



HealthCare  
Access  
MARYLAND

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**Annual Report**

**POWERFUL  
PARTNERSHIPS**

# CEO MESSAGE



Traci Kodeck, MPH  
CEO



Jim Janicki  
Board President

Dear Supporters,

As CEO of HealthCare Access Maryland (HCAM) for the past 3 years, I have been moved and humbled by the intense support that has been provided by our partners. At HCAM, we continue to address the areas of insurance access, coordination of care, and connecting residents to intensive supportive services, however, this would not be possible or successful without our champions and partners.

The highlight for me this year was the dedication of our Board Room to the Honorable Elijah E. Cummings in October 2018. The excitement in the air was palpable and his ongoing advocacy on behalf of those that we serve was a fitting tribute to his gentle character. Rep. Cummings attended the ribbon cutting ceremony and Board Room dedication with as much excitement as he would for a congressional gala. He spoke of passion for the work that we do and that HCAM was “feeding people’s souls.” His smile filled the room and he commented that his mother would be proud of him. Some of his last words to us that day were, “Just know I have your back.” It is people such as Rep. Cummings that push HCAM and its team forward each day.

Over the past 22 years, HCAM has been proud to work with dynamic partners across the health and human services space. This year we are focused on identifying new partners in the business community to support our mission. As HCAM continues to serve as the hub to multiple partnerships including workforce development, mental health, housing, and food stability, we need businesses to help us go further. This was evident at our Howard County industry breakfast in April 2019 with over 60 business partners joining us to learn more about our work in Howard County and beyond.

We look forward to building partnerships across the state to improve the overall health and wellness of our communities. Thank you to all that have supported HCAM. You are a key component to our story!

“Alone we can do so little, together we can do so much.” -Helen Keller

Traci Kodeck, MPH  
CEO

Jim Janicki  
Board President

# WELCOME HOME

After 20+ years in our previous location, HCAM was excited to call 1 N. Charles St. home. Working with a local broker, HCAM was able to find a central location for clients to easily access our services; with close proximity to bus lines and the subway.

The planning took over a year while collaborating with architects, building management, movers, IT consultants, and other contractors. HCAM also worked closely with a communications company to ensure the community was educated about our new location.

Our new space highlights the many faces of our team members, our core values, and reinforces the need for collaboration with team huddle spaces and a dedicated wellness room!



# OUR PROGRAMS

In FY '19, HCAM programs served a wide spectrum of more than **120,000 Maryland residents ranging from children, parents, pregnant women, childless adults and immigrants to people experiencing homelessness, youth in foster care, people with substance use disorders and recent jail releasees.** We are making Maryland healthier by reaching people who are in the continuum of life. As our programs grow, we are able to reach more residents throughout the state of Maryland. We are connecting more people to insurance and care and using our programs to educate the community about healthier living.

## CARE COORDINATION

As the cornerstone of HCAM, the Care Coordination Program (CCP) provides short-term care coordination services and education about low-cost/no-cost health services. In addition, the CCP team makes crucial connections for vulnerable populations, linking Baltimore City residents to primary care providers/specialists or referring for long-term case management needs.

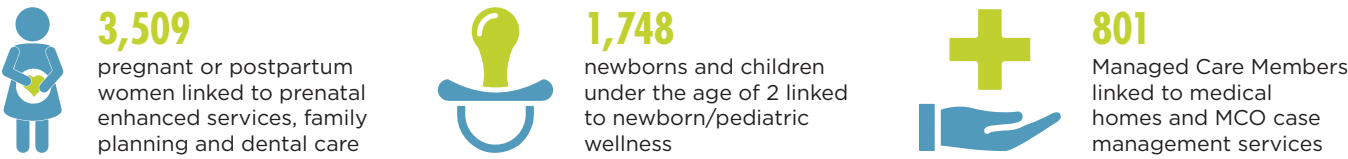
Collaborated with:



Provided Care Coordination services to:

**6,058** clients

### Connecting Vulnerable Populations to Critical Services



### Making the Connection for Wellness in the Community

CCP serves as the safety net for HealthChoice members by making connections in the community. Through referrals to key stakeholders, clients get connected to wellness services including evidence-based home visits, parenting support, mental health services, smoking cessation, housing, substance abuse treatment, and food security.

**3,736** referrals were made in FY'19.

### Advocating for Clients

Every Maryland Medicaid/HealthChoice member deserves a champion advocate to ensure that complex medical issues involving care coordination with the MCO and network providers happens timely. The Community Ombudsman team in CCP works directly with the Maryland Department of Health HealthChoice Enrollee Hotline and MDH Nurse Resolvers to mediate and assist Baltimore City residents.

The team resolved **1,109** requests for assistance that resulted in the delivery of medication, durable medical equipment, and timely specialty care appointments.

### Critical Safe Sleep Education

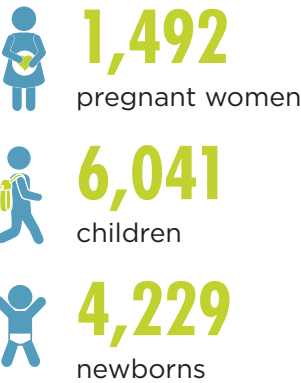
Infant sleep-related deaths are one of the leading causes of infant death in Baltimore City, but they are overwhelmingly preventable. The Safe Sleep Program at HCAM provides safe sleep and family education, assessment, referral and provision of a portable crib for qualifying families in Baltimore City.

**246** cribs were delivered to parents in need.

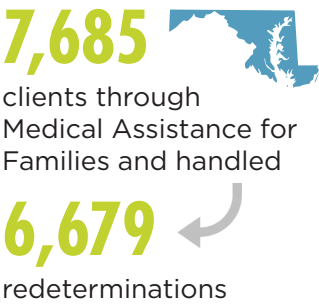
## ELIGIBILITY DEPARTMENT

The Eligibility Department assists consumers applying for Medicaid services through the Maryland Children Health Program (MCHP). During FY '19, additional funding was granted for HCAM to provide a self-enrollment lab, allowing consumers to begin the enrollment process through the Maryland Health Connection.

### SERVED



### REACHED



### WORKING WITH

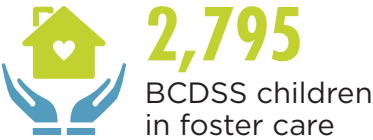
**4** parole and probation sites, enrolling **516** individuals for Medicaid services

**737** clients utilized the self-enrollment lab for insurance assistance

## MATCH

Through MATCH (Making All The Children Healthy), HCAM provides health care coordination, education, and advocacy services to make sure Baltimore City children in foster care receive the health care they need.

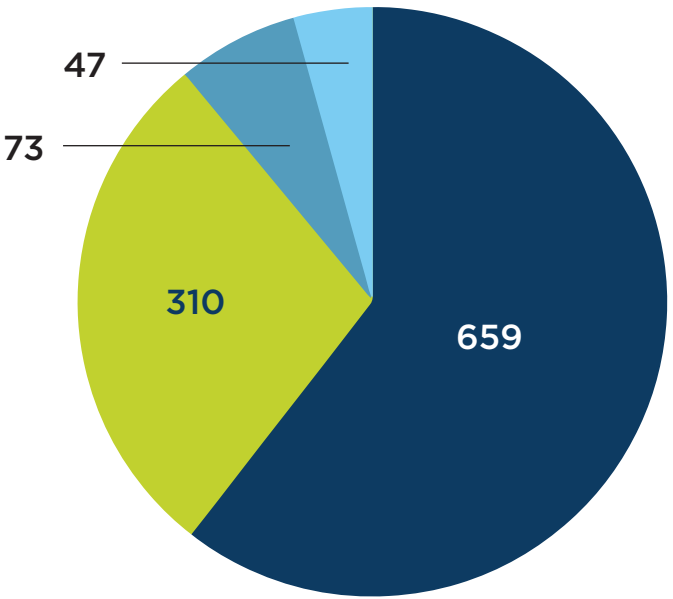
### WORKED WITH



### ENROLLED



*These children ranged in age from 0-21, with medical and behavioral health statuses ranging from healthy to very unstable.*



### MANAGED

**1,089** complex cases (excluding new entrants)

- Behavioral Health Diagnosis
- Medical Complex Diagnosis
- Teen Parents
- Pregnant Teens



# OUR PROGRAMS

## BEHAVIORAL HEALTH OUTREACH PROGRAMS

The Behavioral Health Outreach Programs (BHOP) provide behavioral health treatment connections, outreach, and care coordination to vulnerable populations as well as housing options for individuals experiencing homelessness.



**Over 6,500**  
calls were received to the  
**24/7 Crisis, Information & Referral Line**




**465**  
Behavioral Health intake  
appointments



**ENROLLED 315**  
of the most vulnerable Baltimore City residents as  
new clients of **Homeless Street Outreach Services**.  
**Served 450+ homeless clients in total.**


The **Rapid Rehousing Program** collaborated with **25** agencies to assist **68** households with housing locator services, rental assistance funding, and case management services.  
**800+ client contacts and services delivered.**



The **State Care Coordination** team collaborated with over **50** treatment providers to provide **3,543** residents of Anne Arundel County, Baltimore City, and Baltimore County with services and resources for the treatment of substance use disorders.

Once a State Care Coordination client leaves residential treatment and connects to the next level of care, they become eligible for **Maryland RecoveryNet (MDRN) funding**.

**1,000+ clients received MDRN funding, totaling over \$135,000.**




**29 Families**  
were served in a 12-month **Women & Children’s Supportive Housing Project** program that targets women who are in or have completed treatment for a substance use disorder and have custody of at least one child.

**PROVIDED 38 PREGNANT OR POSTPARTUM WOMEN**  
who are in recovery or struggling with a substance use disorder with **community resource assistance** that supports or leads to a recovering lifestyle.




## CONNECTOR PROGRAM


HCAM is the State’s Central Region Connector Entity for The Maryland Health Benefit Exchange, helping residents of Baltimore City, Baltimore, Anne Arundel, Carroll, Frederick and Howard Counties learn about, apply for, and enroll in health insurance through Maryland Health Connection. The team of 49 navigators, team leads, and training and quality assurance specialists help residents navigate the application process each year, ensuring that they enroll in quality health insurance that provides the coverage they need to live healthy lives.




**FIELD**  
**21,567** calls




**33,010** individuals  
enrolled in or renewed health  
benefits across Maryland



**8,947**  
QHP enrollments



**24,063** enrollments in  
Medical Assistance programs



**ASSISTED 9,915** clients with technical  
issues, health insurance education, or  
other inquiries

## POPULATION HEALTH

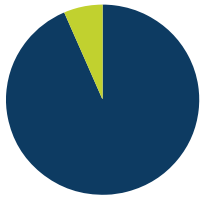
HCAM’s Population Health Program focuses on the health outcomes of the Baltimore City, Baltimore County, and Anne Arundel county residents, specifically addressing the determinants of health and the biological impact these determinants have on the sub-populations within these areas.

**Accountable Health Communities (AHC)**  
Through funding from the Center for Medicaid and Medicare Services (CMS) to address social determinants of health, The Baltimore City Health Department, in collaboration with HCAM, conducted systematic health-related social needs screenings of all beneficiaries in FY ’19.

The collaboration then made referrals to community delivery sites that may be able to address the identified health-related social needs. HCAM serves as the hub to coordinate and connect beneficiaries to community delivery sites through community service navigation.






**9** Community  
Delivery Sites



Conducted 783 screenings  
Of the total, **732** were  
eligible for navigation  
**4** health needs on  
average per screening

**TOP 3 SOCIAL NEEDS**

-  Mental Health
-  Food Insecurities
-  Financial Strain

**Returning Citizens HealthLink (RCHL)**  
In January 2019, in partnership with Corizon Health, HCAM was awarded a statewide contract to ensure that the vast majority of returning citizens would be enrolled in health insurance prior to release from prison or jail. HCAM hired 17 CAC’s (Certified Application Counselors) and embedded them across the statewide Department of Public Safety and Correctional Services Institutions.



**2,497**  
clients fielded



**2,131**  
insurance  
applications  
submitted



**2,035**  
insurance enrollments  
completed prior to release,  
**a success rate of 95%**



# HONORING A CHAMPION OF THE PEOPLE



(from left) Traci Kodeck, Elijah Cummings, Brent Howard, Dr. Joshua Sharfstein



Elijah Cummings and Traci Kodeck

On October 18, 2018, HealthCare Access Maryland dedicated our board room to Rep. Elijah Cummings for his tireless effort in passing the Affordable Care Act (ACA). The Open House was an opportunity for HCAM to showcase its new home at 1 N. Charles, as well as provide a tour of all of our programs. The open house was filled with over 50 partners and stakeholders, and most were moved to tears when Rep. Cummings gave his compassionate and humbled speech. This gesture was not one he took lightly, and we are honored to continue our mission in a room that embodies his spirit and tenacity. Almost one year to the day, on October 17, 2019, Rep. Elijah Cummings succumbed to his 25-year battle with cancer. Our city, state, and country lost a true advocate of the community.

As a five-term Congressman for the 7th Congressional District, Rep. Cummings supported multiple legislative issues that impacted the mission of HCAM. However, the single most important piece of legislation, The Patient Protection and Affordable Care Act (ACA) 2010, was defined by him as “the most important vote in my career.” The ACA focused on making health coverage affordable for millions of Americans, expanded Medicaid in 37 states including Maryland, and focused on improving the healthcare delivery system.

In 2013, with the creation of the Maryland Health Benefit Exchange, HCAM became a key Connector entity in the state, assisting consumers with navigating this new system. Every year, prior to the Open Enrollment period of November-December 15th, Congressman Cummings along with other elected officials, convened press conferences to encourage Marylanders to get covered. He was truly one of our most powerful partners.

**“Dance with the angels,” we will miss you alongside of us but know you will be watching over us.**

# SMALL GESTURES MAKE A BIG IMPACT



(from left) Dr. Joshua Sharfstein, Traci Kodeck, and Dr. Yngvild Olsen

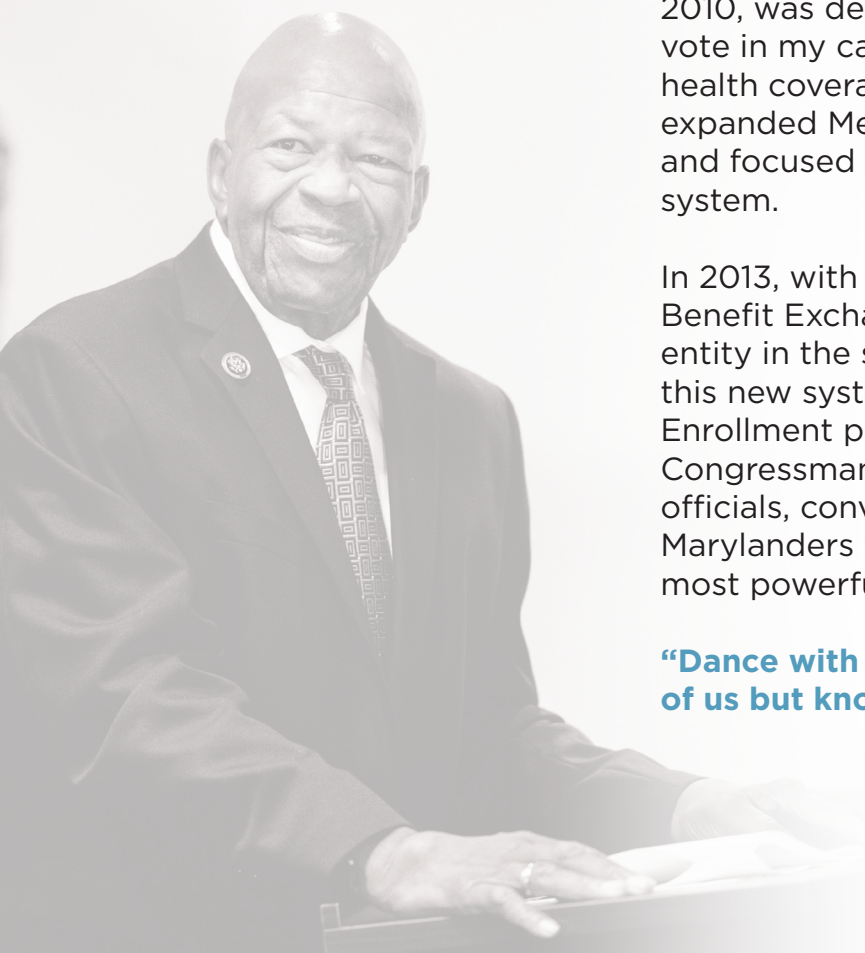
**“We were proud to support HCAM through our book sales because HCAM supports so many in need of assistance and treatment in the City of Baltimore and beyond.”**

**- Dr. Josh Sharfstein**

In 2006, Dr. Josh Sharfstein, serving as the Baltimore City Health Commissioner and HCAM Board Chair (under our previous name, Baltimore HealthCare Access), spearheaded an initiative to address the opioid epidemic across Baltimore City. The Baltimore Buprenorphine Initiative (BBI) was a collaboration with HCAM, The Baltimore City Health Department, and The Mosaic Group to connect individuals to treatment, care coordination services, and increase providers trained on medication assisted treatment. HCAM provided care coordination to thousands of clients for ten years to address this disease. This initiative strategically positioned HCAM as an important stakeholder in the fight against the opioid epidemic.

It’s a reality that the opioid epidemic has impacted all of us; either directly or indirectly. Dr. Sharfstein went on to write a book, *“The Opioid Epidemic: What Everyone Needs to Know”* alongside Dr. Yngvild Olsen.

Their commitment to combating this deadly disease is evident by their compassion, continued policy work, and ability to share their knowledge with all of us on how to turn the curve on this issue. HCAM was humbled to be the beneficiary of proceeds from the sale of the book at an event in Washington, D.C. We are deeply grateful for all Dr. Sharfstein and Dr. Yngvild Olson have done to impact this deadly disease.





# CELEBRATING WITH COMMUNITY CONNECTIONS



## HAPPY BIRTHDAY TO HCAM!

In April 2019, HCAM celebrated **22** years of connecting residents to health insurance and providing valuable care coordination services to Marylanders. One of several events that occurred throughout HCAM’s birthday month was our Howard County Industry Breakfast. Taking place at the Nonprofit Collaborative of Howard County, HCAM hosted over 75 “friends” to learn more about our mission, our impact, and how they can partner with HCAM in the future.



The event’s keynote speaker, Kimberly Prescott of Prescott HR, addressed a crowded room on her experience collaborating with HCAM and why she continues to support our mission. HCAM highlighted our Connector work across Howard County, hearing directly from those impacted by our services. A short video created by Zinnia Films shared HCAM’s influence connecting clients to care across Howard County and beyond. A huge success, HCAM will continue to host county specific events to highlight our work and identify new potential partners.



Our birthday month also included a **“Day of Giving”** on April 22nd that rallied the community to give back to HCAM.

Williams Asset Management served as our matching sponsor for the day and matched up to \$2,200 in donations.

**We surpassed our original goal and raised a total of \$4,700 to further HCAM’s mission and reach across Maryland.**



## EXPANDING OUR REACH

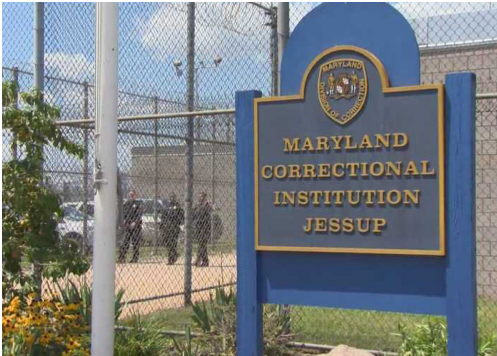
In January 2019, HealthCare Access Maryland was awarded a statewide contract to ensure that the vast majority of returning citizens would be enrolled in health insurance prior to release from jail or prison custody. HCAM hired 17 Certified Application Counselors (CACs) and embedded them across the statewide Department of Public Safety and Correctional Services system to establish the **Returning Citizens HealthLink** initiative. With the support of Corizon Health, HCAM established partnerships with all aspects of the multi-vendor reentry programs within all facilities, including the following:

- Medical Team
- Mental Health Team
- DPSCS Social Work
- DPSCS Substance Use Teams
- Custody Department

The program went live in March 2019 and saw over 600 inmates in the first four months. Staff completed 510 applications for health coverage for returning citizens prior to release. Many of the returning citizens that were enrolled in Medicaid have asked for other social determinants of health needs such as:

- 🏠 Housing
- 🍏 Food Assistance
- 💰 Employment
- ➕ Drug Treatment

**As proud and confident as we are with the enrollment numbers, HCAM recognizes the need to connect returning citizens for wrap around services within the community, and is eager to grow this program.**



# BUSINESS FOCUS

HCAM is honored to partner with a dynamic group of businesses and corporations. In 2019, a few stood out as leaders that went above and beyond to support our mission and give back. We thank you for your commitment to HCAM and look forward to our on-going partnership.



## London Disability

Scott S. London is the founder of London Disability. He has been a practicing attorney with The Law Office of Fred S. London P.C. since 1996. His practice areas include Medicaid Eligibility, Social Security Disability, and SSI Entitlement.



## M&T Charitable Foundation

The M&T Charitable Foundation strives to strengthen our communities by providing support for a diverse range of civic, cultural, health and human service organizations through grants, employee volunteerism and in-kind services.



## RCM&D

RCM&D is committed to protecting clients' financial, human and physical assets through a consultative process of collaboration, understanding, analysis and results. They combine a professional passion with vast expertise, access to critical industry resources and personal attention to deliver solutions individually tailored to each client's needs.



## SC&H Group

When SC&H Group opened its doors on August 16, 1991, it was with a mission to develop deeper and more productive relationships with clients, engage their employees, and forge close connections with communities where they conduct business.



## Terrapin Pharmacy

"Medication adherence is essential to achieving desired clinical outcomes, reducing health-related expenditures, and improving quality of life. At Terrapin Pharmacy, we ensure that patients receive the right medications in the right dosages at the right times—medication adherence is our mission™."



## TriBridge Partners, LLC

TriBridge Partners is a firm of specialists in Employee Benefits, Individual Insurance and Financial Planning, and Business Enterprise Planning. Their client focus is assisting professional organizations and closely-held businesses.



## Williams Asset Management

Williams Asset Management is a privately owned financial planning, advisory, and investment management firm located in Columbia, MD — the heart of Howard County. They provide comprehensive wealth management, financial planning, and fiduciary investment guidance to individuals, families, non-profits, and businesses throughout Maryland and beyond.



## Prescott HR

With expertise, candor, and respect, Prescott HR uncovers issues, outlines strategies, and delivers results for the challenging — and everyday — human resources matters that business leaders face. They help to align your "people" strategy with your business strategy so you can confidently focus on running your business.



## Priority One Staffing Services

Priority One Staffing Services is a local, woman-owned staffing company founded in 1995. They place skilled and vetted candidates in healthcare, administrative, financial, call center, and human resources positions with desirable employers.



## Hospital Support Services

HSS represents hospitals, healthcare systems, healthcare providers, and individuals. Their focus is on Medical Assistance and Social Security claims, with successes represented by thousands of people who have acquired healthcare and financial support...and scores of institutions that have received appropriate reimbursement for their services.



HealthCare Access Maryland would like to thank all of its funders and donors who supported our programs and services during the Fiscal Year of 2019.

We look forward to your continued support and collaboration.

HCAM FUNDERS *(through contracts or grants)*

Baltimore City Health Department  
Baltimore City Mayors Office of Homeless Services  
Behavioral Health System Baltimore  
Baltimore City Department of Social Services  
Corizon Health

Anne Arundel County Health Department  
Baltimore County Health Department  
St. Agnes Hospital  
West Baltimore Collaborative  
Maryland Health Benefit Exchange



CONTRIBUTORS

Abell Foundation  
Alex & Ani Towson Town Center  
Amazon Smile  
Anne Arundel Medical Center  
Annie E. Casey Foundation  
Jose Antonio Hernandez  
Arris Design  
Brian & Jamie Atlas  
Robert Atlas  
Baltimore Orioles  
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Thomas Bollyky  
Corinne Buckwalter  
Bunting Family Foundation  
Sonia Chessen  
James Childs  
Elizabeth Connolly  
William Corr  
Elizabeth Craig  
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Vanessa Daniel  
Sarah Dash  
DentaQuest Institute  
Samit Desai  
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Disability Support Services, Inc.  
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Laura Duran  
Maura Dwyer  
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Stacey Feagans  
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Sherri Thomas  
Alisica Thompson  
Ariana Torres  
TriBridge Partners  
Carl Tuerck  
United Way of Central Maryland  
UnitedHealthcare Community  
& State  
Tom Waldron  
Henry Waxman  
Monique Whitney  
Erin Wiatrowski  
Williams Asset Management








# FUNDING OPPORTUNITIES

## YOU CAN MAKE A DIFFERENCE FOR OUR COMMUNITY




### \$10,000

-  Provides case management and engagement services to locate **5** pregnant women, lost to care or unable to locate
-  Pays for **100** clients to receive prescription assistance for **6 months**
-  Pays for **465** clients to get enrolled in health insurance benefits




### \$2,500

-  Pays for **50** staff members to attend a professional development/core competency training course
-  Pays for **4** sessions of mindfulness training for a staff of **200**
-  Provides **100** vulnerable newborns with pacifiers, onesies, and formula assistance as part of the Safe Sleep Initiative




### \$500

-  Pays for **1,900** children in the MATCH program to receive an updated health passport at least **2** times a year
-  Provides staffing for **2** navigators to cover **6** outreach events and provide education on Medicaid and private health insurance coverage
-  Provides food such as soup, granola bars, bananas, and coffee for a month for our outreach team to engage and connect with street homeless clients.






### \$5,000

-  Pays for a family's rental assistance for **6-9 months**
-  Pays for **60** newborns to receive a pack-n-play and to have a safe place to sleep
-  Pays for bus fare for **800** clients for a **year**

### \$1,000

-  Pays for **1** staff member to have license/access to our case management and e-learning systems
-  Pays for **15** Returning Citizens HealthLink clients to receive their birth certificate and ID
-  Pays for **30** Lyft rides for clients to get to medical appointments/social service appointments/job interviews

### \$100

-  Provides Baby Basics books to **35** pregnant/parenting teens in the MATCH program
-  Covers postage for **100** foster case families to receive updated medical cards
-  Pays for incentive cards to engage **4** clients in services
-  Covers **one week** of outreach work in the Needle Exchange Program van
-  Covers cost of Information and Referral line staff for **8** calls



# BOARD OF DIRECTORS

## OFFICERS

**Board Chair**  
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Vice President Population  
Health, St. Agnes  
Healthcare

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Chris Maynard  
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Coaching and Consulting,  
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House of Delegates, MD General  
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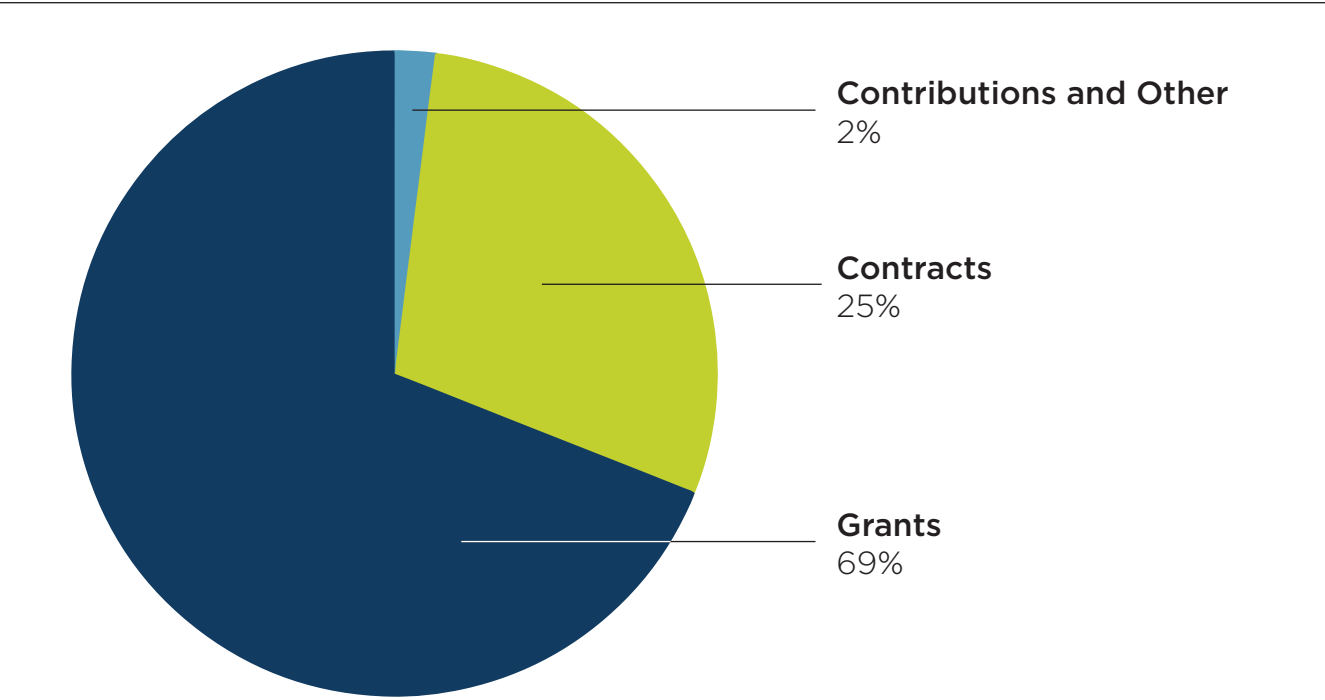
Loren Farquhar  
Executive Director, Public  
Relations and Marketing  
Anne Arundel Medical Center



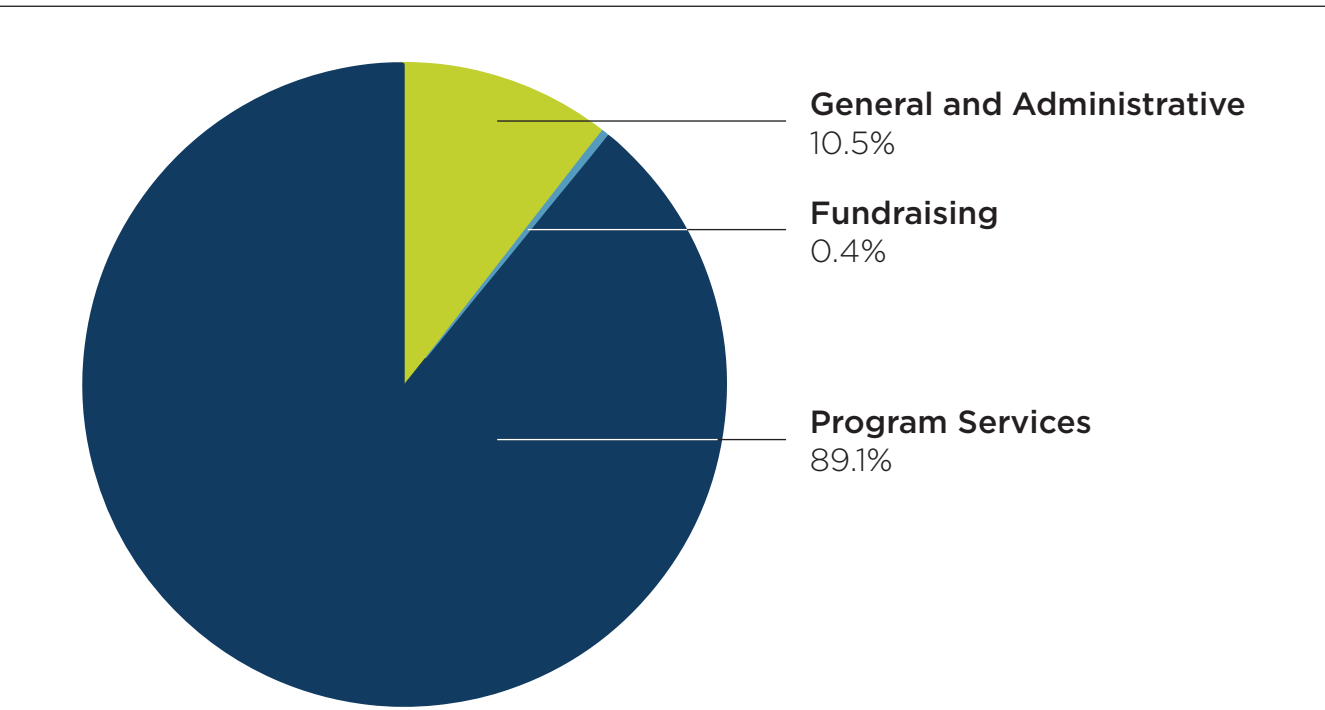
# FINANCIAL DATA

as of June 30, 2019 (audited)

Revenues - \$18,167,499



Operating Expenses - \$17,955,523







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