



UNIVERSITY of MARYLAND
UPPER CHESAPEAKE HEALTH



COMMUNITY HEALTH
Improvement | **20**
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SUPPORTING
OUR COMMUNITIES



a message to **OUR COMMUNITY:**

At University of Maryland Upper Chesapeake Health (UM UCH) almost 85 percent of our nearly 3,500 team members live in Harford and Cecil Counties—truly making us neighbors who take care of neighbors. And we are committed to providing the highest quality care to each and every one of them.

One of our biggest and most valuable resources at UM UCH is our HealthLink program. Part of our Community Outreach efforts, HealthLink provides health screenings, education and support groups to people in our community. They operate the HealthLink Call Center and offer numerous self-management programs designed to help people live their best lives despite chronic health conditions. Thanks to their efforts, thousands of people have the knowledge and resources they need to make positive health and wellness decisions.

In this year's Community Health Improvement Report, you will find information about our Community Health Needs Assessment and implementation plan along with highlights of some of our key community initiatives.

Turn the page and learn more about what we're doing:

- Project Healthy Connect
- Programs for children
- Human papillomavirus awareness
- Skin cancer programs

In conjunction with our many community partners, including Healthy Harford, UM UCH actively reaches out into our neighborhoods to promote healthy lifestyles, improved eating habits and physical activity because we know that medical care and support of good health and wellness doesn't always happen inside the hospital. In fact, there is reliable data to support that outpatient care to prevent, screen and manage chronic (and common) conditions like diabetes, congestive heart failure and lung disease can be highly effective. When people are screened, diagnosed and treated at the start of these conditions, how they feel, cope and live can be greatly improved. We believe this concept will transform healthcare, and help create the healthiest community in Maryland.

In good health,



Lyle E. Sheldon

Lyle E. Sheldon, FACHE
President/CEO
UM Upper Chesapeake Health



Vickie Bands

Vickie Bands, MSN, MSA, RN
Director, Community Outreach
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UM Upper Chesapeake Health

University of Maryland Upper Chesapeake Health is the leading health care system and second largest private employer in Harford County. Our 3,500 team members and over 650 medical staff physicians serve the residents of Harford County, eastern Baltimore County and western Cecil County.

...is located in Harford County. University of Maryland Upper Chesapeake Health (UM UCH) is a community-based, non-profit health system dedicated to maintaining and improving the health of its community. At UM UCH we provide top-notch medical services, cutting-edge technology and a continuity of health care across many disciplines. Through our integrated health delivery system and partnership with the University of Maryland Medical System, we have pledged our steadfast commitment to the growing northeast Maryland region with expanded clinical services, programs, facilities and physician recruitment.

UM UCH includes two acute care hospitals (UM Upper Chesapeake Medical Center in Bel Air and UM Harford Memorial Hospital in Havre de Grace) and operates The Upper Chesapeake Health Foundation, the Klein Ambulatory Care Center and two medical office buildings on the Bel Air campus. It also owns and operates the Senator Bob Hooper House and the Kaufman Cancer Center, an affiliate of the University of Maryland Greenebaum Comprehensive Cancer Center.

Our medical specialties and services include:

- Anticoagulation Management
- Bariatric/Weight Loss Surgery
- Behavioral Health
- Breast Center and High-Risk Breast Cancer Clinic
- Cancer/Oncology Programs
- Cardiac Catheterization
- Community Outreach/HealthLink
- Diabetes and Endocrine Center
- Emergency and Pediatric Emergency Departments
- Family Birthplace
- Heart and Vascular Institute
- Imaging Services
- Intensive Care
- Orthopedics and Spine
- Plastic and Reconstructive Surgery
- Primary Acute Stroke Centers
- Primary Care
- Rehabilitation and Sports Medicine
- Sleep Disorders Center
- Wound Care Center

HealthLink is a division of the Community Outreach program at UM UCH and provides health screenings, educational programs and support groups to Harford and Cecil counties. Focusing on prevention and improving health outcomes, our team of professionals provides an expansive variety of health education, screenings, lifestyle management classes and information on local resources. HealthLink offers its screenings and programs either free of charge or for a nominal fee. For more information visit umuch.org.

And coming soon...

In partnership with the Harford County Executive's Office, Harford County Health Department, Office on Mental Health/Core Service Agency and Healthy Harford, UM Upper Chesapeake Health will establish a behavioral health crisis center for adults. Located in Bel Air, this community effort will focus on both addiction and behavioral health, serving an urgent and growing need for these services within our community.

CHILDREN'S PROGRAMS

Some of the best habits are established when we are young, making childhood a great time to educate kids about the importance of caring for themselves. We know that good health and nutrition are important, but they are also essential to children's overall development and well-being. At UM Upper Chesapeake Health, our Community Outreach team provides many educational programs to promote healthy lifestyles and encourage our county's youngest population to develop good habits and live healthier lives.

Our programs include:

- **Be Smart About Body Art** unbiasedly informs kids of the possible risks and complications that can result in body modification. It also educates those who decide to proceed with body art, to do so in a safe and informed way, avoiding unnecessary complications.
- **Bike Helmet Fittings** promotes helmet usage by educating parents and children on how to purchase and properly wear the helmet that is most appropriate for them. More children ages 5 to 14 are seen in emergency rooms for injuries related to biking than any other sport.
- **Glo Germ** teaches children how to prevent the spread of germs by showing them how, when and why it is so important to wash their hands.
- **How Sweet It Is** highlights drinks such as water, sodas, sport drinks, juice boxes and popular coffee drinks in a cool and interactive display designed to educate kids on exactly how much sugar is in some of the most popular drinks they reach for.
- **Kids Against Tobacco Use (KATU)** teaches children and young adults about the dangers of smoking and secondhand smoke. The program provides educational materials, hands-on exhibits and realistic examples of how tobacco use harms their health.
- **Teddy Bear Clinic** is a fun, informative and educational experience designed to help kids become comfortable with different types of medical equipment and procedures they may experience during a visit to the emergency department or in their doctor's office.
- **Vaping** is an educational program developed to increase kids' knowledge of nicotine, how easy it is to become addicted and about the many dangers associated with e-cigarettes and other vaping products.



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Glo Germ teaches children how to prevent the spread of germs by showing them how, when and why it is so important to wash their hands.

Kids Against Tobacco Use (KATU) teaches children and young adults about the dangers of smoking and secondhand smoke.

ADOLESCENT MELANOMA SCREENING

Melanoma is the most dangerous form of skin cancer and is on the rise in both adults and children. In the last 10 years, melanoma diagnoses in young people has risen by 2 percent annually. It is the second most common cancer for adolescents and young adults between the ages of 15 to 29, with 90 percent of the cases diagnosed between the ages of 10 and 19.

The signs of melanoma in young people are often overlooked as the disease can present very differently from melanomas in adults. In a young person, a melanoma may appear as an unusual wart, a bump that itches and bleeds, a lump on the skin that is not dark or black, a mole that becomes thick and bumpy, sticking out far from the skin or a bump or lump that has rapidly increased in size.

While avoiding or limiting sun and UV exposure and not using tanning beds is critical for children and young people, adolescent melanoma is a cancer that can be the result of hormones and genetics along with exposure to the sun. Typically found on a lower extremity or trunk, adolescent melanoma usually becomes noticeable as a child approaches or reaches puberty. Pregnant women are also susceptible to adolescent melanoma as are those with thyroid issues.

In May, University of Maryland Upper Chesapeake Health in partnership with the Claire Marie Foundation and two local board certified dermatologists who volunteered their time, held its first adolescent melanoma skin cancer screening. Fifty children and young adults between the ages of 8 and 30 participated in this free screening. Nine of the 50 were found to need additional follow-up. UM Upper Chesapeake Health plans to provide this free screening annually to bring awareness and education to the community on this very dangerous child and adolescent cancer.

HPV: THE FIGHT AGAINST THIS COMMON VIRUS

Human papillomavirus (HPV) is a virus that can lead to certain cancers in both males and females. In most cases, HPV is harmless and goes away on its own. But—when it doesn't, HPV can cause serious health problems including cervical cancer as well as cancers of the vagina, vulva, penis, anus and even the back of the throat.

In Harford County, improving HPV vaccination rates and reducing HPV-related cancers is a countywide initiative. Upper Chesapeake Health's Community Outreach team and the Kaufman Cancer Center have partnered with the Harford County Health Department and Harford County Public Schools to address the county's low vaccination rates among our youth and young adults. Each year an estimated 26,000 cancers are attributed to HPV. Despite this alarming number, the HPV vaccine is still under-utilized in our country despite the overwhelming evidence of its safety and effectiveness.

Did you know?

- 14 million people in the United States become newly infected with HPV each year
- Most people who have HPV don't even know it
- The Centers for Disease Control and Prevention states that 99 percent of cervical cancers, 95 percent of anal cancers, 65 percent of vaginal cancers, 65 percent of oropharyngeal (throat) cancers, 50 percent of vulva cancers and 35 percent of penile cancers are caused by HPV
- Maryland's Comprehensive Cancer Control Plan is to have 80 percent of eligible children vaccinated before the age of 18 and by the year 2020

PREVENT HPV CANCERS WITH THE HPV VACCINE

2 SHOTS IS ALL IT TAKES
*3 SHOTS IF GIVEN AFTER THE AGE OF 14

Human Papillomavirus (HPV) is a very common infection that can be spread from person to person through direct contact

why get VACCINATED?

Nearly **1 IN 4** Americans is **CURRENTLY INFECTED** with HPV

Most people **DON'T KNOW** they have an **HPV INFECTION**

The **HPV VACCINE** has been proven to be **VERY EFFECTIVE** in controlling **EFFECTS OF HPV**

MALES AND FEMALES SHOULD BE VACCINATED

MALES between age **11 and 21**

FEMALES between age **11 and 26**

THE VACCINE IS SAFE

The HPV vaccine has been carefully studied by medical and scientific experts and has not been associated with any long-term side effects.

75-80% the average person's **LIFETIME RISK** of contracting HPV

CANCERS that can be prevented

- ANAL (MALE & FEMALE)
- MOUTH/THROAT (MALE & FEMALE)
- CERVICAL, VULVAR & VAGINAL (FEMALE)
- PENILE (MALE)

UNIVERSITY OF MARYLAND UPPER CHESAPEAKE HEALTH
UMUCH.ORG/CANCER

IN PARTNERSHIP WITH
HARFORD COUNTY PUBLIC SCHOOLS
HARFORD COUNTY HEALTH DEPARTMENT

Our goal has been, and continues to be: educate, promote and increase the usage of this cancer preventing vaccine. Together, chair of pathology at UM Upper Chesapeake Health, V. Dixon King, MD, and pediatrician Paul Lomonico, MD lead Upper Chesapeake Health's campaign to increase HPV vaccination in Harford County and reduce these cancers.

Our **HPV Community Outreach Education: HPV Cancer Prevention Vaccination**, was selected as a winner of the **Maryland Cancer Collaborative Implementation Award**.

HPV Vaccination = Cancer Prevention

Credit: CDC

PROJECT HEALTHY CONNECT

UM Upper Chesapeake Health and Healthy Harford/Healthy Cecil have partnered to launch Project Healthy Connect, an innovative program dedicated to reaching people in our communities who are isolated or who are at an elevated risk for health issues and social challenges. The goal is to move health care beyond the four walls of a hospital or a doctor's office and out into the community—connecting with people 'where they are.'

Designed as a one-stop-shop offering multiple services, Project Healthy Connect hosts wellness sessions with free health assessments including blood pressure checks, diabetes and stroke screenings as well as assistance with Medicaid enrollment. And by hosting these sessions in easy to access community locations where people already go if they are facing eviction, have temporary shelter needs or need assistance with energy programs and job searches, it increases our ability to reach underprivileged individuals who may really be struggling. In addition to the wellness sessions, Project Healthy Connect includes a team of nurses, social workers and resource experts who travel in the HealthLink medical mobile van to specifically identified locations to conduct targeted outreach and health engagement.

Through the program, we are able to provide supportive health and wellness assistance and connect people with concrete resources for eye-glasses, hearing aids, dentures, medications and more. Project Healthy Connect is making a positive and meaningful contact with those who need it most, helping to build self-care skills and inspire better health and wellness.



COMMUNITY HEALTH NEEDS ASSESSMENT

The Harford County Community Health Needs Assessment (CHNA) is a reflective assessment of the health status of Harford County. Assessments are an important component of meeting local community health needs and are used to make decisions about public health strategies to improve the health, safety, and environment for Harford County residents. This assessment builds on previous efforts to identify and quantify public health concerns. It is a collaborative process that reports health indicator statistics and community stakeholder input in order to identify and prioritize our community health needs, areas for health improvement, and resources that can be mobilized to improve community health.

The CHNA describes the health status of Harford County residents, as individuals and as population groups, and provides population comparisons to residents of Maryland and to the nation as a whole. It also examines trends in health indicators of County residents over time, highlights racial and geographic disparities, and identifies areas of poverty and at-risk populations which will provide a basis for public health planning. Data in this assessment comes from a variety of National and State sources, including, but not limited to, the United States Census Bureau, Maryland State Health Improvement Plan, Maryland Vital Statistics, the Maryland Behavioral Risk Factor Surveillance Survey, and national County Health Rankings.

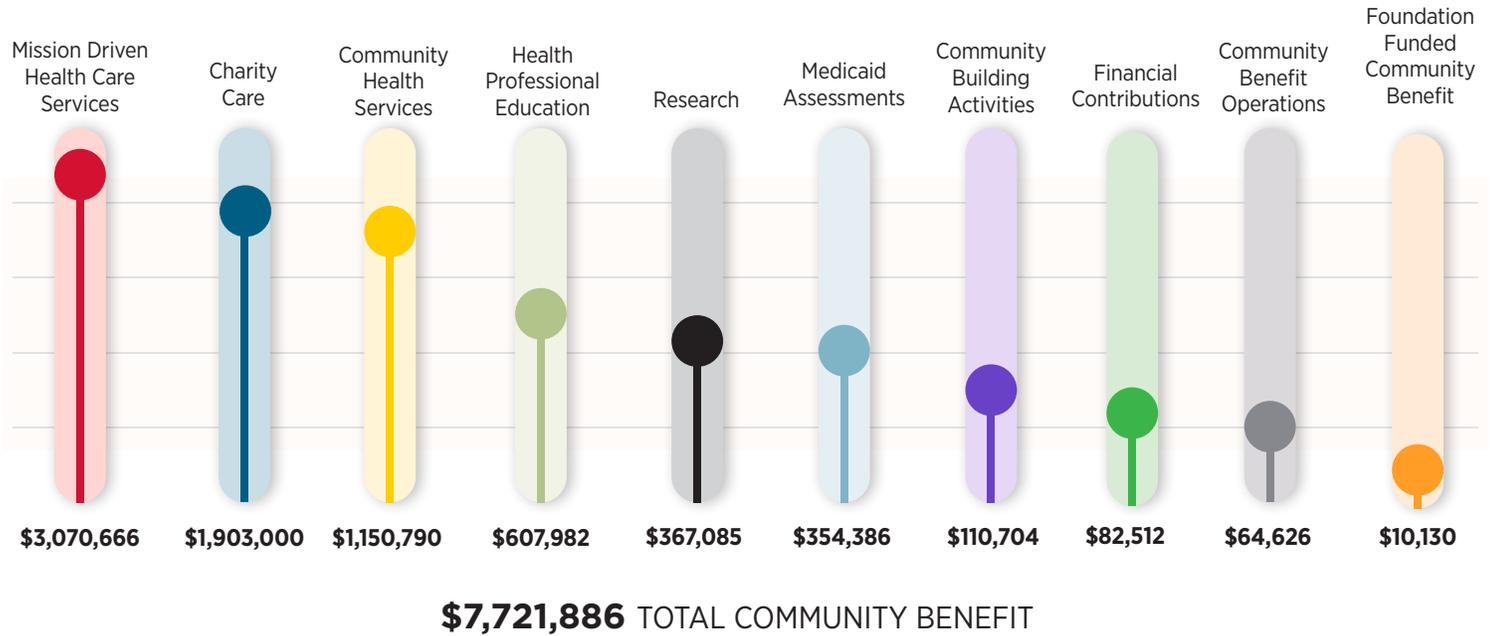
The CHNA is a compilation of secondary statistical data, key informant feedback, an online community survey, and focus group input. This assessment reflects the current status of the medical and social determinants of health for Harford County residents, and provides qualitative feedback on key health issues.

The CHNA can be found on the UMUCH website: www.umuch.org. For a copy of the CHNA, please contact us at healthlink@uuchs.org

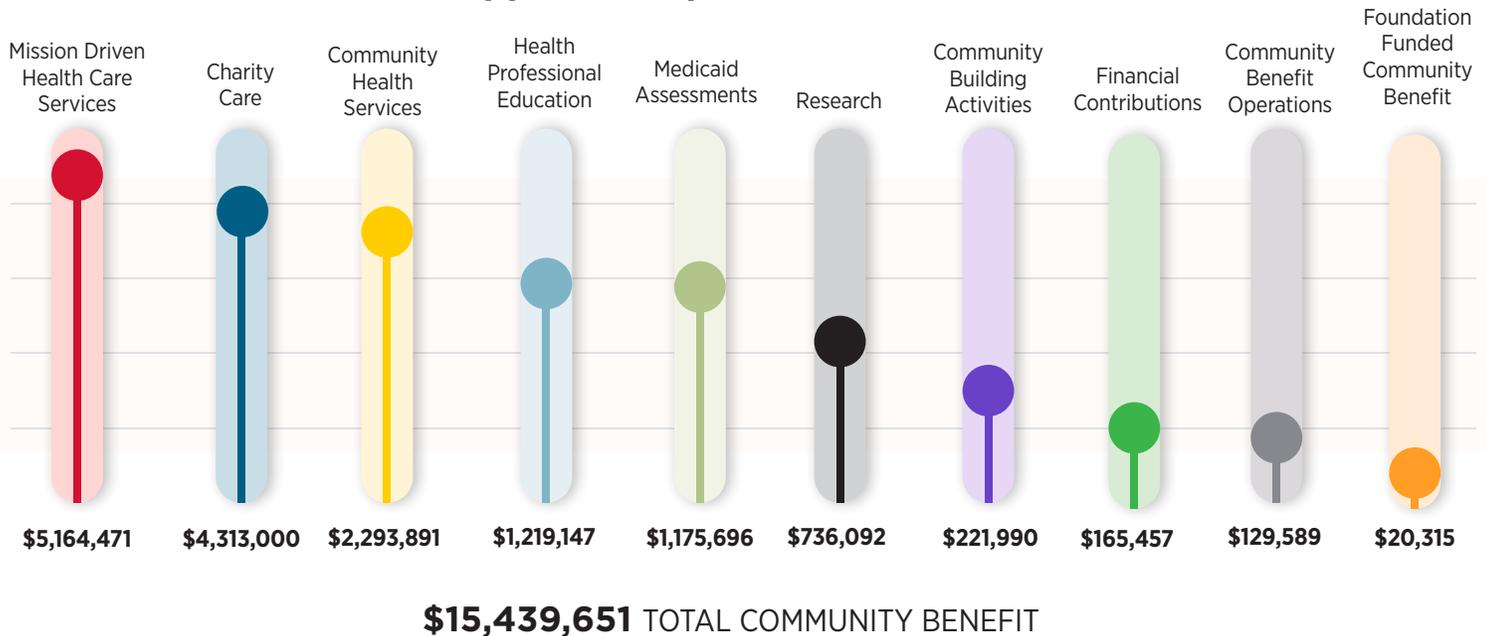


COMMUNITY BENEFITS FINANCIAL CONTRIBUTIONS for Fiscal Year 2018

UM Harford Memorial Hospital



UM Upper Chesapeake Medical Center



FINANCIAL ASSISTANCE POLICY

If you cannot pay for all or part of your care from our hospital, you may be able to get free or lower cost services.

PLEASE NOTE:

1. We treat all patients needing emergency care, no matter what they are able to pay.
2. Services provided by physicians or other providers may not be covered by the hospital Financial Assistance Policy. You can call 443-843-5092 if you have questions.

How the Process Works

When you become a patient, we ask if you have any health insurance. We will not charge you more for hospital services than we charge people with health insurance. The hospital will:

1. Give you information about our financial assistance policy or
2. Offer you help with a counselor who will assist you with the application.

How We Review Your Application

The hospital will look at your ability to pay for care. We look at your income and family size.

You may receive free or lower costs of care if:

1. Your income or your family's total income is low for the area where you live, or
2. Your income falls below the federal poverty level if you had to pay for the full cost of your hospital care, minus any health insurance payments.

PLEASE NOTE: If you are able to get financial help, we will tell you how much you can get. If you are not able to get financial help, we will tell you why not.



How to Apply for Financial Help

1. Fill out a Financial Assistance Application Form.
2. Give us all of your information to help us understand your financial situation.
3. Turn the application form in to us.

PLEASE NOTE: The hospital must screen patients for Medicaid before giving financial help.

Other Helpful Information

1. You can get a free copy of our Financial Assistance Policy and Application Form:
 - Online at umuch.org/patients/financial-assistance
 - In person at UM Upper Chesapeake Health
2027 Pulaski Highway, Ste. 215
Havre de Grace MD, 21078
 - By mail: call 443-843-5092 to request a copy.
2. You can call the Financial Assistance Office if you have questions or need help applying. You can also call if you need help in another language. Call: 443-843-5092.

CHNA IMPLEMENTATION PLAN

Based on information provided in the CHNA, the Harford County Local Health Improvement Coalition (LHIC) and the University of Maryland Upper Chesapeake Health (UMUCH) have prioritized the following health concerns in order of importance: Behavioral Health, Prevention and Wellness, and Family Stability and Wellness.

Key activities to help address these identified needs include:

Behavioral Health Crisis Center: A 24-hour a day, seven-day-a-week, residential crisis bed center, a 24/7 walk-in crisis assessment and stabilization center and peer navigation; a 24/7 call/triage center for information and referral; and countywide targeted community education.

Wellness Action Teams of Cecil and Harford County (WATCH) Program: A hands on program to assist citizens who are having difficulty maintaining their health OR have visited the emergency department at least 5 times OR been admitted to the hospital 3 times in the last 12 month. The program consists of

Community Health Workers, Social Workers, and Nurses who visit eligible residents in their homes to help solve issues that might be keeping them from achieving their best health such as, transportation issues, difficulty taking medications correctly, safe housing, nutritious food, assistance with medical appointments, and so much more.

Diabetes Prevention Program: A 16-week diabetes prevention lifestyle change program to help prevent or delay type 2 diabetes. The program helps people with pre-diabetes eat healthier, increase their physical activity and lose weight, which can delay or even prevent the onset of type 2 diabetes.

Chronic Pain Self-Management Program: A six-week workshop that helps people with chronic pain to better manage their symptoms and their daily lives. The workshop provides information and teaches practical skills. It gives people the confidence and motivation to manage the challenges of living with chronic pain.



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