



*Supporting Our Communities*

# COMMUNITY HEALTH

— Improvement —

# Report

## 2016



UNIVERSITY of MARYLAND  
MEDICAL CENTER

UNIVERSITY & MIDTOWN CAMPUSES







# About

## Mission, Vision, Values and Priorities

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### Mission

University of Maryland Medical Center (UMMC) is the academic flagship of the University of Maryland Medical System. Its mission is to provide health care services on its two campuses for the Baltimore community, the State of Maryland and the nation. In partnership with the University of Maryland School of Medicine and the University of Maryland, Baltimore health professional schools, we are committed to:

- Delivering superior health care
- Training the next generation of health professionals
- Discovering ways to improve health outcomes worldwide
- Empowering and building healthy communities

### Vision

UMMC will be known for providing high-value and compassionate care, improving health in Maryland and beyond, educating future health care leaders and discovering innovative ways to advance medicine worldwide.

### Values

Our values and culture are built on our five pillars:

- People
- Service
- Safety and Quality
- Stewardship
- Innovation

### UMMC Strategic Community Priorities (University and Midtown Campuses)

- Cardiovascular Disease Prevention
- Workforce Development
- Maternal and Child Health
- Violence Prevention
- HIV Prevention
- Substance Abuse Prevention
- Diabetes Prevention

### TABLE OF CONTENTS

Violence Prevention  
PAGE 2

HIV Prevention  
PAGE 3

Workforce Development  
PAGE 4

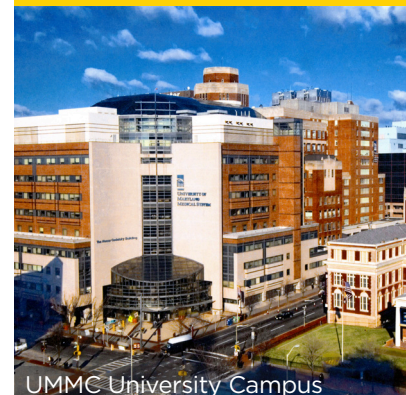
Cardiovascular  
Disease Prevention  
PAGE 5

Community Health  
Needs Assessment  
PAGE 6

Community Health  
Improvement Priorities  
PAGE 7

Financial Contributions  
PAGE 8

Financial Assistance Policy  
INSIDE BACK COVER



# A Message to Our Community

## Renew, Rebuild and Reinvest takes next steps in 2016

At the University of Maryland Medical Center, we strive to improve the health and well-being of those we serve throughout the city and across Maryland, taking services to where people live, work and go to school. During fiscal year 2016, the University of Maryland Medical Center's University and Midtown campuses together provided a total of more than \$251 million in services that benefit our community.

Together with our partners, we strengthened existing programs and embarked on new initiatives you can read about in the following pages. The Breathmobile, for example, provides primary care and education to children with asthma at their schools. The Bridge Program serves victims of intimate-partner violence long after they leave the hospital. The Maryland Healthy Men Program screens for and reduces cardiovascular risk for African-American men with incentives and classes. We provide workforce training and skills development to young people, conduct health fairs, teach new moms about prenatal and newborn health, and help people quit smoking, eat better and exercise. We continue our mission to address health disparities and remove barriers to health and wellness in the communities we serve.

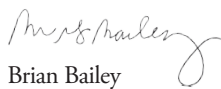
On behalf of our staff — who are also engaged as individuals in their communities — we thank you for supporting the mission of the University of Maryland Medical Center and pledge our unwavering commitment to continuously rebuild, reinvest in and renew our communities with a focus on health equity. We look forward to working with new and existing partners dedicated to realizing a healthy future for our great city.



Mohan Suntha, MD, MBA  
President and Chief Executive Officer  
University of Maryland Medical Center,  
University and Midtown Campuses



Dana D. Farrakhan, FACHE  
Senior Vice President, Strategy,  
Community and Business Development  
University of Maryland Medical Center,  
University Campus



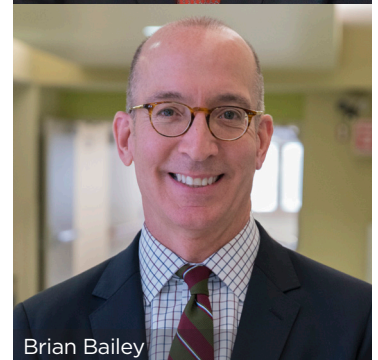
Brian Bailey  
Senior Vice President and Executive Director  
University of Maryland Medical Center,  
Midtown Campus



Anne D. Williams, DNP, RN  
Director, Community Health Improvement  
University of Maryland Medical Center,  
University and Midtown Campuses



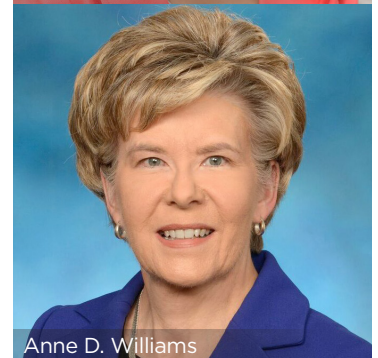
Mohan Suntha, MD



Brian Bailey



Dana D. Farrakhan



Anne D. Williams





## Violence Prevention

# Building Bridges to a Brighter Future with the Bridge Program

The Bridge Program was founded three years ago by UMMC's Violence Intervention Program. The program assists patients, employees and students in Baltimore City and the surrounding counties who are experiencing or have experienced any form of intimate-partner violence. Services can include bedside crisis intervention, counseling and referrals as well as assistance obtaining protective/peace orders. The impact of the program is best understood by hearing how we are helping patients.

### Bella's Story

Bella is a 38-year-old single mother of seven children (ages 4 to 17) who came to the UMMC emergency room in late 2015 after being assaulted by her ex-boyfriend. She was previously a patient at the R Adams Cowley Shock Trauma Center after sustaining several injuries at the hands of this same ex-boyfriend.

The medical team discovered Bella had two jaw fractures, a nasal fracture and an orbital fracture. After disclosing to the nurse practitioner (NP) that her ex-boyfriend assaulted her, the NP called the Bridge Program, which operates 24/7, and the coordinator immediately came to Bella's bedside.

The coordinator entered the room, introduced herself and said, "I am here to help." Bella was cautiously optimistic that this stranger could indeed help, and relieved that someone finally wanted to listen to her story and provide guidance and assistance.

**262**  
adults received  
services through  
the Bridge  
Program

This ER visit set into motion many things for Bella, including:

- Locating an immediate safe shelter
- Later locating a new, safe, affordable home for her and her seven children and grant-funded assistance for the security deposit and the first month's rent
- Receiving printed photos of her injuries for protective-order proceedings
- Connecting with a pro-bono attorney through the University of Maryland Law School Gender Violence Clinic
- Advocating for her with the State's Attorney
- Getting additional services for her two children with disabilities
- Obtaining counseling for her and her three older children, who had witnessed the abuse over the years

Today, Bella and her children live free of the violence that had consumed 10 years of their lives. While she struggles with the day-to-day issues that a single mom of seven faces, she stands tall and is proud of the progress she has made for herself and her children.

Bella is just one of the dozens of victims of intimate partner violence who are helped by the Bridge Program each month. It took unimaginable strength and courage for Bella to stop abuse from dominating her life and to trust a stranger who appeared in her hospital room and said, "I am here to help."

For more information or to contact the Bridge Program, please call 410-328-9833.

*\*Bella's name was changed to protect her identity and safety.*





## HIV Prevention

# Center for Infectious Diseases

### Treating Patients When and Where They Need

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For patients in the community living with HIV and hepatitis C, the University of Maryland Institute of Human Virology's newly formed outpatient Center for Infectious Diseases (CID) is making a difference. The mission of the CID is to provide holistic patient-centered medical care, integrated psychosocial support services and innovative clinical research in the treatment and prevention of infectious diseases, including HIV/AIDS and hepatitis C. At the same time, the CID team addresses public health epidemics by engaging the community and partnering with programs that serve those communities most impacted by these diseases.

Several years ago, the CID team developed a model called Connect to Care, which immediately links new patients to medical care and social work support. A clinical social worker is in the clinic every day to coordinate each patient's clinic experience. These patients are sometimes escorted by outreach workers and sometimes just show up at the front desk asking for support. No matter how they arrive, the team strives to engage patients in the care process from this very first interaction, which helps to increase the number of people taking medicines as prescribed, better overall health outcomes and reduced risk of transmission.

As an infectious disease center of excellence, the CID serves people living with HIV and hepatitis as well as partners of people who are living with HIV. One of the exciting ways the CID is engaging the community is by offering pre-exposure prophylaxis (PrEP) to partners of HIV-positive patients. PrEP uses antiretroviral drugs to prevent HIV-negative people from getting HIV from their HIV-positive partner. Daily PrEP use can lower the risk of getting HIV from sex by more than 90 percent. The PrEP program offers opportunities for potential patients to meet with a medical provider to discuss the risks and benefits of PrEP as well as additional strategies to reduce overall risk of infection.

"The clinic and staff has made it possible for me to hold my head up and feel like I am a person even though I am living with HIV. They gave me confidence that I would be OK."

-PATIENT TESTIMONIAL



"My experiences have made me not ashamed about how I'm feeling and I am now confident to ask questions about my health."

-PATIENT TESTIMONIAL

Over **100**  
HIV screenings  
in the  
community



## Workforce Development

# YouthWorks BACH Fellow Credits UMMC for Making College Possible

Damonté King is the oldest of four siblings. His mother is a single parent, and Damonté struggled over how he might pursue a college education without causing her hardship. He had trouble transitioning from middle school to high school at Vivien T. Thomas Medical Arts Academy, and didn't take school seriously his freshman year.

As he went into his senior year, Damonté was determined to focus on his future. In the summer of 2015, he participated in the Baltimore Alliance for Careers in Healthcare (BACH) Fellows five-week program. BACH Fellows is an internship opportunity that links rising high school seniors with local health care organizations for extensive training and mentoring in the field. He was assigned to the Central Sterile Processing area at the University of Maryland Medical Center, University Campus. Damonté was selected to participate in the BACH Fellows Extension Program in the fall of 2015, which extended his time at UMMC for eight months. He was next assigned to the Clinical Engineering Bed Maintenance department.

While in the BACH Fellows program, Damonté received one-on-one career coaching and essential skills training.

Damonté said that the BACH Fellows program allowed him to not only work in a health care environment and earn some money, but also to help his mother with his high school expenses. He even helped his brothers with lunch money.

Damonté expressed interest in a variety of areas to continue his education, but decided to focus on physical therapy. His career coach helped him explore the Community College of Baltimore County (CCBC) Physical Therapy Tech/Aide certificate program that would take less than one year to complete.

Damonté decided to participate in the program, but was concerned about funding. He was advised to write an essay about his experience working at UMMC and to apply for some scholarships. To his surprise, he received a response.

Around the time of his graduation from high school in June, 2016, Damonté was awarded a \$2,000 scholarship from the Associated Black Charities and a \$1,000 scholarship from CCBC. Damonté said that his experience at UMMC was instrumental to his ability to attend CCBC this year.



**219** youths  
and **161**  
adults engaged  
in UMMC  
Workforce  
Development  
Programs





## Cardiovascular Disease Prevention

# Maryland Healthy Men Program Continues to Screen and Educate

“Do you want to live or die?”

That was the uncomfortable, matter-of-fact question Reginald Brinkley asked himself after participating in the year-long Maryland Healthy Men Program (MHMP), aimed at helping reduce high blood pressure in African-American men.

Reginald, along with another 124 men, enrolled in MHMP and spent the past year learning and trying new things to get their blood pressure under control. When they joined the program, the men received a blood pressure monitor to track their blood pressure at home.

To begin taking control of their health, participants attended various educational health sessions, which taught them what hypertension is, what can happen if it is not managed and how to manage it. The men toured a neighborhood grocery store, learning how to decipher food labels and how to choose healthy versus unhealthy foods on a modest budget.

The men enrolled in a cooking class, taking on the challenge of cooking a heart-healthy meal. With little to no fat, salt and sugar added, the men cooked new recipes that surprised their taste buds. The MHMP also partnered with the local YMCA in Druid Hill to help the men get physically active and lose weight. Participants received a one-year free membership to the gym.

At the end of the 12 months, participants were surveyed and the results showed a significant increase in self-reported behaviors of taking their own blood pressure at home and understanding the results.

In May of 2016, the men who participated in one or more of the program's three optional activities celebrated their “graduation” at an event sponsored by UMMC's Department of Community Health Improvement and the Baltimore City Health Department. The men and their families were provided a heart-healthy dinner and were recognized by keynote speaker Dr. Leana Wen, Baltimore City Health Commissioner. After the recognition ceremony, the men went to an Orioles game. The Community Health Improvement Wellness Van was on site and staffed with volunteer nurses from UMMC to provide free blood pressure screenings and education to fans before the game.

In one year, UMMC staff attended a variety of community health events measuring blood pressure for attendees. A total of 2,656 Baltimore City residents were screened, and nearly half of them (1,363) were African-American men with hypertension. All participants received counseling and resources to help lower their blood pressure.



More than  
**2,500**  
blood pressure  
screenings in  
Baltimore City



Reginald Brinkley

More than  
**1,350**  
African-American  
men identified with  
blood pressure,  
all of whom received  
education



# Community Health Needs Assessment

To effectively achieve our community health mission, the University of Maryland Medical Center University and Midtown campuses conducted formal Community Health Needs Assessments (CHNA) during fiscal year 2015. Despite the larger regional patient mix of UMMC, for purposes of community benefits programming and this report, the Community Benefit Service Area (CBSA) of UMMC is within Baltimore City.

The University of Maryland Medical Center recognizes its commitment to leadership in Maryland and responds accordingly to urgent and immediate community needs, such as planning for and responding to natural and man-made disasters and communicable disease outbreaks. The majority of the community outreach strategic initiatives, however, target nine zip codes that include some of the most vulnerable, underserved residents in Baltimore.

The comprehensive needs assessment was conducted using the Association for Community Health Improvement's six-step Community Health Assessment Process as an organizing methodology. The UMMC/Midtown Community Health Improvement Team (CHI Team) conducted the CHNA with input from community leaders, the public, health experts and more. The UMMC/Midtown CHI Team adopted the following five-component assessment and engagement strategy to lead the data collection.

**Community Perspective:** A six-item survey queried more than 1,200 Baltimore City residents to identify their top health concerns and their top barriers in accessing health care.

**Health Experts:** Reviewed and included National Prevention Strategy Priorities, Maryland State Health Improvement Plan indicators and the Healthy Baltimore 2015 plan from the Baltimore City Health Department. In addition, a University of Maryland, Baltimore (UMB) stakeholder retreat in March 2015 was conducted, which included University of Maryland schools of Medicine, Nursing and Social Work and the UMB Community Engagement office.

**Community Leaders:** Hosted a focus group for community-based organization partners to share their perspectives on health needs.

**Social Determinants of Health (SDoH)/ Environmental Trends:** The UMMC/Midtown CHI Team reviewed data from Baltimore Neighborhood Indicator Alliance, 2011 Baltimore City Health Department's Baltimore City Neighborhood Profiles and the Baltimore City Food Desert Map.

**Health Statistics/Indicators:** The UMMC/Midtown CHI Team reviewed local and national data and trends.



Over **30**  
Community  
Health Fairs  
with over  
**4,000**  
attending







# Community Health Improvement Priorities

The top priorities represent the intersection of documented, unmet community health needs and the hospitals' key strengths and mission. These priorities were determined after a strategic retreat utilizing all of the data collected from the Community Health Needs Assessment.

Health literacy is a priority throughout the University of Maryland Medical System (UMMS) and communication practices will be adapted to meet the unique literacy issues facing the respective communities served by UMMS. The University of Maryland Medical Center University and Midtown campuses will focus on improving health literacy within Baltimore City in collaboration with other partner hospitals and organizations. The two UMMC sites identified strategic community priorities, which drive community outreach programming and partnerships over the next three years.

## UMMS Strategic Priority: Health Literacy

### UMMC Strategic Community Priorities (University and Midtown Campuses)

- Cardiovascular Disease Prevention
- Workforce Development
- Maternal and Child Health
- Violence Prevention
- HIV Prevention
- Substance Abuse Prevention
- Diabetes Prevention

In accordance with the federal requirements outlined in the Patient Protection and Affordable Care Act (ACA), a formal community health needs assessment will be conducted again for both campuses in fiscal year 2018 and every three years thereafter to identify changing community needs and strategic priorities. To review the entire Community Health Needs Assessment from fiscal year 2015 with implementation plans, go to:

**University Campus:** [umm.edu/about/community/needs-assessment](http://umm.edu/about/community/needs-assessment)

**Midtown Campus:** [ummidtown.org/about/community-outreach](http://ummidtown.org/about/community-outreach)

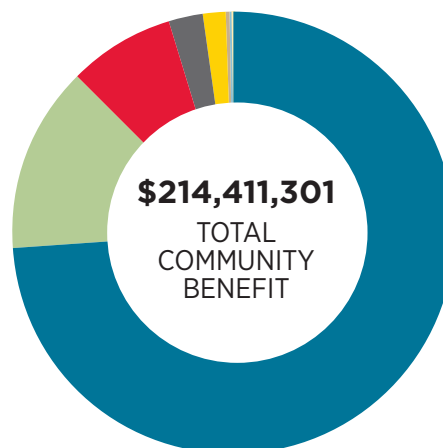
### Additional UMMC community-based programs and services serving Marylanders this year include:

Baltimore City School Partnerships  
Baltimore Integration Partnership  
Blood Drives  
Breathmobile  
Community Career Coaching  
Community Health Fairs  
Diabetes Prevention Program  
Farmers Market  
Financial Literacy Education  
Health Literacy Campaign  
Healthy Holiday Harvest Initiative  
High School Health Career Fellows  
Kids to Farmers Market Program  
Know Your Numbers Campaign  
Live Near Your Work  
Living Well with Chronic Disease Program  
Minority Business Purchasing  
Mobile Community Health Van  
Project SEARCH  
Reach Out and Read Program  
Safe Kids Injury Prevention  
Smoking Cessation Education  
Southwest Partnership  
Stork's Nest Program  
Tobacco Prevention Education  
Violence Prevention Program  
Weight Management and Nutrition Education

# Community Benefits Financial Contributions for Fiscal Year 2016

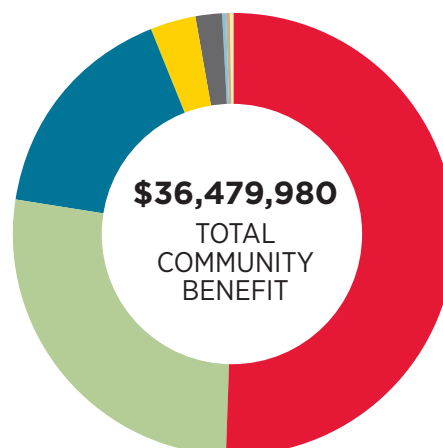
## UMMC University Campus

Health Professions Education	\$ 158,970,831
Charity Care	\$ 28,945,000
Mission-Driven Health Care Services	\$ 16,462,337
Medicaid Assessments	\$ 5,427,501
Community Health Services	\$ 3,458,481
Community Building Activities	\$ 590,135
Financial Contributions	\$ 318,836
Community Benefit Operations	\$ 238,181

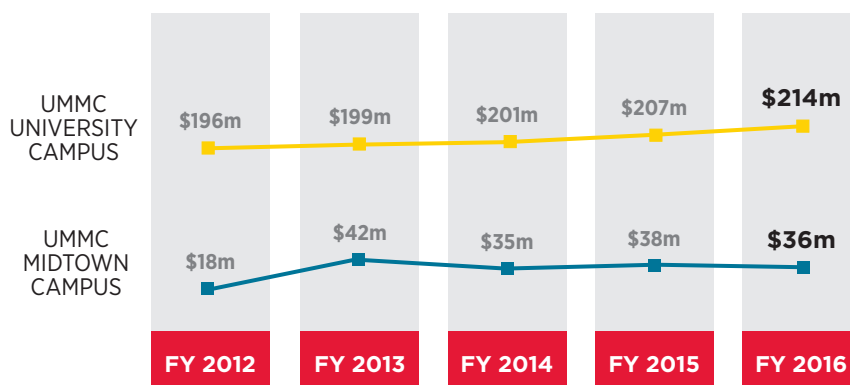


## UMMC Midtown Campus

Mission-Driven Health Care Services	\$ 18,528,604
Charity Care	\$ 9,787,000
Health Professions Education	\$ 5,995,991
Community Health Services	\$ 1,199,543
Medicaid Assessments	\$ 752,138
Financial Contributions	\$ 95,827
Community Building Activities	\$ 72,950
Community Benefit Operations	\$ 47,926



## Community Benefits Contributions (Dollars in millions)







# 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 410-821-4140 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 [www.umm.edu/patients/financial-assistance](http://www.umm.edu/patients/financial-assistance) or [www.ummiddtown.org/patients/financial-assistance](http://www.ummiddtown.org/patients/financial-assistance)
  - In person at the Financial Assistance Department:  
University of Maryland Medical System  
11311 McCormick Road, Suite 230  
Hunt Valley, MD 21031
  - By mail: call 410-821-4140 to request a copy
2. You can call the Financial Assistance Department if you have questions or need help applying. You can also call if you need help in another language. Call: 410- 821-4140





UNIVERSITY *of* MARYLAND  
MEDICAL CENTER

UNIVERSITY & MIDTOWN CAMPUSES

**University of Maryland Medical Center**

22 S. Greene Street  
Baltimore, MD 21201

**University of Maryland Medical Center  
Midtown Campus**

827 Linden Avenue  
Baltimore, MD 21201

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