UNWAVERING COMMITMENT

2020 Annual Report





CEO MESSAGE

PPE. Social Distancing. Hand sanitizer. Homeschooling. Zoom fatigue.

In fiscal year 2020, these words became commonplace and synonymous with our public health work, as well as our personal lives. The accomplishments of HealthCare Access Maryland (HCAM) for the first nine months of the fiscal year are overshadowed by the COVID-19 pandemic and the turning point of March 16th, when HCAM transitioned to a complete telework environment.

From the time COVID was first identified in the U.S., we began planning for the possibility of widespread closures here in Maryland. We coordinated over 200 team members, addressed technology needs and office supplies, and communicated plans to our partners and clients. At no point did HCAM services cease operations and we remained "open" to support the health care needs of the community at the most pivotal time of our existence. The foundation community rallied around our needs guickly, ensuring we had the resources needed to make this transition. HCAM successfully outfitted our team members with over 80 laptops, hotspots, and printers to ensure they could continue to provide vital services to Maryland residents.

As I look back on the year, I struggle to recall a work environment prior to our pandemic. What I do recall are team members ensuring that clients received access to vital health coverage. Community Health Workers quickly identifying food pantries and donation sites to share with families in need. Social workers continuing to provide high quality care coordination to pregnant women in need of prenatal care. Registered nurses ensuring that foster children had access to prescriptions and mental health appointments.

HCAM's team never wavered in their dedication to providing health coverage and high-quality care coordination services to Maryland residents. I am humbled by our team's commitment to our mission.

We must also thank the foundation community for their commitment. Their generous support allowed HCAM not only to continue delivering our core services, but also to innovate and rapidly respond to the health emergency.

COVID-19 has not been eradicated, and we continue to see its spread disproportionately impact communities of color. The ongoing public health emergency makes clear how essential it is to address the disparities and social determinants of health for our community. As we continue our response, we do so with an unwavering commitment to our mission of ensuring all Marylanders have access to healthcare.

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Traci Kodeck, MPH CFO

DON'T TELL PEOPLE YOUR PLANS, SHOW **THEM YOUR RESULTS.**

OUR PROGRAMS

CARE COORDINATION

The Care Coordination Outreach workforce collaborates with the nine HealthChoice Managed Care Organizations (MCO), Baltimore hospitals, network providers, other HealthCare Access Maryland (HCAM) programs, and community partners across the region to ensure that Baltimore City residents have access to the Maryland Medicaid/ HealthChoice system.

The Care Coordination team helped **6,649** residents understand their health benefits, connect to essential health services/providers, and remove barriers to care.

Linked **3,296** pregnant/postpartum women to prenatal enhanced services, family planning, and dental care. **Connected 1,047 pregnant women and families to home visiting and parenting support programs.** Linked **2,468** newborns and children under the age of two to newborn/pediatric wellness. Handled **492** MCO requests to re-link Medicaid recipients to medical homes and MCO case management services.

CONNECTING

The Care Coordination program serves as the safety net for HealthChoice members by connecting them to key providers for services including mental health services, smoking cessation, housing, substance use treatment, medical transportation, and food security.



Made 1,833 referrals to key providers.



Conducted **3,484** community home visits.



Received **26,058** client telephone calls.

PROTECTING

Infant sleep-related deaths are one of the leading causes of infant death in Baltimore City, and 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.



Delivered 259 cribs to parents in need of a safe place for their baby to sleep.

ADVOCATING

Every Maryland Medicaid/ HealthChoice member deserves a champion advocate for their complex medical issues. HCAM's Community Ombudsman team works directly with the Maryland Department of Health (MDH) HealthChoice Enrollee Hotline and Nurse Resolvers to mediate and assist Baltimore City residents with access to care.

Resolved 996 requests for assistance that resulted in the delivery of medication, durable medical equipment, and timely specialty care appointments.



ELIGIBILITY

HealthCare Access Maryland's Eligibility Department serves as the Maryland Children's Health Program (MCHP) unit for Baltimore City, one of the largest of the twenty-four jurisdictions in Maryland. The Eligibility Department helps Maryland residents enroll in and renew their Medicaid insurance. HCAM's Eligibility team provided enrollment assistance for the following populations during FY '20:



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, ages 0-21, receive the health care they need.

Managed 2,531 cases and enrolled 686 new entrants.

MATCH case managed:

- 512 complex behavioral needs,
- 32 complex medical needs,
- **42** parenting youth and **19** pregnant youth.

COMPLEX CARE & SOCIAL NEEDS

The Complex Care and Social Needs programs work with the most vulnerable residents in Baltimore City, Baltimore County, and Anne Arundel County. Our team identifies and addresses social determinants of health to improve outcomes for our clients.

ACCOUNTABLE HEALTH COMMUNITIES (AHC)

Through funding from the Centers for Medicare and Medicaid Services (CMS) to address social determinants of health, Baltimore City Health Department, in collaboration with HCAM, conducted systematic health-related social needs screenings on **1,324** beneficiaries in FY '20.

The collaboration then made referrals to **10 community delivery sites** with plans to address the identified health-related social needs.





RETURNING CITIZENS HEALTHLINK (RCHL)

The RCHL program addresses one of the core social determinants of health needs: health insurance. The team of **17 Certified Application Counselors (CACs)** is embedded in Maryland State prisons and the Baltimore City Jail to provide face-to-face Medicaid enrollment with soon to be released returning citizens.



Worked with 3,453 clients, submitting 2,999 insurance applications.

Completed 2,667 enrollments prior to release, a success rate of 89%.

HERE2HELP HOTLINE

Baltimore City's Here2Help Hotline is a collaborative effort with Baltimore City Crisis Response (BCRI), Baltimore Child & Adolescent Response System (BCARS), Behavioral Health System Baltimore (BHSB), and HealthCare Access Maryland (HCAM), connecting Baltimore City residents with crisis services through BCRI and information and treatment referral services through HCAM. 6,590 calls received to the 24/7 Here2Help Hotline, resulting in:

- 246 substance use referrals
- 219 mental health referrals
- 513 behavioral health intake referrals
- 5,612 behavioral health resources

RECOVERY CARE SERVICES (RCS)

HCAM's Recovery Care Services division assists individuals as they transition to the recovery community by providing a connection to community/faith-based services and other human services organizations. The State Care Coordination team collaborated with over **50 treatment providers** to provide **1,817** residents of Anne Arundel County, Baltimore City, and Baltimore County with services and resources for the treatment of substance use disorders.



27 families were served in a 12-month Women & Children's Supportive Housing Project that provides services needed to complete outpatient substance use treatment. The program supports women who are in or who have completed treatment for a substance use disorder, and have custody of at least one child.



Provided 15 pregnant or postpartum women 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 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. Our **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.



Fielded 23,633 calls through the call center



Enrolled or renewed **29,630** individuals in health insurance - **20,047** in Medicaid and **9,583** in Qualified Health Plans (QHP)



Assisted **8,147** clients with technical issues, health insurance education, or other inquiries

UNWAVERING COMMITMENT

Coverage. Care. Connections. These three words are the pillars of HCAM's services. And when the COVID-19 pandemic hit, there was never a moment that our team wavered from ensuring Marylanders had access to coverage, coordinating care, and connecting our clients to vital community resources. Because of the rapid response of our staff team to implement teleworking operations, we remained "open" to provide health coverage and high-quality care coordination services to Maryland residents during this pivotal time.

CONTINUED ACCESS TO HEALTHCARE

As part of Maryland's efforts to prioritize health and safety in response to COVID-19, the Maryland Health Benefit Exchange opened a Special Enrollment Period on March 16th, 2020.

In April 2020, a contractual worker for the state of Maryland contacted us with an immediate need for health insurance. As COVID-19 spread throughout the state, she wanted the peace of mind of being covered in case she became ill. One of our Navigators walked her through each plan and educated her on the various options. Our client was able to complete the application and select her Qualified Health Plan. She felt empowered by the detailed information that was provided to help her select the right plan for her needs, and she was grateful for the opportunity to enroll in health insurance during the COVID-19 pandemic.

From the start of the Special Enrollment Period through the end of the fiscal year, HCAM's Connector Program helped **2,571** people enroll in health insurance coverage. HCAM continues to provide necessary access to health insurance benefits at the most critical time in our country's history.









Digital graphic created for community outreach during the pandemic



We are grateful for the urgent response of Maryland's foundation community. Support from these funders ensured community residents continue to receive high-quality care from HealthCare Access Maryland.

Abell Foundation Annie E. Casey Foundation Bernard Family Foundation Bunting Family Foundation France-Merrick Foundation Maryland Community Health Resources Commission Middendorf Foundation United Way of Central Maryland The Harry and Jeanette Weinberg Foundation

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PLANNING FOR THE FUTURE

On March 13th, 2020, HealthCare Access Maryland closed its physical doors to staff and clients. As we learned more about the deadly COVID-19 virus, we also began discussing how to return to work safely, all while delivering our services remotely.

Spearheaded by our Vice President of Operations, Elsie Goodwin, HCAM began identifying safety protocols, changes to the physical space, and materials that were needed to bring our team back to the offices. Utilizing the guidance of public health practice, CDC guidelines, and OSHA materials, HCAM compiled a comprehensive list of items that needed to be implemented prior to returning to work. This has guided our decision-making on safe return to work in our offices, as well as in collaborating with community-based partner sites where our team works with clients.

The foundation community rallied around the nonprofits providing vital community services, such as health insurance and food access, to support this unbudgeted emergency need. HCAM worked with local vendors to obtain personal protective equipment, hand sanitizer, and signage for our physical offices. We also worked with a local glass company to install plexiglass partitions in our client service areas to keep staff and clients safe.

Although HCAM has yet to return to the office, we are confident that our physical space and protocols will ensure the safety of all who step into HCAM offices to obtain services.



HCAM's Executive Team - a virtual meeting to celebrate HCAM's 23rd Birthday







SUPPORTING RETURNING CITIZENS THROUGH THE PANDEMIC

HealthCare Access Maryland's Returning Citizens HealthLink (RCHL) program supports individuals through the re-entry process by enrolling them in Medicaid. Now in its second year, the program's 17 Certified Application Counselors (CACs) are embedded statewide across the Maryland prison system to directly support soon to be released returning citizens.

During FY '20, the Returning Citizens HealthLink team engaged **3,453** clients. Of those clients, **2,999** were eligible for Medicaid enrollment, and **2,667** returning citizens received insurance coverage prior to release.

While we are proud of the program's impact, the COVID-19 pandemic limited our service reach in FY '20. Beginning in March 2020, HCAM's access to institutions was temporarily suspended to ensure the safety of the clients and staff. HCAM met with key stakeholders in May 2020 to prepare for return to the institutions. HCAM ensured that our team received appropriate PPE

and social distancing protocols were established. In addition, the RCHL team members are tested regularly for COVID-19, as required by the Department of Public Safety and Correctional Services.

HCAM is uniquely positioned to work with our partners Corizon Health and Maryland Department of Public Safety to assist returning citizens before they are released from custody. HCAM's staff connect clients to established partnerships with clinical delivery sites, workforce development partners, and behavioral health and substance use providers to facilitate a smooth re-entry.

In June 2020, the state prison system reached out to HCAM's Returning Citizens HealthLink program to assist Steven^{*}, who would soon be released from custody. Steven lives with multiple chronic diseases, takes six different medications, and had tested positive for COVID-19. He had nowhere to safely isolate while recovering from the virus.

Our team quickly connected with the Triage, Respite, and Isolation (TRI) Center at the Lord Baltimore Hotel in Baltimore City to ensure a seamless transition to isolation. HCAM worked with the prison medical team and the onsite clinical team at the TRI Center to walk Steven through the intake process.

HCAM deployed Matt Wagner, Community Health Worker (CHW), to meet Steven at the hotel. Matt talked with Steven about what additional resources he needed and learned that homelessness, food, and legal services were at the top of the list. Steven also needed help getting a state ID and a cell phone so he could follow through with appointments and connect with his sister.

Because Matt connected immediately with Steven, he was able to prevent him from getting lost in a complex system and potentially reoffending. Matt's assistance ensured that Steven got the information, connections, and resources he needed to successfully transition back into the community. After fourteen days of quarantine at the TRI Center, Steven moved into a safe living situation and has connected to many of the resources Matt provided. Matt continues to support Steven as needed and, to date, Steven has remained out of prison.

*Name changed to protect client privacy



Director of Complex Care & Social Needs. Ellen Rappaport







CRUCIAL DELIVERIES DURING COVID-19

HealthCare Access Maryland (HCAM) and B'more for Healthy Babies work in collaboration to keep all babies safe during sleep. Our Crib Assistance Program provides portable cribs and safe sleep education to pregnant and postpartum women in Baltimore City. HCAM's Safe Sleep Coordinators deliver a portable crib to Baltimore City residents in need of a safe place for every nap and every night's sleep for their baby.

When the COVID-19 pandemic hit, HCAM's Safe Sleep Coordinators quickly adjusted their protocols to adhere to new public safety requirements. In doing so, the team provided contact-free delivery of 48 portable cribs between April 1 and June 30 to eligible families. The Safe Sleep Coordinators delivered the portable cribs to the front doors of the client's home while wearing PPE and did not have any physical contact with the family. While the pandemic put a hold on in-home assessments, the team conducted all safe sleep education and care coordination to families over the phone.

It's clear that these services are needed to keep babies safe. In May 2020, the Safe Sleep Program received a referral to work with a 40-year-old woman, Patricia*, shortly after she delivered her newborn. Patricia, who lives with a behavioral health condition, had experienced a high-risk pregnancy with limited prenatal care, and her newborn required care in the hospital's NICU after delivery.

Patricia was concerned that she did not have a safe place for her infant to sleep. She shared with her Safe Sleep Coordinator, Cheriise McNamara, that she planned to co-sleep with her infant. Cheriise taught her about safe sleep practices and delivered a portable crib to her home the same day the baby came home from the hospital. Cheriise also made sure Patricia had resources to receive postpartum care, and for her baby to receive pediatric care.

This is just one of the 259 babies provided with a safe, portable crib during fiscal year 2020.

*Name changed to protect client privacy



LIVING THE MISSION

At HealthCare Access Maryland, our staff members work every day to help members of our community care for their health. In 2019, we established a Health & Wellness Committee to help ensure our staff are taking care of their own health needs.

In September, the committee hosted an all-day Health & Wellness Symposium for our 220+ staff. Committee members created an engaging and educational day that focused not just on physical health but also on the importance of mental health and financial wellness.

Hosted at The Lord Baltimore Hotel, staff started the day with a mindfulness session that provided strategies that could be used in the workplace or at home. Then staff attended breakout sessions on topics like nutrition, self-defense, homeownership, women's health, and family health. The mid-day lunch break included healthy food options and the opportunity to participate in chair yoga and Zumba.

It was a fun and engaging day for our staff, who gained new skills they can use in their everyday lives. The Health & Wellness Committee continues to lead initiatives to support the wellbeing of our staff, creating health and wellness challenges that encourage staff to stay physically active and mentally well.

"As HCAM staff are charged with helping some of Maryland's most vulnerable populations, it is a great feeling to know that we are employed at an agency that attends to your health and wellness. It lets you know that you matter and that you are more than just an employee. The Health & Wellness Symposium is just one example of how HCAM goes above and beyond for their staff!" - Jacqueline, HCAM staff member









Training and Leadership Development

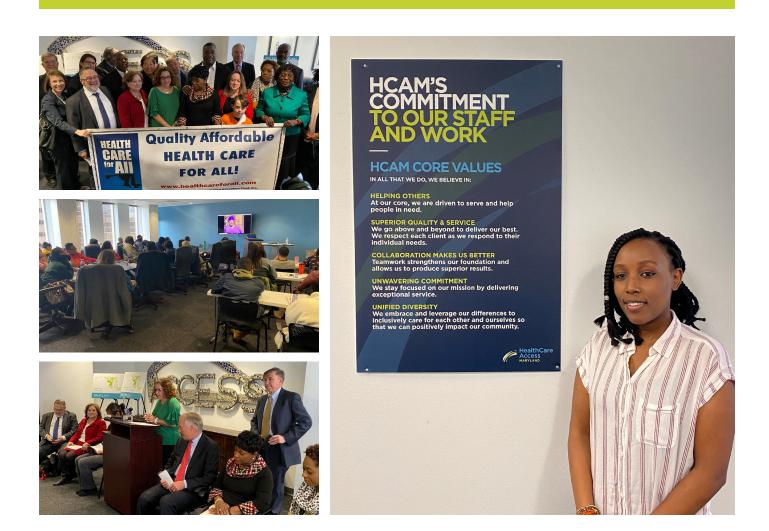
A long-recognized need for HealthCare Access Maryland came to fruition in FY '20 with the launch of the Training and Leadership Development effort, headed by the former Director of Behavioral Health Outreach Programs, Dudley Greer.

In FY '20, Dudley developed the framework of a training curriculum that covered the mandatory basics like HIPAA, Ethics, and Equal Opportunity training for all staff, as well as training for core competencies that support evidence-based practices. Those competencies include Trauma Informed Care, Motivational Interviewing, Stages of Change, as well as leadership core competencies of Coaching, Motivating and Training, Performance Management, Planning and

Organizational Effectiveness, Strategic Thinking, Change, and Innovation. Mental Health First Aid (MHFA), also a core competency, has historically been mandated as a live, 8-hour, inperson training. In FY '21, HCAM will be trained and certified to provide the new virtual MHFA training.

HCAM's new training curriculum, pushed out and tracked through PayCom, a cloud-based human capital management software, allows us to post customized trainings as well as share PayCom's library of training offerings with our staff. It allows us to schedule and track each individual staff member ensuring efficiencies not previously available.

During FY '20, HCAM staff members completed **1,739 training sessions.** Under Dudley's leadership, HCAM is committed to growing the capabilities and offerings of the Training and Leadership Development program, ensuring a professionally trained and motivated workforce.



GOOD HEALTH IS GOOD BUSINESS

Healthy communities and a healthy workforce are vital to the growth and success of businesses in our state. At HealthCare Access Maryland, we recognize that the business community is a crucial partner in advancing our mission to make Maryland a healthier place to live – and work. Businesses and their leaders play important roles in supporting their employees, fostering a culture of wellness, and investing in the health of the community.

Throughout 2020, HealthCare Access Maryland worked to expand and strengthen our business partnerships. We teamed up with Dinkel Business Development, LLC, a local business development advisory group, to create new ways to foster business engagement in community wellness.



BUSINESS ROUNDTABLES

Throughout the year, HealthCare Access Maryland brought together small groups of business leaders for roundtable discussions facilitated by CEO, Traci Kodeck. The roundtables are an opportunity to connect across industries, share challenges, and exchange ideas and insights for working together to build healthy workplaces and communities.



SPEAKER SERIES

In 2020, HealthCare Access Maryland launched the Speaker Series. This event series brings together business leaders and top health experts for engaging conversations about health issues impacting employees and communities. Featured speakers and panelists share insights and best practices into these issues.

SUPPORTING MARYLAND'S WORKFORCE THROUGH THE COVID-19 PANDEMIC



HealthCare Access Maryland responded to the needs of Maryland's workforce impacted by COVID-19. Our Connector team collaborated with the Maryland Department of Labor to deliver nine rapid response presentations between March and June to educate Marylanders who became unemployed as a result of the pandemic. We helped those who lost their employer-sponsored health insurance enroll in Medicaid or private insurance through Maryland Health Connection's Special Enrollment Period, and many of our programs connected individuals to food distribution, housing assistance, and other community resources.

SPREADING THE MISSION

During FY '20, HealthCare Access Maryland (HCAM) introduced the Speaker Series, a compilation of engaging conversations on issues that impact employee and community health. These events bring together health experts and top business leaders to discuss topics that address social issues, providing the opportunity for attendees to gain insights into effective health and wellness practices for Maryland businesses.

HCAM's first Speaker Series took place in February. Hosted at Gertrude's, more than 50 guests joined us to hear from Matthew Doherty, Consultant and former Executive Director of the U.S. Interagency Council on Homelessness. Doherty discussed how housing, health, and healthcare intersect, both in the challenges that people experiencing homelessness face, and in the most effective solutions communities need to implement.

Due to the COVID-19 pandemic, HCAM pivoted the events planned in the 2020 Speaker Series to a webinar format. Our first ever virtual Speaker Series took place in June 2020, welcoming an esteemed panel of business and community leaders, including Diana Ellis, Humanim; Bob Barry, Greene Turtle; Mick Arnold, Arnold Packaging Company; and Signe Pringle, Maryland Department of Commerce. The panelists explored topics including the immediate impact of COVID-19 on the workforce across various industries, how businesses are pivoting to address healthcare needs, and the future of the workforce in Maryland.



"The challenges of 2020 have included the COVID-19 pandemic's painful, devastating demonstration of how important being able to be safe within our homes is for our very health and lives. And how starkly inequitable access to housing, safety, and health – and life itself – is in our country. We must not allow ourselves to forget these lessons and reminders – and together we must tackle these inequities more purposefully and aggressively than ever before." - Matthew Doherty



HCAM FUNDERS (through contracts or grants)

Abell Foundation

Anne Arundel County Health Department Annie E. Casey Foundation Baltimore City Department of Social Services Baltimore City Health Department Baltimore City Mayor's Office of Homeless Services **Baltimore County Health Department** Behavioral Health System Baltimore **Bernard Family Foundation Bunting Family Foundation**

Center to Advance Consumer Partnership Corizon Health France-Merrick Foundation Maryland Community Health Resources Commission (MCHRC) Maryland Health Benefit Exchange Middendorf Foundation United Way of Central Maryland The Harry and Jeanette Weinberg Foundation West Baltimore Collaborative

HealthCare Access Maryland would like to thank all of its funders and donors who supported our programs and services during the Fiscal Year of 2020.

We look forward to your continued support and collaboration.









CONTRIBUTORS (supporters contributed \$100+)

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In 2020, COVID-19 brought to the forefront the many health disparities facing our community, especially the disproportionate impact of the pandemic on communities of color. We know there is much more work ahead.

HealthCare Access Maryland works every day to address inequities as we connect residents to insurance and help them navigate the health care system and supportive services. Here's a look at three upcoming initiatives that support our vision:

Diversity, Equity, and Inclusion

In alignment with our mission to remove barriers and improve health disparities, HCAM will develop and implement a comprehensive diversity, equity, and inclusion strategy in the year ahead. HCAM is committed to providing staff with tools, policies, and training to support their work, and ultimately improve how we serve our community.

Technology Infrastructure

Throughout the pandemic, we've seen first-hand the power of technology to expand access to healthcare. Building and enhancing our technology infrastructure is essential to our ability to connect with clients and deliver high-quality services.

Return to Work

The health and safety of our clients and staff is our utmost priority. We are continuously assessing the COVID-19 health emergency to develop a return to work strategy. We will put in place all the protective equipment needed to welcome our staff and clients back to our offices, when it is safe to do so.



TOGETHER, WE CAN DO SO MUCH MORE.

Your support strengthens our impact.



GIVE

by making a charitable donation or set up monthly giving. 100% of your contribution supports the individuals and communities we serve.



ATTEND

a virtual Speaker Series event to educate yourself about critical issues in healthcare facing Maryland communities, and understand the roles individuals and businesses can play in addressing them.



PARTNER

with us. Join our team of corporate partners to make an impact through event sponsorship opportunities.



FOLLOW

us on Facebook, Twitter, LinkedIn, and Instagram to stay up-to-date with our latest news and upcoming events.

Learn more about the impact of giving to HealthCare Access Maryland and ways to support our mission at www.healthcareaccessmaryland.org.





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HCAM Board of Directors Welcomes Alan Kaplan

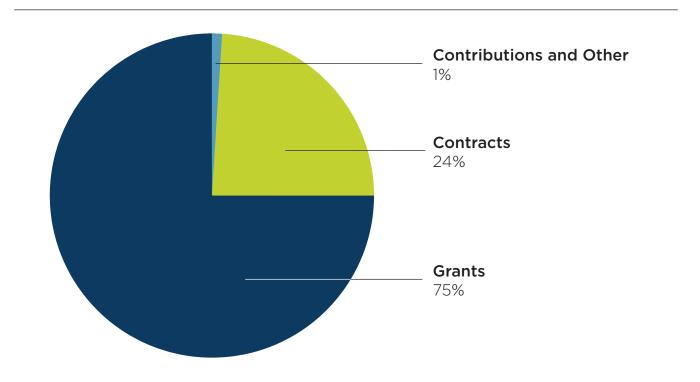
In April 2020, HCAM had the honor of welcoming Alan L. Kaplan, MD, MBA, as its newest Board Member.

Dr. Kaplan, a Physician at Washington, DC VA Medical Center and Assistant Professor at Georgetown University, is passionate about improving healthcare in underserved communities through better health policy, technology, and community-level work. He previously worked with Chesapeake Urology Associates before joining the VA Medical Center

in 2020. He also previously served as Medical Director of Clinical Integration at Martin Luther King Community Hospital in South Los Angeles, a tech-forward start up hospital dedicated to community uplift. He plans to continue this important work in Maryland, his new home state.

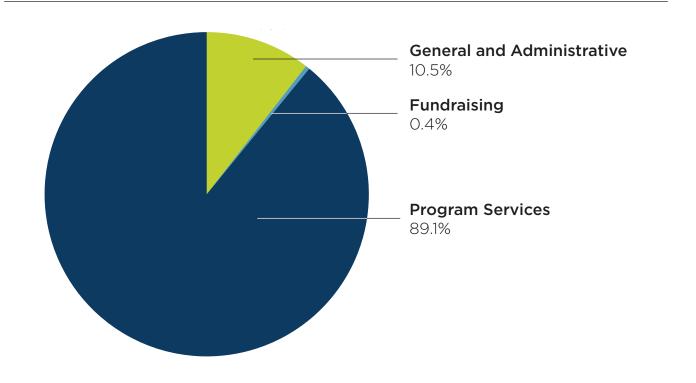
"Inequality in American healthcare has always been stark - an injustice laid bare by the current pandemic. Getting folks access to and coordinating care in vulnerable populations requires hard, community-level work that is essential in leveling the healthcare field. HCAM is the mortar between institutional healthcare bricks, and I am so excited to help in this important work." - Alan Kaplan, M.D., MBA





Revenues - \$17,165,645

Operating Expenses - \$17,087,154





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