UNIVERSITY *of* MARYLAND
UPPER CHESAPEAKE HEALTH

COMMUNITY HEALTH
Improvement
Report

2017

University of Maryland Upper Chesapeake Health (UM UCH) is a community based, non-profit health system located in Harford County 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 we work to improve the way we deliver health care. 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 and facilities, and increased physician recruitment. We are committed to delivering world-class services and technology to all that we serve and play 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 the communities of Harford and Cecil counties. Established out of our vision to create the healthiest community in Maryland, HealthLink offers a variety of health programs and screenings that are either free of charge or that have a nominal fee.

A Message to Our Community:

At University of Maryland Upper Chesapeake Health (UM UCH), more than 83 percent of our 3,357 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 focus 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
UM Upper Chesapeake Health

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

EVIDENCE-BASED CHRONIC DISEASE SELF-MANAGEMENT PROGRAM

With the ever-growing number of people who suffer from chronic diseases, the search for more effective strategies to both prevent and manage these conditions is essential. The use of evidence-based chronic disease self-management programs (CDSMP) is helping people with chronic conditions and their caregivers gain better control over and improve their health. These programs focus on overall health, quality of life and well-being and are designed for both the ill and healthy, empowering them to manage the many factors that affect their health. Facilitators introduce tools needed for daily life when an individual is battling a chronic condition or illness. Participants practice using self-management skills, focus on goal setting and share experiences which can help promote mutual support. Highly interactive, these programs serve as an adjunct to the care provided by primary care doctors and specialists.

Effectiveness

How effective are these self-management programs? CDSMPs have been found to significantly and measurably improve the health and quality of life for people with chronic conditions. These considerable improvements include overall health status, confidence in self-care, psychological well-being, increased physical activity, fewer social limitations, reduced fatigue and enhanced partnerships with care providers. Additionally, CDSMPs have resulted in reduced emergency room and outpatient visits, reduced hospital lengths of stay and fewer unscheduled visits to primary care physicians, amounting to substantial savings in provided care dollars.

Current Programs

At UM UCH, a variety of self-management programs are offered by the experts in our Community Outreach department and through our Kaufman Cancer Center. Programs include:

- Living Well with Chronic Disease: a program that focuses on the overall self-management of chronic diseases
- Diabetes Prevention: focuses on adopting healthy habits and lifestyle changes that increase activity and help prevent diabetes
- Diabetes Self-Management
- Hypertension Self-Management
- Thriving and Surviving: a program for cancer survivors
- Stepping On: a falls prevention program that highlights safety strategies for both inside and outside the home

Our priority is helping people who suffer with chronic illnesses gain control of their condition and live their best life.

For more information on any of these programs, including scheduling a presentation for your group or office or referring a patient, call 800-515-0044.
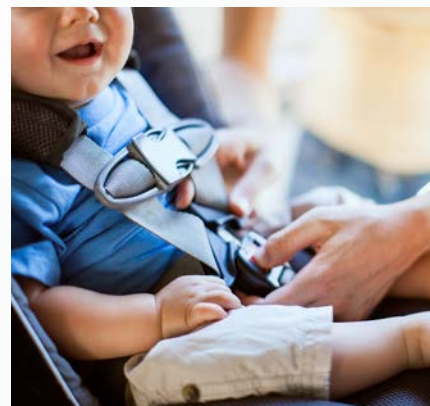
CAR SEAT SAFETY PROGRAM

One of the most important jobs parents have is keeping their child safe while riding in a car. Tragically, thousands of young children are killed or injured every year in car accidents. Proper use of car safety seats can help keep children safe — but with so many different car seat options on the market, parents can quickly become overwhelmed.

Not only does the community outreach team at UM UCH provide education on choosing the correct seat, they teach parents and caregivers how to properly install the seat as well. UM UCH has five team members who are nationally certified car safety technicians and one who has been specially trained to fit children with disabilities to the proper safety seat.

At bi-monthly car safety seat checks, technicians review installation of infant, child and booster seats. Proper seat fitting and use is crucial, and safety checks are the best way to ensure seats are being used correctly. Our technicians also support Maryland's Kids in Safety Seats (KISS) program at their installation checks offered throughout Harford County. In 2017 alone, UM UCH technicians have participated in over 150 car seat safety checks. The UM UCH program continues to grow and has become one of our busiest and most sought after community offerings.

In addition to car seat safety, our community outreach team also manages Harford County's car seat assistance program that helps low-income families purchase car safety seats. Based on income, families with demonstrated need are able to receive a new car safety seat for little to no money. The program requires each family to have 60 minutes of car safety seat education which covers proper seat installation and Maryland car seat laws.

For information about car seat safety, installation or Harford County's car seat assistance program, call 800-515-0044.

HEALTHY HARFORD, INC.

In 2017, Healthy Harford, a healthy communities initiative of Harford County and partner of UM UCH, joined forces with county agencies to introduce new events and programs in the community. In keeping with its sole vision to make Harford County the healthiest community in Maryland, Healthy Harford and the Harford County Parks and Recreation Department established the exciting new Healthy People/Healthy Parks program. Residents and vendors were invited to several scenic parks around the county where neighbors enjoyed nature walks, healthy cooking demonstrations, guest appearances and wellness tips. Kids loved playing the "sugar game," challenging their families to guess how many grams of sugar hide in popular beverages and snacks. Also joining the fun were county officials who gave guided walks on park trails. Not only did these events reinforce good nutrition, but they also provided opportunities to get moving by walking among our picturesque, and some-times forgotten, open spaces.

For those who prefer two wheels rather than two feet, Healthy Harford coordinated with the Town of Bel Air and the Bel Air Downtown Alliance to install bike racks throughout the county. This makes it easier for those who choose to enjoy alternative transportation while also minimizing traffic congestion. Follow Harford's bike routes and check out the bright, colorful bike racks the next time you're out and about.

Last but not least, the Days of Taste program continued to thrive. This interactive program, done in tandem with Harford County Public Schools, encourages students to appreciate the tastes and benefits of fresh foods by following the journey from farm to table. Teams of volunteers devote three half-days to work in the classroom and bring this fun curriculum to life. Students learn where and when food is grown; experiment with sweet, sour and salty tastes; and take a field trip to a local farm for first-hand demonstrations from community farmers. The culmination of the program is the much-anticipated salad-making class with a local "celebrity" chef who teaches students how to make a creative salad and homemade dressing.

Walking, biking, exercising and healthy eating really can be fun for everyone! Healthy Harford looks forward to continuing to promote health and wellness in and around our community.

For more information, please be sure to visit healthyharford.org.

EMERGENCY CARE: EDUCATING OUR PROVIDERS

UM UCH hosted its 40th annual Emergency Care Symposium on July 14, 2017 at the Richlin Ballroom. The Symposium was developed to provide continuing education credits as well as health system updates to emergency medical personnel in Harford and Cecil counties, UM UCH physicians and UM UCH team members who work in our emergency departments, cardiovascular prep and recovery units or that serve as ICU registered nurses or education specialists.

From stroke and ST-elevation myocardial infarction (STEMI)/cardiac intervention to pre-hospital trauma resuscitation and special care for pediatric trauma patients, keynote physician speakers share the latest in care trends with hundreds of care providers from our community. The symposium is a valuable educational opportunity for many of our first responders and emergency teams. It is an evening of not only education, but of networking, sharing and camaraderie as well.
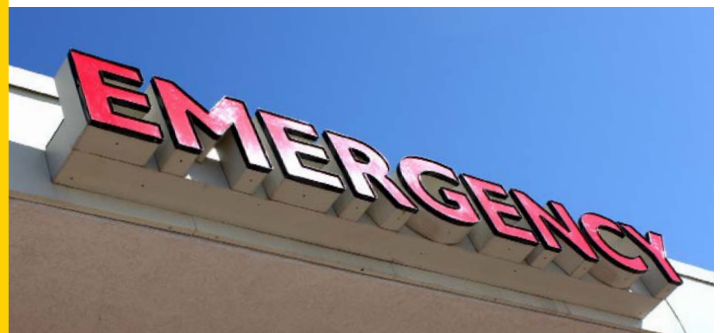
At the July event, and in response to the opioid addiction epidemic plaguing Harford County, David Gatz, MD, a senior emergency medicine resident at the University of Maryland School of Medicine, presented Buzz Killers: The Dangerous New Street Drugs and What You Need to Know. Dr. Gatz's presentation stressed the urgent need for emergency care providers to not only recognize the signs of drug use and overdose, but to understand the devastating effects and how vital immediate care procedures are.

Michael Drossner, MD, an interventional cardiologist at UM UCH, provided a statistical update reflecting the work of early intervention in cardiac care by emergency medical personnel. Dr. Drossner offered opportunities for success as well as case studies of patients who have been brought into UM UCH's emergency departments, allowing our emergency medical care providers to see firsthand how their exceptional care and expertise affects patient outcomes.

This year, the Emergency Care Symposium provided continuing education to 228 emergency personnel (EMTs, paramedics and fire fighters) in addition to 128 nurses, physicians and cardiovascular practitioners.

COMMUNITY HEALTH NEEDS ASSESSMENT

UM UCH contracted with Holleran, an independent research and consulting firm, to conduct research in support of the Community Health Needs Assessment (CHNA). The firm collected and interpreted secondary data, conducted and analyzed data from an 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 the surveys and 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. For a copy of the CHNA, please contact us at healthlink@uchs.org.

CHNA IMPLEMENTATION PLAN

In March of 2015, stakeholders from 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 who 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 on 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 technicians to assist parents and caregivers with proper 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 UCH 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 2017

UM Harford Memorial Hospital

🟥 Mission Driven Health Care Services	$	2,962,064
🟦 Charity Care	$	1,927,000
🟨 Community Health Services	$	1,242,076
🟩 Health Professional Education	$	375,447
🟦 Medicaid Assessments	$	355,651
⬛ Research	$	324,795
🟪 Community Building Activities	$	143,691
⬜ Community Benefit Operations	$	60,484
🟩 Financial Contributions	$	53,751
🟧 Foundation Funded Community Benefit	$	16,447

$7,461,406
TOTAL COMMUNITY BENEFIT
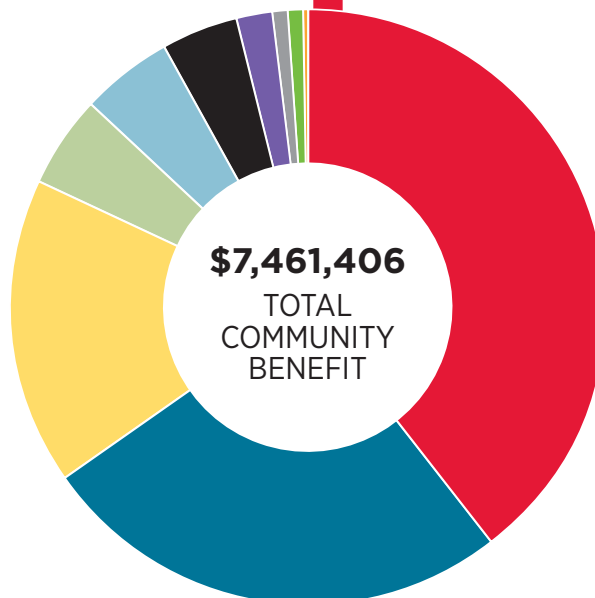
UM Upper Chesapeake Medical Center

🟥 Mission Driven Health Care Services	$	4,328,365
🟦 Charity Care	$	3,014,000
🟨 Community Health Services	$	2,463,392
🟦 Medicaid Assessments	$	1,145,793
🟩 Health Professional Education	$	746,752
⬛ Research	$	646,005
🟪 Community Building Activities	$	285,794
⬜ Community Benefit Operations	$	120,301
🟩 Financial Contributions	$	106,911
🟧 Foundation Funded Community Benefit	$	32,710

$12,890,023
TOTAL COMMUNITY BENEFIT
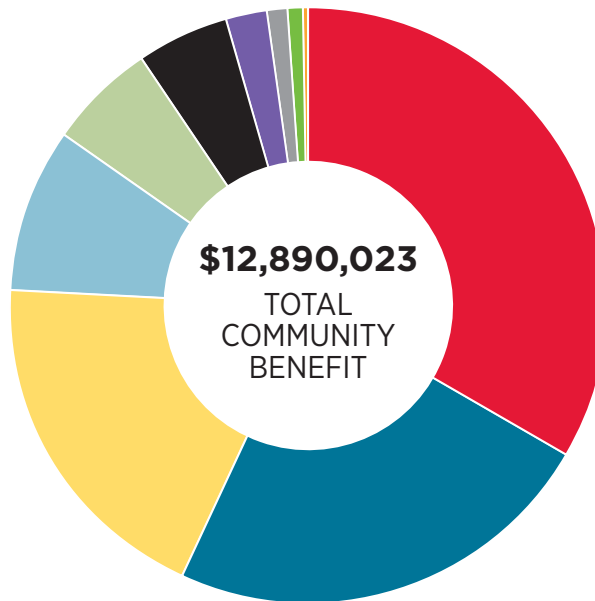
FINANCIAL ASSISTANCE POLICY

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.

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