



*Supporting Our Communities*

# COMMUNITY HEALTH

— Improvement —

# Report

2016



UNIVERSITY of MARYLAND  
UPPER CHESAPEAKE HEALTH





# About

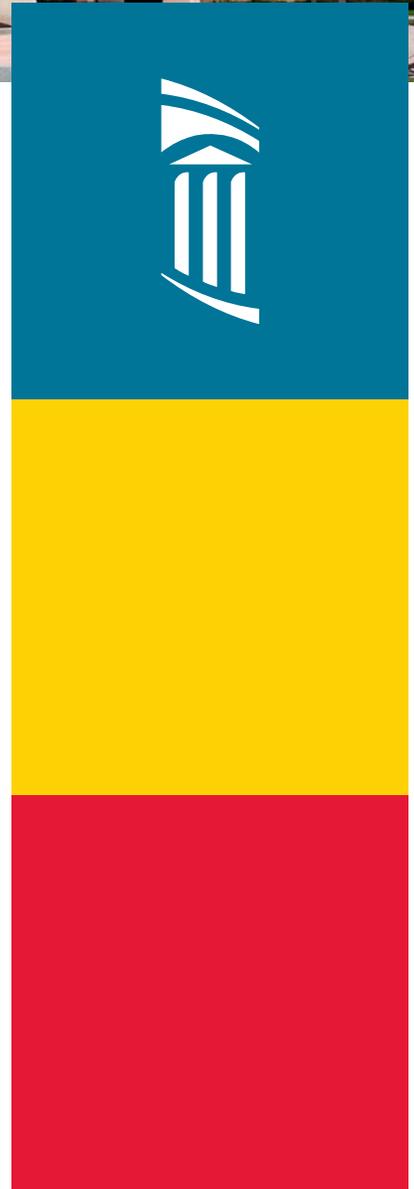
## University of Maryland Upper Chesapeake Health

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University of Maryland Upper Chesapeake Health (UM UCH) is a community based, non-profit health system located in Harford County. It is dedicated to maintaining and improving the health of the people in its communities through an integrated health delivery system that provides the highest-quality care to all. UM UCH includes two acute-care hospitals — UM Upper Chesapeake Medical Center in Bel Air and UM Harford Memorial Hospital in Havre de Grace. UM UCH 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.

Health care systems across the country, including UM UCH, face new challenges as they work to improve the way health care is delivered. At UM UCH, we strive to enhance the lives of those in our community by working together to provide a continuum of care across many disciplines. Our affiliation with the University of Maryland Medical System allows us to provide the growing northeast Maryland area with expanded clinical services, programs, facilities and increased physician recruitment. We are committed to delivering world-class services and technology to all that we serve, and playing a critical role in sustaining and improving the health and wellness of our community.

UM Upper Chesapeake HealthLink is a division of the Community Outreach program at UM UCH and provides health screenings, educational programs and support groups to both Harford and Cecil counties. Established out of our vision to create the healthiest community in Maryland, HealthLink offerings are either free of charge or have a nominal fee.



# A Message to Our Community

At University of Maryland Upper Chesapeake Health (UM UCH), over 82 percent of our 3,200 team members live in Harford and Cecil counties. We truly are neighbors who take care of our neighbors. We are dedicated to maintaining and improving the health of the people in our community and providing them with the highest quality of care.

In this year's issue of the Community Health Improvement Report, you will find information about our Community Health Needs Assessment and implementation plan, but also highlights of our major initiatives within our community. One of our biggest and most valuable resources, HealthLink, is a service of the Community Outreach program at UM UCH. For many years it has provided health screenings, educational programs and support groups to individuals either free of charge or for a nominal fee. As a result of these resources, thousands of people in our surrounding neighborhoods have the knowledge they need to make positive health and wellness choices.

In conjunction with our many health, governmental and non-profit partners, including Healthy Harford, UM UCH actively reaches out to our community to promote healthy lifestyles, improved eating habits, increased physical activity and decreased tobacco use for the prevention of chronic disease and obesity, two prevalent and very preventable conditions in our county.

We are excited to share our progress on transforming health care in northeastern Maryland. Almost two years ago, we started a few initiatives that focused on care coordination and partnering with other community health providers. We are seeing some amazing results with these programs, and are confident that they can be implemented on a larger scale in the future. Our goal is to provide the best patient care in settings that are most appropriate.

And this is just the beginning. The projects outlined for the next few years are going to truly transform health care in our community, bringing us closer to our vision of promoting the healthiest community in Maryland.

In good health,



Lyle E. Sheldon, FACHE  
President/CEO  
University of Maryland Upper Chesapeake Health



Vickie Bands, MSN, MSA, RN  
Director, Community Outreach and Health Improvement  
University of Maryland Upper Chesapeake Health



Lyle E. Sheldon



Vickie Bands



# Cancer LifeNet

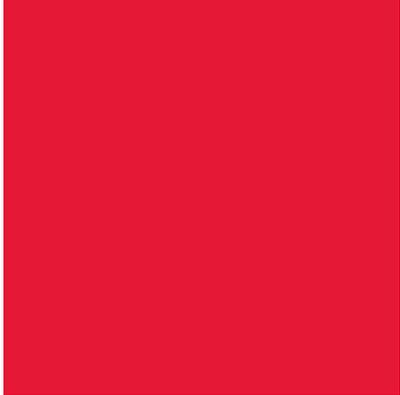
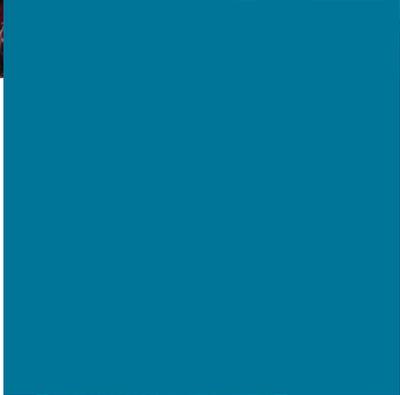
Sometimes the unknown can be the biggest fear for people when they receive a cancer diagnosis, and navigating the health care system while facing a serious illness can be a huge challenge. That's why The Upper Chesapeake Health Foundation, in partnership with the Chesapeake Cancer Alliance, developed the Cancer LifeNet program. Launched in 2006, the Cancer LifeNet team provides patients and their families with the support they need to fight the disease, rather than wasting energy "fighting the system." Our team of professionals has in-depth knowledge of cancer treatment and the emotional and financial resources available for people right here in our community.

Through the program, our patients find the services they need to balance work, family and cancer treatment. These supportive care services are offered free to all individuals with a cancer diagnosis, regardless of where they receive treatment. Through support groups, educational programs or just being nearby to talk, listen and comfort, our incredible group of experts makes a difference in the lives of our patients every day. In 2016, Cancer LifeNet celebrated its 10th anniversary.

"Our Cancer LifeNet team cares not only for our patients, but for their families as well. We are here to support people at diagnosis and during treatment. Our services continue during long-term survivorship or at end of life ... wherever their journey leads them."  
– Patsy Astarita, LCSW-C, OSW-C,  
*Manager of Supportive Care and Community Services*

"Cancer LifeNet is a safety net for cancer patients and their loved ones. It provides much needed support through a journey that, unless you've been a cancer patient, [you] don't realize how deeply it will affect you and your loved ones. Cancer LifeNet is the helping hand to take you through that journey."  
– Kitty Pickett,  
*Cancer Survivor and Founding Chesapeake Cancer Alliance President*

Cancer LifeNet services are sponsored by The Upper Chesapeake Health Foundation, Chesapeake Cancer Alliance and through private donations. Our goal is to keep Cancer LifeNet funded today and well into the future to support the people in our community who are fighting cancer.





# Community Outreach

## Partnering to Keep Our Senior Population Healthy

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The six senior activity centers in Harford County have become more than just places for members to gather. They are also centers of extended learning, hallways of health, classrooms of recreation and a haven for wonderful friendships. In partnership with Harford County's Office on Aging, Upper Chesapeake HealthLink's Community Outreach team is able to provide health education, free screenings and special programs at these centers.

### Health Screenings

HealthLink offers monthly blood pressure checks in addition to other health screenings and educational programs. In 2016 it provided cholesterol and hemoglobin A1C screenings, bone density, hearing, stroke risk and sleep disorder evaluations as well as education on sun safety, nutrition and the importance of colorectal cancer screenings. The HealthLink team administered more than 250 flu vaccinations to seniors at these six centers.

### Fall Prevention

In 2016, HealthLink began offering a seven-week evidenced-based falls prevention program called STEPPING-ON. According to the National Council on Aging, falls are the leading cause of fatal and non-fatal injuries for older Americans, with one quarter of Americans aged 65+ experiencing a fall each year. Falling doesn't need to be an inevitable result of aging. Programs like STEPPING-ON teach practical lifestyle adjustments and simple balance and strength exercises, which can substantially reduce the likelihood of falls. The class is designed to help increase confidence as well as educate seniors on the best ways to limit their fall risk.

### Diabetes Management

Diabetes is a growing health concern in the United States, particularly among the senior population. Increased age is one of the risk factors for type 2 diabetes. According to the American Diabetes Association, more than 25 percent of people aged 60+ have diabetes. HealthLink facilitates a daytime support group program at three senior centers in Harford County, allowing the center members to receive the education and support they need to best manage the disease.

For information on the programs that Upper Chesapeake HealthLink offers at community senior centers, call 800-515-0044.





# Healthy Harford, Inc.

## Harford County's Healthy Community Initiative

Founded in 1993 by University of Maryland Upper Chesapeake Health (UM UCH), Harford County Health Department and Harford County Government, Healthy Harford continues to serve as the leadership platform for community wellness. Healthy Harford seeks to inspire and empower healthy people, healthy families and healthy communities in mind, body and spirit. The organization focuses on three areas: encouraging healthy lifestyles; promoting community partnerships; and supporting care coordination for people with chronic illnesses.

### Healthy Lifestyles

According to the Harford County Government's HarfordNEXT Master Plan, healthy communities are built upon active residents empowered to be champions for their own well-being.

- Encouraging healthy lifestyles has been at the core of Healthy Harford since its inception. On September 24, the sixth annual Healthy Harford Day, a signature event, brought together over 2,000 residents and included 120 vendors focusing on health and wellness in a holistic way. Healthy Harford Day takes place next to the Bel Air Farmers Market. The purpose is to provide information about nutrition, exercise classes, cooking demonstrations and to offer health screenings, including depression and substance use screenings/referrals for treatment.
- In partnership with UM UCH Guest Services and Chaplain Services, Healthy Harford launched an initiative to create a streamlined and unified process for completing an advance directive in the community among faith-based community partners at the local synagogue and churches. (An advanced directive is a form of a living will or health care proxy.)
- Healthy Harford joined with Harford County United Way, Harford County Government and more than 100 community agencies to implement the first-ever Project Homeless Connect. More than 440 people who are homeless or living in poverty attended the event. Participants received on-site comprehensive help, including birth certificates, health insurance linkages, health screenings, resource referral information and legal assistance.
- All three local towns: Aberdeen, Bel Air and Havre de Grace received their HEAL (Healthy Eating Active Living) Designation. A healthy community designation implemented through the Institute for Public Health Innovation demonstrates commitment to creating a healthier environment. The Town of Bel Air and City of Aberdeen received designations in 2014. Havre de Grace received its designation in 2016.





An inflatable colon aims to take the 'scary' out of screenings.

- Improving Faith-based Wellness Ministries was a new initiative in 2016. Healthy Harford worked with houses of worship to help create healthy programming in their ministries. The goal is to connect faith and wellness to promote healthy living lifestyles.

### **Promoting Community Partnerships**

Healthy Harford serves to support Local Health Improvement Coalition strategies through the Harford County Health Department. Priorities identified through the coalition include obesity, tobacco use and behavioral health.

- Obesity rates have begun to decline in Harford County. The Days of Taste program has continued to grow in partnership with Harford County Public Schools and local Chef Sherifa Clark. Days of Taste is a three-day program, which introduces children to concepts of nutrition, growing seasons and healthy eating. Eleven schools participated in the Days of Taste program in 2016.
- Tobacco use in Harford County continues to rise, particularly among youth. The tobacco workgroup promoted no-smoking campaigns around the county. The number of smoking cessation classes increased to provide additional opportunities to quit.
- Behavioral health remains a significant concern. Healthy Harford, collaborating with the Harford County Health Department, developed the You Are Not Alone suicide prevention campaign. Signs were placed around the county in high-risk, targeted areas to raise awareness about suicide prevention and promote crisis services. Similarly, the QPR (Question, Persuade, and Refer) evidence-based practice, suicide prevention training was launched. Thirteen professionals from multiple organizations were trained as instructors, and more than 200 people have now been trained. Healthy Harford, with UM UCH, hosted and conducted 11 trainings in Mental Health First Aid — a national program that teaches how to help people with mental illness or those in crisis — with more than 156 people participating.

### **Care Coordination for People with Chronic Illnesses**

Healthy Harford was active in the development and leadership for the Health Services Cost Review Commission (HSCRC) Regional Partnership Grant for Care Coordination. The purpose of the grant is to develop a comprehensive continuum of care for Harford and Cecil county residents, in partnership with UM UCH and Union Hospital.

- Through the regional partnership, Healthy Harford launched the Wellness Action Teams of Cecil & Harford (WATCH) program, which provides short-term, in-home visits for people who have Medicare and are living with chronic illnesses. A team of nurses, social workers and community health workers help residents reach their health and wellness goals to prevent re-hospitalization through care coordination, health education and resource support. This innovative outreach program works closely with primary care physicians for referrals and coordination, referrals to transportation, linkages to insurance, food and housing and support for self-care and healthful care management.



# Community Health Needs Assessment (CHNA)

UM Upper Chesapeake Health (UM UCH) contracted with Holleran, an independent research and consulting firm, to conduct research in support of the Community Health Needs Assessment. The firm collected and interpreted secondary data, conducted and analyzed data from the online community survey and from key informant interviews, and prepared all reports.

The CHNA was comprised of both quantitative and qualitative research components:

- **Statistical Secondary Data Profile:** depicts population and household statistics, education and economic measures, mortality and incidence rates and other health statistics in Harford County.
- **Online Community Survey:** conducted with 1,549 Harford County residents between October 2014 and January 2015, the survey assessed overall health status, health risk behaviors, preventive health practices and health care access primarily related to chronic disease and injury.
- **Key Informant Interviews:** conducted with 54 community leaders from a variety of sectors (including public health, medical services, nonprofit and social organizations, youth agencies and the business community) and partners during the fall of 2014.

Community engagement and feedback were integral parts of the CHNA process. In addition to online community surveys and key informant interviews, UM UCH included community leaders in the prioritization and implementation planning process. Public health and health care professionals shared knowledge and expertise about health issues, and representatives of non-profit and community-based organizations provided insight on the community, including the medically underserved, low income and minority populations.

The CHNA can be found on the UM UCH website: [umuch.org](http://umuch.org). For a copy of the CHNA, please contact us at [healthlink@uchs.org](mailto:healthlink@uchs.org).





# CHNA Implementation Plan

In March of 2015, stakeholders from UM Upper Chesapeake Health (UM UCH), the Harford County Health Department, Harford County Government and a representative from the interfaith community met to review data and discuss the health priorities that UM UCH would focus on for the next three years. The priority areas identified are:

- Chronic disease
- Tobacco use
- Mental health and addictions
- Access to care
- Maternal and child health
- Injury and illness prevention

Key activities to help address these identified needs include:

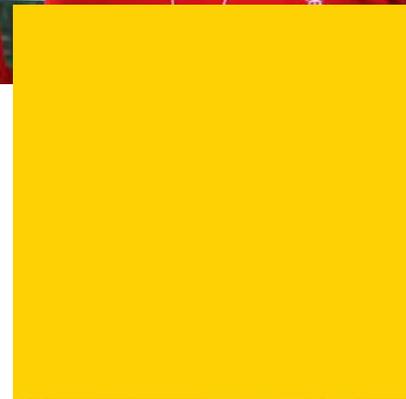
**“Living Well” Chronic Disease Self-Management Program:** A six-week workshop for anyone who suffers with a chronic disease. The workshop is an evidence-based program from Stanford University that provides participants with information and skills to better manage their chronic disease and live healthier lives.

**Provide Mental Health First Aid Training** annually for all interested Harford County residents. Mental Health First Aid Training is a national program that teaches individuals how to help people with mental illness or those that are in crisis. Participants learn: signs of addictions and mental illnesses; a five-step action plan to assess a situation and provide help; the impact of mental and substance abuse disorders; and local resources for where to turn for help.

**Increasing Access to Care:** Through the Local Health Improvement Coalition, the chair of the Obesity Task Force is working with Planning and Zoning to increase access to medical appointments, healthy foods and employment for low-income Harford County residents without transportation.

**Maternal and Child Health:** According to the National Highway and Safety Administration, 75 percent of all car seats are installed incorrectly. Upper Chesapeake HealthLink provides free Kids In Safety Seats (KISS)-trained car seat installation inspectors to assist parents and caregivers in proper car seat installation.

**Injury and Illness Prevention:** According to the Harford County Health Department, there has been a significant increase in prescription and illegal substance abuse among teenagers and young adults. The county and UM Upper Chesapeake Health will develop educational programs for both the general public and health care providers. The educational programs will be held annually for each group.





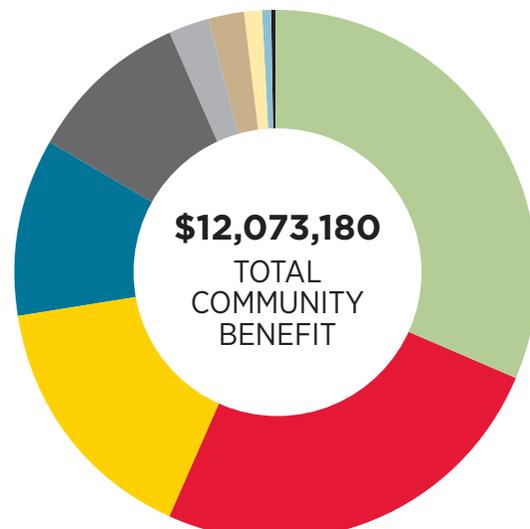
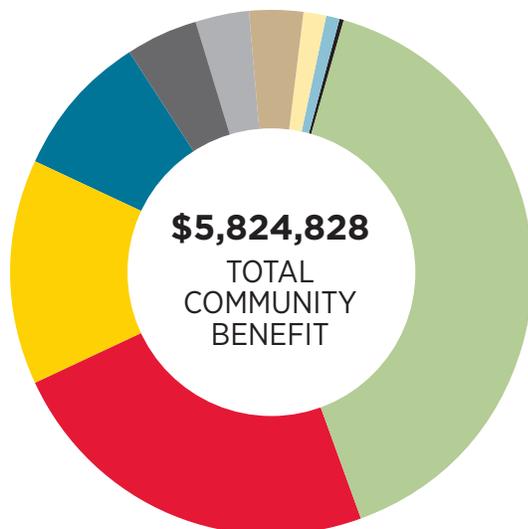
# Community Benefits Financial Contributions for Fiscal Year 2016

## UM Harford Memorial Hospital

Charity Care	\$ 1,915,000
Mission Driven Health Care Services	\$ 1,639,553
Community Health Services	\$ 969,482
Health Professional Education	\$ 560,510
Medicaid Assessments	\$ 371,251
Research	\$ 136,666
Community Building Activities	\$ 135,410
Community Benefit Operations	\$ 57,469
Financial Contributions	\$ 31,582
Foundation Funded Community Benefit	\$ 7,905

## UM Upper Chesapeake Medical Center

Charity Care	\$ 3,818,000
Mission Driven Health Care Services	\$ 3,043,511
Community Health Services	\$ 1,904,056
Health Professional Education	\$ 1,307,856
Medicaid Assessments	\$ 1,209,231
Research	\$ 318,887
Community Building Activities	\$ 266,429
Community Benefit Operations	\$ 113,074
Financial Contributions	\$ 73,692
Foundation Funded Community Benefit	\$ 18,444





# Financial Assistance Policy

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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.

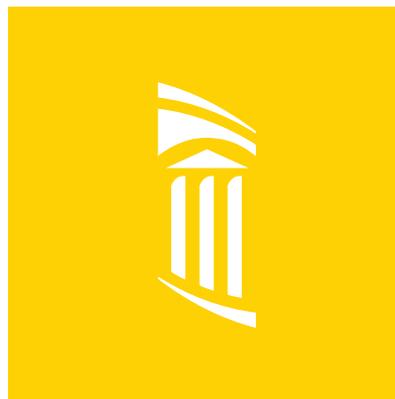
## **How to Apply for Financial Help**

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](http://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.





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