

## **BWMC FY09 COMMUNITY BENEFIT REPORT**

1. Baltimore Washington Medical Center is a 311 licensed bed facility with 19659 inpatient admissions in FY09.
2. Anne Arundel County is compact but diverse, including within its borders the state's capital and its largest airport, 534 miles of coastline, and long strips of farmland and other sparsely populated territory. Nearly 500,000 residents call Anne Arundel County home.

### BWMC Primary Service Area

Zip Code	City
21060	Glen Burnie
21061	Glen Burnie
21122	Pasadena
21144	Severn
21225	Brooklyn Park
21226	Curtis Bay

### BWMC South Service Area

Zip Code	City
21012	Arnold
21032	Crownsville
21054	Gambrills
21108	Millersville
21114	Crofton
21401	Annapolis
21402	Annapolis
21146	Severna Park

### BWMC West Service Area

Zip Code	City
21090	Linthicum
21113	Odenton
20755	Ft. Meade
21240	BWI
21227	Elkridge/Arbutus
21076	Hanover

### Demographic Characteristics (2007 Estimates)

Total Population	512,154
Median Household Income (2006 inflation adjusted \$)	\$80,158
Families below poverty level	2.6%

Data Source: American Community Survey, U.S. Census Bureau; Maryland State Data Center, Maryland Department of Planning.

	Life Expectancy (Years)
White	78.5
Black	77.2
All Races	78.4

Data Source: Division of Health Statistics, Maryland Department of Health and Mental Hygiene (MD DHMH).

In FY09, there were 157,920 patient registrations at Baltimore Washington Medical Center. Of these registrations, 20,323 or 12.9% were uninsured.

3. Baltimore Washington Medical Center utilizes the Anne Arundel County Department of Health Report Card of Community Health Indicators to direct community outreach activities each year. This report card is issued by the Anne Arundel County Department of Health and reviewed by BWMC each year. The May 2008 Report Card was utilized to direct FY09 community outreach efforts.

BWMC maintains a strong relationship with the Anne Arundel County Department of Health, meeting on a regular basis to review and discuss various community health programs and initiatives. Additionally, on-going work in the community and with community organizations, including participation on committees and advisory councils, allows for continuous communication and often provides new ideas and opportunities for BWMC to maximize community outreach efforts.

4. The Anne Arundel County Department of Health Report Card of Community Health Indicators allows BWMC to research, develop and implement programs that are beneficial to the community. The major community needs identified in the May 2009 report card remained the same from 2008 and were heart disease, cancer, stroke and infant mortality.
5. To ensure that the community's most pressing health care issues are addressed, BWMC's Community Mission Committee continued to meet in 2008/2009. This committee reviews the Anne Arundel County Department of Health Report Card of Community Health Indicators annually. Comprised of select BWMC board members, BWMC foundation board members, BWMC administration and community outreach staff, the committee oversees the hospital's community benefit mission and determines which community needs will be addressed through community benefit activities each year.
6. Infant Mortality/Stork' Nest

Prenatal care is essential to increasing chances of positive pregnancy outcomes. BWMC's Stork's Nest is an incentive-based prenatal education program to encourage pregnant women to have a healthy pregnancy, giving their babies the best opportunity for a healthy beginning. Participants receive points for each class they attend, as well as physician visits and healthy behaviors. Participants can then use those points to purchase baby items at BWMC's outreach center in Arundel Mills, including infant clothing, strollers, car seats, diapers, feeding supplies, portable cribs and first aid supplies.

Women can continue to earn points after their babies are born by taking them to well baby check-ups and making sure they receive immunizations on time. Participants can use the points until their babies are one year old. Any pregnant woman in Anne Arundel County is eligible to participate in Stork's Nest, but the program's emphasis is on engaging pregnant women who do not receive regular prenatal care and are at an elevated risk for having a low birth weight or premature birth – potential causes of infant mortality.

In FY09, BWMC expanded Stork's Nest from six to eight classes with the additional two classes covering the topics of early parenting, Shaken Baby Syndrome, safe sleeping and Sudden Infant Death Syndrome (SIDS). Additionally, a part-time program coordinator was hired to develop relationships and encourage program participation by underserved populations. As a result, BWMC saw a three-fold increase in program participants in FY09 from FY08.

#### Heart Disease/Day of Dance

Day of Dance is an annual event held each February in recognition of National Heart Month to celebrate the benefits of dance and exercise in the prevention of heart disease. Participants have the opportunity to try various dance styles, enjoy

dance demonstrations and participate in free health screenings such as cholesterol, blood pressure and body mass index. Educational information on heart disease, cancer and diabetes is also available. This wellness event is widely promoted and well attended by all ages of community members.

BWMC also offers several informative heart healthy talks each year and blood pressure screenings each month at various locations in the community.

### Stroke

As a Primary Stroke Center, BWMC offers a monthly stroke support group that serves as a resource for patients who are recovering from a stroke or who are at high risk for having a stroke. Additionally, informative talks on stroke prevention are offered each year at a variety of locations throughout the community.

### Vascular Screenings

The Maryland Vascular Center at BWMC offers free monthly vascular screenings to community. These potentially life-saving screenings for carotid artery disease, abdominal aortic aneurysms and peripheral arterial disease (PAD) are offered to community members age 50 or older who have one of the following risk factors: hypertension, diabetes, family history of vascular disease, high cholesterol or who smokes.

Results are made immediately available to participants and for abnormal results where follow-up is indicated, a clinician from the Maryland Vascular Center calls the participant's primary physician to discuss the findings.

### Cancer

Cancer is the leading cause of death in Anne Arundel County with incidence and mortality rates of lung, colorectal, breast and prostate at or above the state average. In an effort to encourage early detection, Baltimore Washington Medical Center offers cancer screenings (i.e. prostate) to the community each year. Monthly cancer support groups for breast and prostate cancer are also offered. Informative talks on cancer prevention, early detection, treatment options, etc. are offered each year at a variety of locations throughout the community. BWMC works with area churches and community groups to disseminate information about cancer screenings and events to better reach at risk populations.

## 7. Program Evaluation

1a. Name of initiative: Stork's Nest

1b. Year of evaluation: FY09 (ongoing)

1c. Nature of evaluation: Comprehensive demographic data is captured on each program participant to ensure the program is serving the target population. Additionally, three-month (obtained earlier if the participant contacts the program coordinator) and 12-month phone calls (based on participants due date) are made to program participants. Infant birth data is obtained and participants are asked a set of questions based on the information presented in the classes (i.e. the proper safe sleeping environment for baby). If indicated, the program coordinator uses this as an opportunity to re-teach concepts. Participants are also asked to rate their satisfaction with the overall program. BWMC utilizes feedback and comments to continually improve Stork's Nest.

1d. Result of evaluation: The program coordinator was unsuccessful in reaching 22% of program participants (with due dates on or before 6/30/09) to obtain infant data. Several findings are summarized in the table below:

Enrolled in WIC (Women, Infants and Children)	69%
Attended Eight Classes	54%
Births by Gestational Age (at or >35 weeks)	95%
Baby Birth Weight (at or > 6 lbs.)	85%
Baby Birth Weight (at or > 5 lbs.)	97%
Overall satisfaction with program	100%

2a. Name of initiative: Prostate Screening Follow-Up

2b. Year of evaluation: 2009 (June)

2c. Nature of evaluation: Prostate results from both the PSA blood test and the digital exam (DRE) are reviewed by the screening physicians. Follow-up letters are mailed to all screening participants. This letter contains screening results and if indicated, the recommended follow-up such as scheduling an appointment with a physician. Additionally, all abnormal screenings are followed-up with a phone call from BWMC's Tate Cancer Center outreach and education coordinator. During this call, the coordinator verifies that the participant received and understands the screening results. The outreach and education coordinator is also able to link the participant with an appropriate physician if the participant has not already selected one. The coordinator also follows up by phone 6-8 weeks later to determine if the participant is receiving appropriate care.

Additionally, overall screening results are collated and trended by BWMC's cancer outreach and education coordinator.

- 2d. Result of evaluation: 108 men participated in the prostate screening offered at BWMC on June 11, 2009. It was determined that 20 men had abnormal findings (abnormal PSA, DRE or both). This represents approximately 18.5% of participants. Attempts were made to contact the 20 men - the outreach coordinator was successful in reaching 12 participants. (7 participants did not return our calls and one participant did not provide a working telephone number). 19 participants have or will receive two follow-up phone calls from the outreach coordinator during the 12 month post-screening period.
8. While Anne Arundel County is generally not considered underserved, there is a significant portion of the population surrounding BWMC that houses an underserved, uninsured and indigent population.

Baltimore Washington Medical Center does offer a financial assistance program to serve those patients who are treated at the medical center, uninsured and do not qualify for any federal or state assistance programs (Medicaid, REACH, etc). In order to qualify, patients need to fill-out an application for full-coverage of their medical care.

### **OB/GYN Services**

Baltimore Washington Medical Center did not operate a hospital-based obstetrics program in FY09, however a \$117 million expansion project was completed in September 2009. In addition to four labor, delivery and recovery rooms, two dedicated operating rooms for Cesarean births and 18 private post-partum rooms, BWMC patients have access to the resources within the University of Maryland Medical Center's (UMMC) women's health program. These valuable resources include a satellite office of the University of Maryland's Center for Advanced Fetal Care, prenatal genetic counseling, critical care obstetrics and fertility services through the Center for Assisted Reproductive Technologies offering diagnostic testing and clinical support services for the community, including the underserved population regardless of insurance status or ability to pay.

Additionally, BWMC continues to maintain a relationship with People's Community Health Centers. People's operates two health centers in BWMC's service area, one located in Brooklyn Park and the other in Severn. They provide high-quality, comprehensive medical, dental, and neonatal health care to all, regardless of the ability to pay or insurance status.

## Appendix 1

Baltimore Washington Medical Center's Financial Assistance Policy is established to assist patients in obtaining financial aid when it is beyond their financial ability to pay for services rendered.

A patient's inability to obtain financial assistance does not, in any way, preclude the patient's right to receive and have access to medical treatment at Baltimore Washington Medical Center.

Baltimore Washington Medical Center informs patients and persons who would otherwise be billed for services about their eligibility for assistance under federal, state or local government programs or under the hospital's financial assistance policy in the following manner:

- BWMC posts its financial assistance policy and financial assistance contact information in all admission areas, the emergency room and all other outpatient areas throughout the facility.
- BWMC discusses with patients or their families the availability of various government benefits, such as Medicaid or state programs, and employs dedicated staff on-site to assist patients with qualification for such programs.
- A copy of BWMC's financial assistance policy is included in the patient handbook that is provided to each patient upon admission.
- An abbreviated statement referencing BWMC's financial assistance policy, including a phone number to call for more information, is run annually in the local newspapers (Maryland Gazette and Capital).

Appendix 2

**Financial Assistance Policy**

**POLICY**

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**RESPONSIBILITY**

Vice President of Finance

**PROCEDURE**

The following guidelines will be used to determine eligibility for uncompensated care.

1. All patients shall be eligible for financial assistance provided they meet the necessary criteria.
2. Financial assistance will be given without regard to age, race, creed or sex.
3. Application for charity care should be made as soon as possible in the admissions process; however, an application may be taken at any time on active or bad debt accounts.
4. The appropriate medical center personnel will determine if a patient is eligible for financial assistance. In making this determination, the current Federal Poverty Income Guidelines will be used as a base guide.
5. Determination of probable eligibility for financial assistance will be determined within two business days after initial submission of the Financial Assistance Application.
6. If it is determined that the patient may be eligible for other third-party coverage, including Maryland Medical Assistance, this determination must be made before charity care can be considered. Charity care would always be the resolution of last resort.

Appendix 2 continued

**PROCEDURE continued**

7. A specific amount of financial aid will be established annually in the medical center's operating budget. This amount shall not exceed the maximum limitation for financial assistance as established by the Health Services Coast Review Commission.
8. Baltimore Washington Medical Center reserves the right to modify this financial assistance policy depending on the availability of such charity allowances as established by the Health Services Cost Review Commission or subsequent governing bodies, or by the medical center itself.

**ORIGINATOR**

Senior Vice President and Chief Operating Officer

**REVIEW CYCLE**

3 Years

### Appendix 3

Throughout the past four decades, Baltimore Washington Medical Center has evolved into a comprehensive medical center, offering the highest quality of care to the community. Through hiring and retaining outstanding people, BWMC provides exceptional service to patients and visitors. Highly trained physicians and associates and state-of-the-art technology complement treatment capabilities while maintaining a focus on service and quality at every level of the organization.

Appendix 4

# **VISION STATEMENT**

Outstanding People, Exceptional Service,  
Uncompromising Quality

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# **MISSION STATEMENT**

The mission of Baltimore Washington Medical Center is to provide the highest quality healthcare services to the communities we serve.