



2021 ANNUAL REPORT

COMMUNITY

MAKING MARYLAND A BETTER PLACE TO LIVE



HealthCare
Access
MARYLAND

CEO MESSAGE



HCAM was established in 1997 to serve as the safety net for Medicaid recipients navigating the health care space. Although Maryland (and the United States) have made improvements to our health care system, ensuring equitable access still remains a key issue almost 25 years later. HCAM's role in helping Marylanders to access benefits and care became even more critical during the COVID-19 pandemic.

Through the challenges of the pandemic, HCAM rallied and found strength in our community. In August 2020, HCAM joined together with a community of partners to form Baltimore Health Corps, an innovative response to meeting the health needs of Baltimore residents during the public health and economic crises. HCAM took on a key role hiring and training Community Health Workers. The Baltimore Health Corps model not only responded to urgent health needs, but also put unemployed Baltimore City residents back to work to assist those impacted by COVID-19.

Community Health Workers served their neighbors by connecting them to vital social resources during a critical health crisis. Not only did we receive calls for masks and hand sanitizer, but also responded to families in need of food, energy assistance, housing assistance, and connection to COVID-19 test kits and vaccines.

As the pandemic has ebbed and flowed from quarantining to learning to live with this powerful virus, HCAM has been central to addressing these demands across our region.

Simultaneously, we felt the undercurrent of racial and ethnic disparities impacting our communities. HCAM's Diversity, Equity, and Inclusion (DEI) strategy and practices are vital to delivering on our mission to eliminate the health, social, and economic inequities we are witnessing. In our strategic planning and our day-to-day work providing services, we use an equity lens. As part of our commitment to implementing our DEI strategy, HCAM began the process of identifying funds for a Director of Training, Equity, and Inclusion and look forward to adding this important position to our team in 2022.

As we approach our 25th anniversary in the coming year, I can't help but think about the next 25 years of HCAM's service. We remain committed to our focus on health coverage, and our long-standing approach to addressing social determinants of health.

For now, we pause for a deep exhale. I am grateful for the health and safety of our 200+ team members, and for their commitment to the communities we serve. Whether telephonically, in Maryland's prisons, or at COVID-19 testing and vaccination clinics, our team is there to meet the needs of our community, day in and day out.

What could 2022 possibly bring that HCAM can't handle?

A handwritten signature in black ink, appearing to read "Traci Kodeck".

Traci Kodeck, MPH
CEO

BUILDING A HEALTHIER MARYLAND ONE CONNECTION AT A TIME

OUR PROGRAMS *Making Maryland a Healthier Place to Live*

INSURANCE PROGRAMS

Eligibility

The Eligibility unit established effective and efficient virtual operating procedures for telework, and implemented virtual training for new and current staff. These efforts resulted in the unit enrolling thousands of Maryland residents in Medicaid insurance and assisting with Health Choice enrollment for individuals to identify a dedicated health provider for future healthcare services.

Total clients served in FY'21:

82,222



1,522

pregnant and postpartum women



5,978

children



2,251

newborns



3,216

families were provided Medical Assistance

266 Medicaid recipients enrolled in Managed Care Organizations (MCO)

Connector

HCAM's Connector Program is a partnership with the Maryland Health Benefit Exchange. The Connector Program's main goal is to provide outreach and enrollment assistance to uninsured individuals, particularly individuals who have struggled to connect to or afford health coverage.



23,000

calls received



Scheduled

8,520

appointments



Participated in

63

outreach events



Enrolled

11,066

consumers into health coverage

CARE COORDINATION PROGRAMS

Care Coordination

Care Coordination increases connection to and awareness of vital community resources. Our team refers clients to community-based services that include parenting support, medical case management, behavioral health services, and nutrition counseling. The program continues to be recognized as the safety net for Baltimore City residents receiving close to 8,000 referrals each year.

During FY '21, the Safe Sleep services continued without interruption. The program remained operational, continuing to deliver cribs throughout the pandemic to pregnant and postpartum women. Safe Sleep Coordinators supported pregnant and postpartum women through telephonic and virtual education regarding family planning, postpartum care, and newborn safety. They also provided safe, curbside and contact-free delivery of cribs.



25,750

client outreach attempts completed



80%

of pregnant or postpartum women and newborns successfully outreached and provided with Care Coordination services



12

outreach events hosted by Community Health Advocates at Judy Centers



145

cribs delivered through the Sleep Safe program



During FY '21, the Care Coordination Program successfully launched a collaboration with Baltimore City Judy Centers. The HCAM/Judy Center Collaboration program engages pregnant and postpartum women who are considered to have significant medical or psychosocial risk showing difficulty to establish trust with providers and community supporters.

HCAM Community Health Advocates (CHA) are working with five Judy Centers: Cherry Hill, Harford Heights, Moravia Park, Arlington, and Curtis Bay. The CHA team recruits pregnant women and families in neighborhoods with significant disparities in birth outcomes and newborn wellness to participate in services. To ensure safety amid COVID-19, the CHA team participated in outdoor community events and hosted virtual learning sessions discussing topics like Safe Sleep, Nutrition, and Stress Management.



WHAT ARE SOCIAL DETERMINANTS OF HEALTH?

Social Determinants of Health are the conditions in the places where people live, learn, and work that can affect your health and quality of life. These include factors directly related to a person's health like access to a primary care doctor and health insurance coverage. It also includes determinants like a person's financial stability, employment, housing security, access to healthy foods, education, and living in a safe neighborhood.

HCAM believes that by addressing Social Determinants of Health we can not only improve an individual's and the community's health outcomes, but also advance health equity. This approach is embedded across our care coordination programs. Our team members complete screenings with each client to identify needs and then connect them to a network of resources.

Complex Care & Social Needs

The Complex Care & Social Needs department introduced an interagency referral program for social determinants of health needs within all programs, resulting in a more comprehensive level of client care. The Returning Citizens HealthLink (RCHL) team also began enrolling clients in Medicaid on the booking floor for those arrestees entering inside the jail who are rapidly released. This department also introduced the Returning Citizens Community Connections (RCCC), a new program funded by the Maryland Community Health Resources Commission. The program has hired a team of Community Health Workers to provide 60 days of care coordination services to returning citizens leaving Baltimore City's pretrial detention institutions. Returning citizens are supported in accessing Medicaid coverage, prescription medications, vital healthcare appointments, and other supportive services such as workforce development training, housing, transportation, and food.

RCHL enrolled over **1,566** clients in Medicaid with a **92%** success rate.

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 physical and behavioral health care they need. During FY '21, the program hired 20 additional staff members and maintained an employee retention rate greater than 90%. The program also established a Reproductive Health RN position to case manage and educate pregnant teen mothers and fathers, and those who may be at risk of a teen pregnancy.

In 2021, **1,889** children were case managed by MATCH, including:



542

newborn children to age 5



272

children with complex medical needs



505

children with complex behavioral health needs



83

pregnant teens and/or teen parents



Baltimore Health Corps

Baltimore is addressing the concurrent economic and public health crises caused by COVID-19 through a Community Health Worker (CHW) employment development initiative that has trained and employed hundreds of residents while supporting the city's emergency response.

At the height of the COVID-19 pandemic, HCAM became a lead partner in the Baltimore Health Corps initiative to address the social needs of Baltimore City residents impacted by COVID-19, hiring 43 people to assist with the response effort.

Assisted
4,000+
Baltimore City residents impacted by COVID-19

Assisted
2,362
clients with Amazon Food Boxes

Processed and distributed
1,701
COVID-19 Wellness Kits to Baltimore residents

3,000
resource bags assembled and provided to community members experiencing homelessness

Assisted clients in gaining access to
8,415
different social need resources



BALTIMORE HEALTH CORPS

UNIFYING HEALTH CARE IN BALTIMORE

The Baltimore Health Corps (BHC) was created in 2020 to help contain the spread of COVID-19 and to address the needs of vulnerable residents during the pandemic. BHC was established in partnership with the Mayor's Office of Employment Development (MOED), Baltimore City Health Department (BCHD), Baltimore Corps, HealthCare Access Maryland (HCAM), and a collaborative of funders.

This initiative is a first-of-its-kind model that provides equitable employment to trusted community members to conduct contact tracing and care coordination across Baltimore City. The Baltimore Health Corps trained and employed over 300 residents in a time of record unemployment, generating sustainable health career paths, and at the same time supported the city's public health response to COVID-19.

As a lead partner in the initiative, HCAM hired and engaged a team of 43 employees throughout the year, including Community Health Workers, Care Coordination Associates, Social Workers, Data Advocates, Program Supervisors, and an Administrative Assistant. Our Community Health Workers have been trained to support the needs of Baltimore City residents amid the dual public health and economic crisis, that include accessing food, enrolling in health insurance coverage, assisting with utility bills, isolating safely to prevent further spread of COVID-19.

HCAM established and managed a call center as a central place for community members to contact for assistance with and questions about COVID-19.

Additionally, Community Health Workers are involved in outreach efforts for COVID-19 testing and vaccinations, as well as the flu vaccine across the City.

INITIATIVES THAT HCAM COMMUNITY HEALTH WORKERS SUPPORTED:



Mobile Testing Site Initiative



Homeless Outreach Initiative - Education and COVID-19 vaccine registration at shelters and group homes before the vaccine events



Booking and Intake Center Testing Initiative -

Supporting individuals released from the City's Central Booking who tested positive for COVID-19 and experiencing homelessness



Baltimore Health Corps Internal Call Center - Fielding of COVID-19 phone calls from Baltimore City Health Department contact tracers and client self-referrals



COVID-19 Vaccination Initiative -

Assisting with seasonal housing vaccination clinics

Flu Initiative -

Assisting community members to get vaccinated against the flu

Trained Community Health Workers (CHW) manage the call center, taking calls from individuals who have been exposed to or tested positive for COVID-19. CHWs also connect individuals to a range of resources depending on the needs of the caller. These most commonly include resources to quarantine safely, to receive groceries or wellness kits (containing masks, Personal Protection Equipment kits, hand sanitizer, and thermometers), career services and workforce development training, and utility bill assistance. During the calls, community members are also screened for additional healthcare needs and connected to HCAM's health insurance navigators or other departments depending on the need.

Donna, a Baltimore City resident who was experiencing medical issues, called the Baltimore Health Corps Call Center because she was uninsured and needed assistance with trying to find medical care. She also needed food and other household items and was reaching out to see if HCAM could provide any of these basic needs for her. Donna reached Alexa at the Call Center, and shared, "Alexa was able to connect me to the resources that I needed. She was very courteous, kind, nice, tactful, and caring. Because of that, I connected to her immediately. To have someone that is courteous, professional, and helpful, and then on top of that, who is that caring, is rare these days. Overall, I had a really great experience with HCAM because of Alexa."



STORIES OF 2021



New Dad Benefits From Safe Sleep Program

In partnership with B'More for Healthy Babies, HCAM's Safe Sleep Program works with hundreds of Baltimore parents and family members welcoming a new baby every year. The program works to prevent sleep-related infant deaths and offers support during the early stages of a new baby's life by working with individuals who do not have a safe place for their baby to sleep. Safe Sleep

Coordinators are committed to the health and safety of our community, and during the pandemic continued providing contactless delivery of pack and plays and supplies.

HCAM Safe Sleep Coordinator, Jada, connected with a new dad, Mark*, through a referral made by the hospital where his baby was born. Mark learned he would be receiving custody of his newborn daughter on the day she was being discharged from the hospital, and needed support. He confided with Jada his worries about making the transition to parenthood and his inexperience but shared that he wanted to do everything to ensure his daughter was cared for and healthy.

While Mark had a crib for his daughter, he needed other baby supplies and services. Jada connected Mark to a home visiting program, referred him to the Judy Center – a center for early childhood education and family support – where he could gain additional assistance, and connected him to other local partners who could provide a car seat and other essential baby supplies. She also walked him through the ABCD's of safe sleep– Alone, Back, Crib, and Don't Smoke – the safest way for baby to sleep for every nap and every night.

**Name changed to protect client privacy*

Personal Attention Helps Client Understand Insurance Enrollment

HCAM's Connector Program is a partnership with the Maryland Health Benefit Exchange that provides virtual and in-person assistance to people enrolling in Medicaid or private health insurance through the state's marketplace, Maryland Health Connection.

This past fiscal year, HCAM's certified navigators continued to work virtually as they assisted individuals in enrolling in health insurance coverage. Even though HCAM's in person services were halted due to COVID-19, our navigators enrolled nearly 7,000 consumers into health insurance, ensuring that their well-visits, preventive services, and prescription medications were covered by their plan.

One of our consumers, Loretta*, came to HCAM due to a loss of health coverage with her employer and needed one-on-one assistance while enrolling in a new qualified health plan. Tanys, an HCAM certified navigator, had the opportunity to assist Loretta during this unexpected time. Tanys' role allowed for her to better explain the plan options and assist Loretta in understanding specific aspects of each plan, such as out-of-pocket costs and copayments for doctor's appointments. Loretta shared that, "Tanys was patient with me during the enrollment process. Health insurance plans are hard to understand but Tanys took the time to ensure that I understood the plan I was enrolling in to."



**Name changed to protect client privacy*

LIVING THE MISSION

HCAM's DEI Committee and ADR Vantage Partnership

In our mission to create health equity, HCAM is dedicated to fostering diversity, equity, and inclusion (DEI) across our work. Over the past year, HCAM has collaborated with ADR Vantage, a woman-owned consulting firm specializing in DEI assessments and planning, to deepen our commitment to diversity, equity, and inclusion. With ADR Vantage's support and facilitation, HCAM administrative, program, and board leaders and DEI Committee members developed a strategic plan for our DEI efforts. This planning process has led our organization to craft HCAM's first ever DEI Vision Statement. This vision statement is both reflective of HCAM's internal and external work, values, cultures, and goals. The strategic plan focuses on four areas.

AREAS OF FOCUS 2021-2023



Education



Communication



Workplace Culture



Staffing & Human Resources

DEI VISION STATEMENT:

To be regarded as a leader in equitable access to health care through policy and practices, and a workplace whose culture promotes diversity, values its team, and fosters inclusion.

CREATING SPACE FOR CONVERSATION

DEI Open Forums (July 2020)

In response to the acts of racism, violence and injustice against the Black community, HCAM convened open forums in July 2020. The goal of the forums was to provide space for team members to share, listen, and support one another.

DiversiTEAs (May 4th, 2021 / May 26th, 2021 / June 29th, 2021)

HCAM staff members had the opportunity to participate in three focused DEI discussion sessions facilitated by our partners at ADR Vantage. These sessions provided the space for HCAM staff members to share their thoughts and feelings on DEI topics, including racial injustice, generational differences, and parenting during a pandemic.



UNIFYING OUR COMMUNITY

HCAM's 2.4 mile Birthday Walk/Run

In April 2021, HCAM celebrated 24 years of service to the Maryland community. 24 years of educating the community about health insurance benefits. 24 years of navigating healthcare and social service systems. 24 years of making Maryland healthier.

To celebrate this milestone, HCAM organized a 2.4 mile virtual walk/run for community members, supporters, partners, Board of Directors, and staff members to participate in during the last week of April. Participants who supported HCAM with a gift of \$25 or more received a commemorative HCAM 24th birthday t-shirt. The week-long virtual event was a success, with nearly 200 individuals participating. HCAM raised \$12,600 and gained new corporate partners through the event, all while having fun and celebrating HCAM's success and growth in Maryland.

"Participating in HCAM's virtual walk/run for the 24th birthday celebration was very rewarding because it was an escape during the quarantine. It was an honor to join this event and it is a privilege to be a part of this company that has been helping the community for 24 years."

- Miriam D., HCAM staff member



Giving Tuesday

On Tuesday, December 1st, HCAM participated in Giving Tuesday, a global day of giving that encourages people to give back to their communities.

Amid the pandemic as our community practiced social-distancing, HCAM hosted a virtual "Home for the Holidays." Local historian and storyteller, Jeff Bejma, led supporters in making holiday cocktails and mocktails. Individuals that made a donation of \$30 or more were invited to attend the virtual event, which was broadcasted live from Spirits of Mt. Vernon, and followed along as they learned to make festive holiday drinks.

HCAM raised nearly \$11,000 and had eight sponsors support the event. Funds raised for Giving Tuesday came at a critical time, as HCAM responded to the COVID-19 pandemic and addressed the disparities that persist in our healthcare system.



SPEAKER SERIES

Established in 2020, HCAM's Speaker Series was created to bring together health experts with business and community leaders for engaging conversations on issues that impact Maryland's health. This forum offers our supporters the opportunity to gather, connect, and gain insights into effective health and wellness practices.

In spring 2021, HCAM presented a three-part Speaker Series "Re-thinking Mental Health." The prevalence of mental health challenges amid the COVID-19 pandemic has had significant effects on mental health and the ways that people are accessing behavioral health care. Kaiser Family Foundation, a nonprofit dedicated to filling the need for trusted information on national health issues, found that during the COVID-19 pandemic, four out of ten adults in the United States reported symptoms of anxiety or depressive disorder. This is a significant increase compared to January through June 2019, when one out of ten adults reported these symptoms.

HCAM introduced this series to have critical conversations about mental health and the important role businesses must play in supporting their employees' well-being. The three events in the "Re-thinking Mental Health" Series addressed the mental health issues affecting Maryland's essential workforce, communities of color, and working families. In each session, an expert panel shared insights into practices for effectively supporting employee mental health, reducing the stigma that surrounds mental health issues, and encouraging employees to seek help when needed.

2021 Speaker Series panelists



HCAM AT WORK

Givhero

In July 2020, HealthCare Access Maryland (HCAM) adopted a new program centered around health and wellness for its staff members. Givhero is an employee benefit that is focused on wellness, aims to boost both morale and organizational culture, and increase employee productivity. Givhero allows staff members to participate in friendly competitions against each other in individual and team-based health and wellness challenges.



Over the past year, HCAM has completed four Givhero challenges, ranging from active minute challenges to total step challenges, with a total of 126 HCAM staff members participating. Our organization has found that having this opportunity for staff members to participate in health and wellness challenges has allowed them to take time to practice self-care, work on their individual health goals, and bond as a group.

Luis B., a Certified Navigator with HCAM's Connector program, shares some insight on Givhero and why he participates: "I always enjoy the HCAM Givhero challenges. I like that HCAM provides us with these types of challenges because it helps me physically and mentally stay active. I appreciate HCAM showing that they care about their employees. The best part is that as a competitor, it keeps me motivated for myself and for my team to stay at the number one spot. I can't wait for the next Givhero challenge and to see my name or my team's name on top again!"

Adopting and implementing Givhero within HCAM directly reflects the importance that our organization puts on our employees' health and wellness. We look forward to continuing our partnership with Givhero, which creates the space for our employees to participate in quarterly health and wellness challenges.

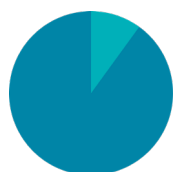
July 1, 2020 - June 30, 2021 Givhero Statistics

 **4** challenges

 **126** staff members participated

10,176,850 steps taken over **2 challenges**

174,198 active minutes over **2 challenges**



More than 90% of the participants achieved the daily steps and activity goals during the challenge

HEALTHCARE ACCESS MARYLAND'S BOARD OF DIRECTORS

provides strategic direction and guidance to advance our mission. The Board of Directors is comprised of dedicated business and community leaders from a range of industries, including healthcare, finance, and law. The Board has a total of 21 director positions, and board members may serve a term of up to four consecutive years.

In fiscal year 2021, the Board of Directors welcomed eight new members. The newest members bring valuable experience and skills in business, human resources, higher education, and technology. HCAM has been focused on expanding the diversity of our Board of Directors by race, geography, and professional experience. We are honored to have these individuals who are committed to and passionate about improving health disparities join us in serving Maryland's communities.

BOARD OF DIRECTORS (* indicates new board member)

Officers

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General Manager, The Lord Baltimore
Hotel

Leslie Lyles Smith
Executive Director and Vice President
Operations, MedStar Family Choice - DC

***Nico Washington**
Chief Financial Officer, Agnes Irwin
School

HCAM FUNDERS (through contracts or grants)

Anne Arundel County Health Department
Baltimore City Department of Social Services
Baltimore City Health Department
Baltimore County Health Department
Behavioral Health System Baltimore
Bunting Family Foundation

Corizon Health
Mary Catherine Bunting Foundation
Maryland Community Health Resource Commission
Maryland Department of Housing and Community Development
Maryland Health Resources Commission

HealthCare Access Maryland would like to thank all of its funders and donors who supported our programs and services during the Fiscal Year of 2021.

We look forward to your continued support and collaboration.

INDIVIDUAL AND CORPORATE CONTRIBUTORS (supporters contributed \$100+)

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Anago of Baltimore
Anonymous
Antwerpen Volkswagen
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Evelyn Wood
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TOGETHER, WE CAN CREATE A HEALTHIER MARYLAND

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.



RUN

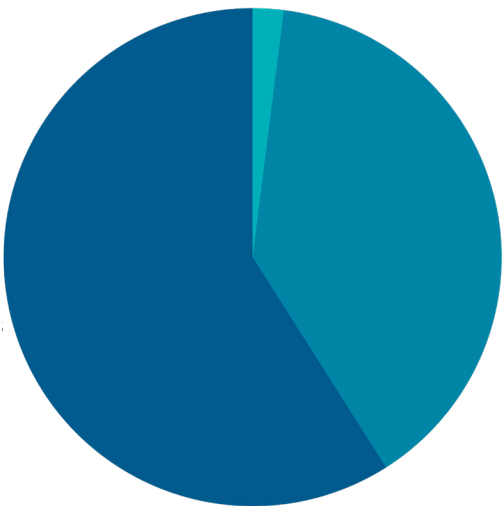
(or walk!) with us in HCAM's inaugural 5K For the Health of It! event on April 30, 2022. Your support honors our 25th anniversary, brings awareness to our mission, and raises critical funds for our programs.

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

FINANCIALS

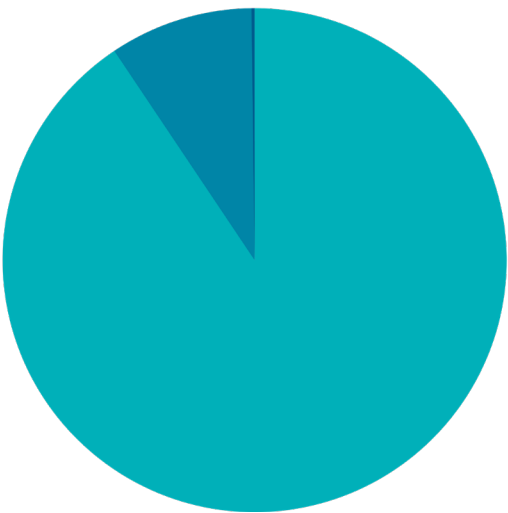
as of June 2021
(audited)

Revenues - \$19,706,638



- Contributions and Other
2%
- Contracts
39%
- Grants
59%

Operating Expenses - \$19,289,899



- Program Services
90.6%
- General and Administrative
9.2%
- Fundraising
0.2%
- (Unlabeled)
0.2%



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