





# A Message to Our Community:

**One hospital. Two campuses.  
One community.**



**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 six pillars:

- People
- Service
- Safety & Quality
- Stewardship
- Innovation
- Community

**UMMC Strategic Community Priorities**

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

At the University of Maryland Medical Center we are committed to providing our *community* with the benefits of our *two campuses* as we continue to support the health and well-being of those we serve in our city and state. During 2017, we took bold new steps to advance those efforts in unprecedented ways as we strengthened the alignment of our two campuses, making it possible to expand our offerings through a total of \$242 million in services and programs that improve the health and well-being of our community.

Community health improvement, economic and community development, education and youth development, and making community connections create the foundation of our community engagement program. With a focus on chronic disease management for both children and adults, we opened the Community Health Education Center (CHEC) at UMMC Midtown campus. This site is central to our programs that help people control their high blood pressure, learn about managing their diabetes, create supportive environments for newborns and their parents, quit smoking, manage asthma, and live lives free of violence. Thousands of our community members were educated, screened, tested, and counseled to help them live healthier, more fulfilling lives.

Economic and community development coupled with education and youth programs aim to provide career development opportunities for men and women of all ages and backgrounds in an effort to address health disparities and remove barriers to health and wellness throughout our community. Nearly 2,000 students and adults participate in a wide variety of workforce development programs, leading to advanced skills, knowledge and opportunity for viable employment.

As we reflect on 2017, we are reminded of the strength of our mission and value of our partners, as we continue our commitment to a healthy Baltimore and Maryland. And on behalf of our staff, thank you for supporting our unwavering pledge to make this *one hospital* with *two campuses* the bedrock of a healthy future for our *one great community*.



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



Alison Brown  
President,  
University of Maryland Medical Center Midtown Campus



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



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





**COMMUNITY HEALTH EDUCATION CENTER  
MAKES HEALTH CARE ACCESSIBLE**

Access to primary care and connections to specialty services, screening and health education can sometimes be difficult for West Baltimore community members. This past year, the University of Maryland Medical Center Midtown Campus opened the Community Health Education Center (CHEC) to address these access issues. In creating an easy access-to-care portal, individuals will have a better chance at improved health outcomes.

The CHEC is a one-stop shop for anyone in need of referrals for health care, finding a doctor, or looking for health information on various topics. Free health and wellness programs are provided throughout the year focusing on diabetes prevention, high blood pressure, smoking cessation and steps for a healthy pregnancy/health baby.

“Our goal is to educate the community and connect people with care,” said Anne D. Williams, DNP, RN, director of community health improvement at UMMC University and Midtown campuses. “For example, if someone comes in for an A1C test, which is a blood test used to diagnose type 1 and type 2 diabetes, and their A1C levels are high, we can connect them with the UM Center for Diabetes and Endocrinology, located right across the street from the Community Health Education Center.”

Multiple types of free screenings are available to help identify individuals who may not know they have a health problem. After the participants are screened, the staff is then able to make connections with the ongoing educational programs if needed, as well as make direct referrals to primary care or specialty care.

Some of the free screenings offered include:

- Weight and Body Mass Index (BMI)
- Cholesterol
- A1C for pre-diabetes
- Blood Pressure
- Pregnancy
- Rapid HIV
- Hepatitis C testing



No appointment is needed. Learn more at [ummidtown.org/chec](http://ummidtown.org/chec)  
Get screened. Get the facts. Get healthy.

**MOTHER-BABY UNIT TRANSFORMS  
BREASTFEEDING EDUCATION**

Every day, at 9 am and 9 pm, the nurses of the UMMC Inpatient Perinatal/Gynecology Unit, also known as the Mother-Baby Unit (MBU), gather together for what unit nurse Cheryl Holden, BSN, RN, calls the Milk Minute: a term combining “breast milk and a minute of education.”

The supervising nurse leading the huddle shares a piece of information related to an aspect of breastfeeding. This quick, daily training facilitates dialogue between day and night shifts and reminds staff of best practices for breastfeeding education.

Why the emphasis on breastfeeding? It can significantly reduce infant mortality rates, as well as childhood obesity and the related chronic diseases of adulthood. The benefits of breastfeeding for babies and mothers are well-documented in scientific studies.

Until recent years, babies delivered at the University of Maryland Medical Center received most of their care in the nursery away from the mother, but that may have created a barrier to optimal infant nutrition and patient education about newborn care. The average rate for exclusive breastfeeding was around 27 percent, much lower than the Joint Commission core-measure target of 52 percent.



As a result of the staff’s efforts, the core measure for exclusive breastfeeding rates of hospitalized mothers increased to an average of about 40 percent, hitting an all-time high of 47 percent in May 2017 and earning the Mother-Baby Unit the annual 2016 CNO Award for Team Excellence, a hospital-wide honor. The driving force behind the change in infant care was the staff’s dedication to breastfeeding education. All staff members were trained to help support exclusive breastfeeding.

“Before it was thought that the lactation consultant needed to see every patient,” Holden said. “But now, with all this training, all nurses can be considered breastfeeding experts and can help moms and answer questions.”

The staff members of the MBU are on a mission to change the breastfeeding culture. They hope to receive the coveted Baby-Friendly designation, launched by the World Health Organization and the United Nations Children’s Fund, and have modified practices to comply with their criteria.

“The Baby-Friendly initiative has turned the world upside down for the staff and they’ve really, truly embraced it,” said Caryn Zolotorow, MS, RNC-OB, nurse manager of the unit. “They recognize it is best for the baby.”



Walk into the nursery today and it will likely be empty. Babies spend as much time as possible with their mothers. Within five minutes of delivery, infants are placed on the mother's chest. The family is transferred after recovery together, and almost all of the baby's assessments and procedures occur at the mother's bedside.

Maria Martino-Gomez, MD, assistant professor of pediatrics at the University of Maryland School of Medicine, praised the new initiative.

"We used to line all the babies up in the nursery," Martino-Gomez said. "They would be screaming and we'd give them pacifiers as we assessed them. As we transitioned to Baby-Friendly, our rounds took longer because we went from room to room, but now we are able to speak with the families as we do the exams."

Staff members used a visual representation of a baby's stomach to help parents understand that babies have tiny stomachs and that breastfeeding allows them to naturally stop eating when sated. They also redesigned access to supplies in the nursery to monitor formula and pacifier distribution.

Collaboration between nurses and physicians reinforced breastfeeding education. A partnership with UM ambulatory obstetrics, pediatrics and family medicine practices ensured that infant-feeding choice was discussed in the prenatal phase. Once at the hospital, mothers learned about the benefits of breastfeeding from nurses. If mothers still wanted to give their babies formula supplementation, they had to talk to a physician and receive a physician order before unit staff could provide formula.

To give patients further breastfeeding aid, nurses on the unit started and led a support group. For outpatients, the staff created a free monthly support group within the UM Family and Community Medicine primary care practices in Baltimore. To address questions and follow-up from patients regarding breastfeeding, the MBU created a [lactationsupport@umm.edu](mailto:lactationsupport@umm.edu) email address.

Cooperation among different groups also bolstered support for mothers. In partnership with the University of Maryland School of Nursing, a Bridge Program matched each mother with a peer in her community. Stork's Nest, sponsored by the March of Dimes and Zeta Phi Beta, provided education to the West Baltimore community. Mothers who attended the classes were rewarded with points for attending prenatal classes. They were able to use the points to "purchase" baby supplies such as diapers, a portable playpen, and other needs. Mothers who went on to breastfeed earned bonus points, and can use those to purchase breast pumps and breast care supplies.



**73%**  
of Stork's Nest  
Babies  
Breastfed

The staff members have been encouraged by the impact the new programs have had on mothers. Holden fondly recalled instances where, thanks to the support of staff, mothers who did not plan on breastfeeding left the hospital exclusively doing so. To Holden, these moments reminded her of the staff's mission: "Celebrating all babies going home, exclusively breastfeeding and encouraging them to come back if they're having any problems."



### NEIGHBORHOOD AND MINORITY-OWNED BUSINESSES MAKE GOOD PARTNERS

With a lunch meeting, an energizing coffee break, or a carry-out family dinner to take home after a long day at work, thousands of staff, patients and hospital visitors help support the independently owned restaurants and cafes that surround UMMC's two campuses.

To encourage such patronage, UMMC's Community and Workforce Engagement team offered a "Local Food Tour" to staff who arrange for catering at meetings throughout the year. Such events — planned at the department level — can boost these local restaurants, many of which are operated by minority and women business owners who employ local residents.

"Strengthening the local economy of our neighboring communities is an ideal way to enhance both the health and wealth of local residents," said Dana Farrakhan, senior vice president for strategy, community and business development at UMMC. "We are partnering with University of Maryland, Baltimore to help strengthen local businesses. Having healthy commercial districts also provides convenience for the patients and their families, as well as the UMB students and staff."

The tours have featured Hollins Market, Pigtown Main Street and Lexington Market, and restaurants including Primo Chicken, Zella's Pizza, Culinary Architecture, Faidley's, Connie's Chicken & Waffles, Memsahib, Café Jovial and Breaking Bread.

"We wanted to inspire department leaders and others with budget responsibility to invest in and help grow West Baltimore businesses," said Camilla Kyewaah, workforce development coordinator for UMMC. "The tours were a success —



the first three were filled to capacity. The restaurants provided samples of their food and the staff members who attended were impressed with the quality and service.”

The Local Food Connection program that UMMC and UMB partner on helps support the economy of neighboring communities in West Baltimore by using the purchasing power of both organizations. Each has provided a quick link to a “Community Bites” listing of all nearby restaurants on the intranet, so that staff can have a one-stop shop to survey all the options.

Small but frequent catering purchases are an ideal way to build reliable revenue streams that help neighborhoods retain food businesses that hire local workers, improve local properties, and make food available to community members, Kyewaah said. To ensure that the program meets community needs, the program is evaluated and co-organized by West Baltimore community members and organizations.

Participating local small businesses receive access to training, technical assistance, marketing support and other resources to help them succeed. To ensure accountability to the community, the program is governed by a coalition of community organizations, anchor institutions such as UMB, and neighborhood leaders.

### INTERNSHIP OPPORTUNITIES GROW FUTURE WORKFORCE

Kahlid Fowlkes, a National Association for Health Services Executives (NAHSE) intern, is a rising sophomore at Morehouse College pursuing a degree in biology. His future goal is to become a cardiac surgeon and help eliminate health care disparities in Baltimore. He was selected by the University of Maryland Medical Center to complete a 12-week internship in health care. Jeff Knox, director of clinical and medical operations, mentored him, gave him hands-on

1,105  
Youth  
Assisted

experience and exposed him to the surgical environment.

Throughout his three months at UMMC, Fowlkes interned and shadowed in the following areas: Community Health and Workforce Development, Shock Trauma, Nursing Administration, Biomedical Engineering, Population Health, Strategy, Community and Business Development.



Fowlkes says, “Working at UMMC has taught me that I can make a difference in my city and achieve any goal.”

His journey started in West Baltimore at James McHenry Elementary School. At a young age, his family lived in a hotel for six months which challenged him to persevere and work hard. When he reached middle school, Fowlkes shared how dissecting a cow’s heart solidified his desire to be a surgeon. In the eighth grade, he made the distinguished Honor Roll for having the highest GPA.

During his first year at Dunbar High School, Fowlkes felt unprepared to take on the challenges that were before him. He started comparing himself to others and began to work even harder. He found the appropriate guidance and support he needed to excel. He began watching television shows that featured doctors, but it was a struggle, as he couldn’t find images of himself in these roles.

Last summer, Fowlkes received yet another scholarship from Central Bureau Scholarship — Rhona’s Place Foundation Scholarship in the amount of \$30,000.



### HEART HEALTHY HOLIDAY

Thanksgiving is a family and food-filled holiday for many throughout the nation, but not all of our local community members have the luxury of a full plate. To address this need, the University of Maryland Medical Center partnered with a local food waste-reducing organization, Hungry Harvest, to provide fresh produce and food to encourage a heart-healthy holiday meal in two West Baltimore communities. Principals at Samuel Coleridge-Taylor Elementary School and James McHenry Elementary/Middle School chose 100 families from their communities to receive a frozen turkey, low-sodium stuffing and gravy, dinner rolls, and a bag of fresh produce. The goal of this initiative was to provide access to healthy food and encourage families to be mindful of family members who have hypertension or are pre-diabetic or diabetic. Information was provided to each family on how to prepare the donated food in a heart-healthy manner with low sodium and low-fat recipes.

105  
Families  
Served

Betty Adams, principal at Samuel Coleridge-Taylor Elementary School said that the food donation is critical for many of her families. “We have many families [who] will now have a happy Thanksgiving because of the generosity of Hungry Harvest and The University of Maryland Medical Center. Many of our families struggle to make ends meet. To have a turkey, vegetables, and people in this community who care about our students and families sends a message of encouragement to our students,” Adams said.

The University of Maryland Medical Center is committed to West Baltimore and investing in making it a healthier place to work, play and grow. Due to the initial success, this initiative will become an annual tradition to bring awareness to the community regarding holiday nutrition while providing access to healthy food.





**CELEBRATING SCHOOL PARTNERSHIPS**  
**UMMC Hosts James McHenry Elementary School's 5th-Grade Promotion Ceremony**

The University of Maryland Medical Center auditorium was buzzing with excitement on the afternoon of June 9, 2017, as the fifth graders from James McHenry Elementary School and their families took their assigned seats front and center. By the time they left, they were officially sixth-graders.

**Six**  
 Partner  
 Baltimore  
 City Schools  
 Adopted

Earlier in the school year, the UMMC Community and Workforce Engagement team approached the principal of James McHenry Elementary/Middle School to ask how the Medical Center could best support the school, students and their families. The principal said fifth grade was the top priority, as students prepare for the next level — middle school.

UMMC University and Midtown staff volunteered and donated new clothing, books, school supplies and even a washing machine and dryer to the school's loaner uniform program. James McHenry Elementary/Middle School is one of six Baltimore City Public Schools with which UMMC has a partnership, with the goal of improving the lives of people in West Baltimore. Parents and grandparents at the school also were offered health information and job-development advice, including help applying to jobs at UMMC. University of Maryland, Baltimore (UMB) also partners with UMMC to support three of the six schools.

As the partnership and relationships thrived and spring approached, the Medical Center offered to host James McHenry Elementary's promotion ceremony at its auditorium.

On the big day, Mohan Suntha, MD, MBA, president and CEO of UMMC, welcomed the families and stressed the importance of UMMC's engagement with its West Baltimore neighbors as he kicked off the event.

"My hope is that you realize the great diversity of this community [at UMMC] that comes together to care for people," Suntha said to the students, school staff, parents and UMMC and UMB staff who gathered to celebrate. "I hope we inspire you that many things are possible in your life, and it all depends on what you do now."

Before the students' names were called one by one to receive their promotion certificates, they heard from another doctor — Dr. Seuss, whose book "Oh, the Places You'll Go," was read

aloud to them by Marianne Rowan-Braun, UMMC's vice president for patient experience.

Dana Farrakhan, UMMC senior vice president of strategy, community and business development, closed out the ceremony with a rousing cheer, inspiring confidence in all of the graduates as they repeated after her: "I am smart! I am a great listener! I am brave! I am loved!"

After the ceremony, one of the students said, "We had a great time! It was really special and exciting for us to have the ceremony outside of school."

Emily Ames-Messinger, the community school coordinator from the UMB School Social Work Community Outreach Service, added, "The kids have come so far. UMMC has been so lovely and supportive making this ceremony happen, and all year long. I work with a lot of organizations and UMMC is always one of the easiest and most willing to help."

"It's a very exciting day, because today, we get to celebrate your success," Suntha said at the ceremony. "We spent a lot of time focusing on 30 students who achieved a level of success today. It was most important that we also recognize the families of the children sitting in front of us, and congratulate you all on the success of getting your children here this morning. We also want to recognize the dedication of the teachers and the administration of the school who helped these children succeed."



**PARTNERSHIP FOR WEST BALTIMORE DEVELOPS STRONG RELATIONSHIPS**

There's more than just a name and location that connects the University of Maryland Medical Center to the University of Maryland, Baltimore (UMB). The organizations are partners in engaging and improving the lives of members of the community through the University of Maryland Partnership with West Baltimore.

Through this partnership, students at Edmondson-Westside High School participate in "My Future, My Career," a five-week program offered through the R Adams Cowley Shock Trauma Center Violence Prevention Program. Students visit the UMMC University campus and learn about the various clinical and administrative professions in the health care industry. By introducing students to a wide range of career paths, the program expands their horizons.

“Community engagement in West Baltimore is a high priority,” said Dana D. Farrakhan, UMMC’s senior vice president for strategy, community and business development. “It’s important that we address the community’s critical social needs. Partnering with schools in the area allows us to provide funding and mentorship, which enhances the educational experience.”



In addition to working with partner schools in the West Baltimore area, the Partnership With West Baltimore aims to empower and unite West Baltimore community members by focusing on improving community health, strengthening economic and community development and improving communication with community members.



For a full list of programs, visit us online at [umpartnershipwithwestbaltimore.com](http://umpartnershipwithwestbaltimore.com)



**FREE CLASSES TEACH ANYONE TO STOP THE BLEED**

School shootings and other violent tragedies in recent years prompted leaders in trauma care to find a way to save more lives in the future by teaching regular people to take a few simple steps. They devised a program called Stop the Bleed. As the Heimlich maneuver has done for choking deaths, Stop the Bleed training could empower anyone to save a life by controlling a bleed until help arrives, whether the injury is caused by a gun, a knife, a vehicle crash or other trauma.

“This is designed to teach you how to save somebody’s life if you come across them and they’re bleeding,” said Thomas Scalea, MD, physician-in-chief of the R Adams Cowley Shock Trauma Center and the Francis X. Kelly Distinguished Professor of Trauma at the University of Maryland School of Medicine.

Stop the Bleed is a national campaign sponsored by the American College of Surgeons (ACS) and carried out in Maryland through a collaboration of the Maryland Committee on Trauma and the staff of the R Adams Cowley Shock Trauma Center, University of Maryland Medical Center. The Shock Trauma staff who teach the classes have also taken the training into community centers, houses of worship, universities and high schools to make it as accessible as possible to Marylanders.

Physicians, nurses and others with expertise in trauma care have volunteered to teach colleagues and the public. The staff embraced the program and have already trained more than 1,000 Marylanders to recognize a serious bleed, call 911 and immediately compress and control the bleeding until emergency medics arrive.

The trainees include emergency medical services (EMS) teams, from surrounding Maryland counties, staff from the American Heart Association, the Baltimore Orioles staff, dozens of health care providers, high school students and the general public.

Shock Trauma staff, along with Dr. Thomas Scalea and other partnering trauma centers in Maryland, visited The State House in Annapolis to provide training to members of the legislature and Governor Larry Hogan. They are committed to train communities, businesses, religious organizations and educational institutions on how to stop the bleed and save a life.

Like other emergency techniques that the public has learned over the years, such as cardiopulmonary resuscitation (CPR) and defibrillator use, Stop the Bleed is a minimal-step process that can be taught to just about anyone. Numerous lives can be saved prior to the arrival of medical professionals.

“Simply applying pressure to the wound can save someone’s life,” Scalea said. “It’s a matter of learning how to put a tourniquet on, how to apply direct pressure, and/or how to pack a wound. All of these things can stop hemorrhage from the extremities — the arms, the legs. Bleeding from the extremities is the most common cause of preventable death from injury.”

More attention has been brought to the need for public education on hemorrhage-prevention due to the increase in mass gun violence and the bombing at the Boston Marathon. Baltimore is one of the three most dangerous cities in the United States for gun violence and homicide. The Shock Trauma Center sees an average of 54 patients per month with a penetrating injury, such as a gunshot or stab wound.

UMMC and the R Adams Shock Trauma Center offer free classes to members of the public who want to be trained and ready to Stop the Bleed. Visit [umm.edu/stopthebleed](http://umm.edu/stopthebleed) or [mdcot.org](http://mdcot.org) to see how you can get involved and learn to save a life.



**1,315**  
People Educated on Stop the Bleed





### PATIENT CARE TECHNICIAN PROGRAM OFFERS VALUABLE CAREER ADVANCEMENT

UMMC partners with community-based workforce organizations to provide youth and adult programs that lead to employment and advancement. The goal is to build a pipeline of qualified health care workers by maintaining strategic partnerships, removing barriers and providing advancement opportunities. UMMC partners with It Works Learning Center, a licensed private career school, to offer a Patient Care Technician (PCT) training program to UMMC employees. Employees gain quality skills that they need to be successful and further their health care career.

Participants complete 200–250 hours of training through a combination of lectures and clinical rotations. Upon graduation from the program, participants are fully qualified for entry level jobs in the field. A total of 93 participants have graduated the program at UMMC since it began in 2010.

Visit our website to learn about all of the career advancement programs available to UMMC employees: [umm.edu/careeradvancement](http://umm.edu/careeradvancement)



### 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 within Baltimore for both campuses 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 over 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, 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/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.



**3,919**  
Children  
Educated on  
Fire Safety in  
**23 Schools**



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

- Baltimore City Schools Partnership
- Baltimore Integration Partnership
- Blood Drives
- B'more for Healthy Babies
- Breathmobile
- Bridge Program
- 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
- Maryland Healthy Men
- Minority Business Purchasing
- My Future, My Career
- 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 & Nutrition Education
- YouthWorks Internship Program



**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 in 2015.

Health literacy is a priority throughout the University of Maryland Medical System (UMMS) and 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.



**3,101**  
People  
Educated  
on Tobacco  
Prevention

**UMMS Strategic Priority: Health Literacy**

**UMMC Strategic Community Priorities**

- 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:

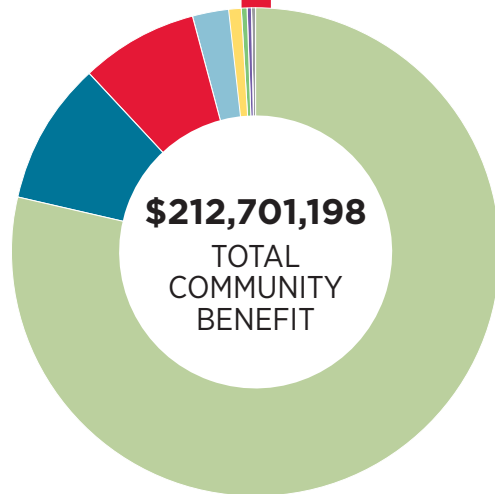
Downtown Campus:  
[umm.edu/about/community/needs-assessment](http://umm.edu/about/community/needs-assessment)

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

# Community Benefits Financial Contributions for Fiscal Year 2017

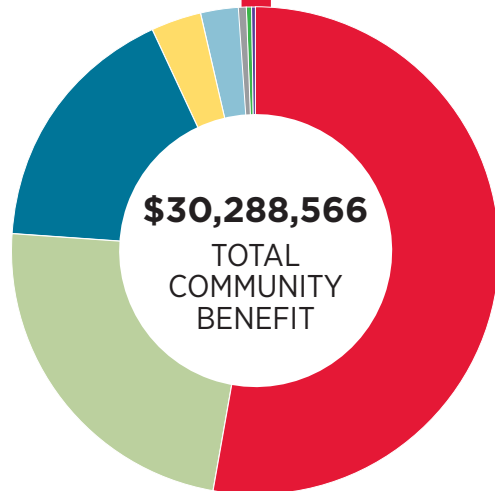
## UMMC Downtown Campus

Health Professional Education	\$ 167,468,907
Charity Care	\$ 20,308,000
Mission Driven Health Care Services	\$ 16,497,390
Medicaid Assessments	\$ 5,483,571
Community Health Services	\$ 1,907,251
Financial Contributions	\$ 561,242
Community Building Activities	\$ 246,957
Community Benefit Operations	\$ 227,880

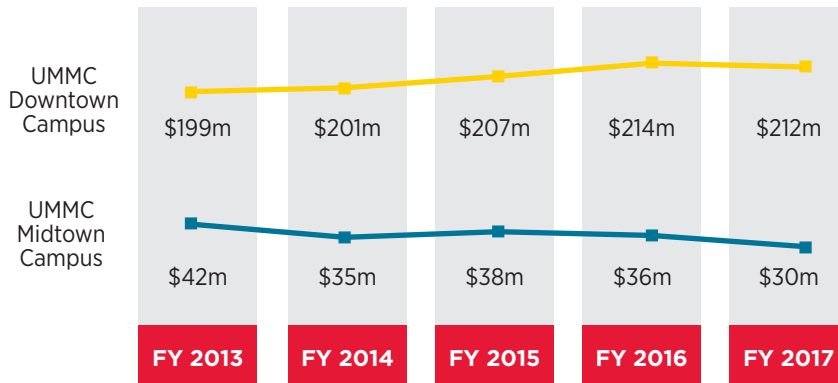


## UMMC Midtown Campus

Mission Driven Health Care Services	\$ 16,046,717
Health Professional Education	\$ 7,044,363
Charity Care	\$ 5,174,000
Community Health Services	\$ 957,922
Medicaid Assessments	\$ 775,698
Community Benefit Operations	\$ 115,443
Financial Contributions	\$ 98,072
Community Building Activities	\$ 76,351



## 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 [umm.edu/patients/financial-assistance](http://umm.edu/patients/financial-assistance) or [ummidtown.org/patients/financial-assistance](http://ummidtown.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.



**3,614**  
People  
Educated  
on Health &  
Wellness



UNIVERSITY *of* MARYLAND  
MEDICAL CENTER

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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[ummidtown.org/community](http://ummidtown.org/community)  
410-328-9355