore Regional Health's CHNA assessments can be viewed online at [umshoreregionalhealth.org](http://umshoreregionalhealth.org).

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## Financial Assistance Policy

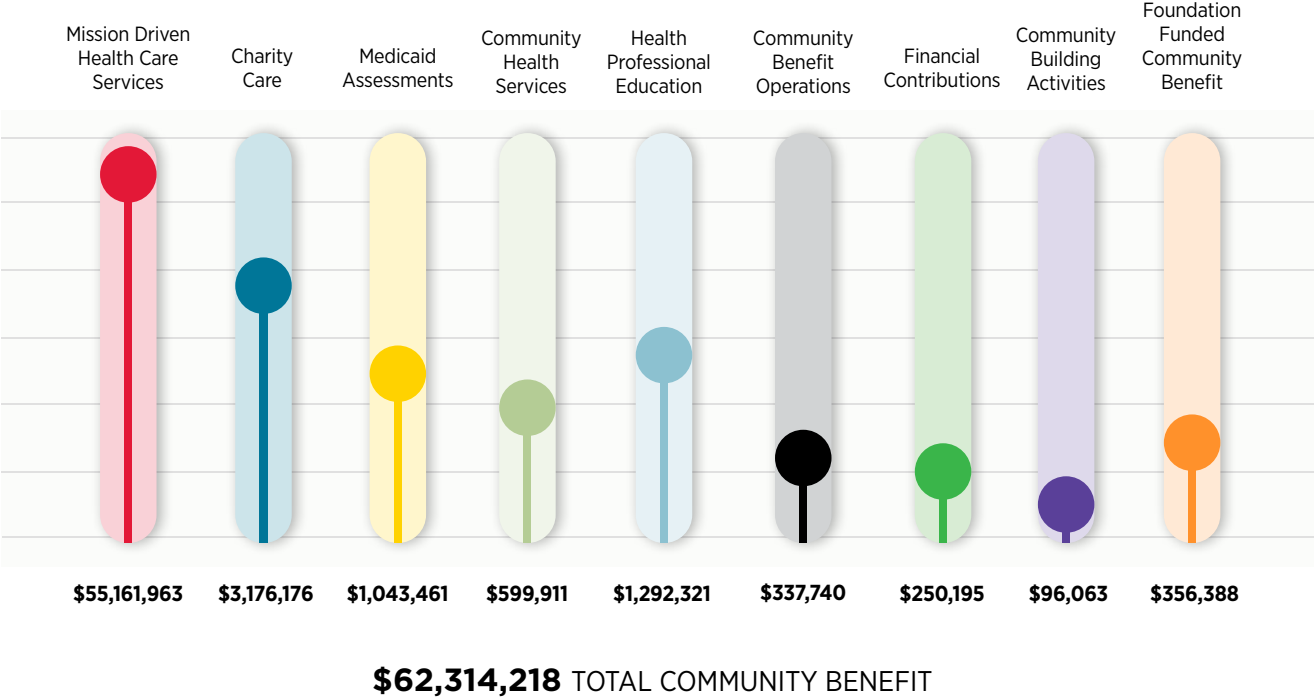
You can get a free copy of our Financial Assistance Policy and Application Form:

- Online at [umshoreregionalhealth.org/patients/financial-assistance](http://umshoreregionalhealth.org/patients/financial-assistance)
- In person at these locations:
- Registration Office - Outpatient Center, UM Shore Medical Center at Easton, 219 S. Washington Street, Easton, MD 21601

- Financial Assistance Department, UM Shore Medical Center at Dorchester, 300 Byrn Street, Cambridge, MD 21613
- By mail: call 800-876-3364 ext. 8619 to request a copy

You may call the Financial Assistance Department, above, if you have questions or need help applying. You may also call if you need help in another language: 800-876-3364 ext. 8619.

# Financials



## CHNA Implementation Plan

The Community Health Implementation Plan (CHIP) is a list of specific goals and strategies that demonstrate how UM SRH plans to address the most significant needs identified in the CHNA while also being aligned with UMMS community health improvement initiatives and national, state and local public health priorities. Based on qualitative and quantitative data collected and analyzed during the CHNA process, UM SRH's Implementation Plan remains committed to the goals and strategies identified in the 2016 CNHA. Although some of the focus areas have changed in their order of priority per community feedback, the overall needs remain the same as reported in the 2016 CHNA.

### Health Priorities FY2020-2022

- The top five priorities:
1. Access to care
  2. Preventable ER visits
  3. Chronic Disease management
  4. Mental health/substance abuse
  5. Cancer

- Overarching theme for addressing health priorities:
1. Reduce barriers to care
  2. Improve care coordination
  3. Focus on health outreach and education

Our Annual Operating Plan, which is derived from our strategic plan, includes community benefit and population health improvement activities. UM SRH is engaged in numerous programs addressing the identified needs of the Mid-Shore. The UM SRH hospitals — SMC at Chestertown, SMC at Dorchester, and SMC at Easton work to strategically allocate scarce resources to best serve the communities, increase trust and build stronger community partnerships.

To review the entire Community Health Needs Assessment from fiscal year 2019 with Implementation Plan, go to: University of Maryland Shore Regional Health: [umms.org/shore/community](http://umms.org/shore/community)



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