

# PROUD PAST VITAL FUTURE



# CEO MESSAGE

Over two decades ago, I first walked into HealthCare Access Maryland's (HCAM) office at 201 E. Baltimore Street in early spring of 2000 to interview for the position of Perinatal Family Planning Liaison/Ombudsman. I recall, distinctly, my interview with then-President, William Sciarillo, and Co-Directors of the Care Coordination Unit, Kathy Westcoat (who would be my direct supervisor and later become HCAM's President) and Lynell Medley (now HCAM's Vice-President, Programs). It was my first interview out of graduate school, and I was unsure of the journey in front of me.

The position offered me the opportunity to work for a new and unique nonprofit, Baltimore Health Care Access (BHCA). I packed up my belongings from Beaufort, South Carolina, to move home to Baltimore and take on this exciting role.

BHCA was created in 1997 with two foundational programs: Medicaid Eligibility and Care Coordination. In its earliest years, BHCA focused on enrolling individuals in health insurance. At the time, the paper application was ten pages, with no electronic version! The Care Coordination Unit supported individuals with Medicaid coverage to navigate the health care system, Medicaid's managed care system, and supportive services, such as Women, Infant, and Children (WIC) and Home Visiting.

In the early years, our small staff consisted of about 40 people. I knew everyone's name, their children's and grandchildren's names. We celebrated life milestones together and mourned senseless acts of violence against Baltimore City residents.

Health insurance is a central component of our work and a key to reducing health disparities. However, as an organization, we recognized early on that it is only one piece of increasing access to care and improving outcomes. In order to help people and our communities become healthier, we had to address the contributing economic and social factors affecting their health and well-being.

What we then termed "wrap-around services" are now widely known as Social Determinants of Health. BHCA was created as a "boots on the ground" grassroots team that worked with residents in their communities to remove barriers to care, such as transportation and food access. Our team has been addressing health-related social needs before the term Social Determinants of Health was adopted by multiple health care systems.

Fast forward 25 years and I can't believe the progress we have made as an organization. There have been many transformational moments that have led us to where we are today as an organization that proudly serves over 80,000 individuals every year. Changing our name in 2011 to HealthCare Access Maryland, reflecting the statewide impact of our mission, truly set us up for success. The creation of the Maryland Health Benefit Exchange resulting from the Affordable Care Act, and HCAM's role as a Connector Entity was transformational in our organization's growth. We now provide health insurance navigation services throughout Baltimore City, and Baltimore, Anne Arundel, Howard, Frederick, and Carroll counties. The creation of the Making All the Children Healthy (MATCH) program in 2008 met a vital need of ensuring that all Baltimore City foster care children receive medical, behavioral, and dental care. Most recently, our partnership with the Maryland Department of Public Safety and Correctional Services has allowed HCAM to assist returning citizens to enroll in Medicaid benefits.

I am proud of all that HealthCare Access Maryland has accomplished over the past 25 years. However, our work is not anywhere close to being done. We will continue to provide essential health insurance enrollment and care coordination services. We will be advocates for those battling with behavioral health crises, those returning to the community from prison, and every parent and newborn until all Marylanders have equal access to care and face no health disparities. Our mission is vital to the future of Maryland.



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

Traci Kodek, MPH  
CEO

# THEN & NOW

## 25 Transformational Moments in HCAM's History

**1997**

Baltimore HealthCare Access (original name) is founded and establishes two core functions: Eligibility and Care Coordination/Ombudsman Services due to a change in the Medicaid model.

**2000**

Awarded funding from the Robert Wood Johnson Foundation for three years to enroll children in Baltimore City Schools into public health insurance programs.

**2004**

The Maternal Infant Health Improvement Project is established to outreach to pregnant people in Baltimore City who are referred by their OBGYN after completing a prenatal risk assessment. The program serves approximately 6,000 individuals each year.

**2008**

The Making All the Children Healthy (MATCH) program is established to provide coordination of medical assistance benefits and health care coordination for every child connected with the Baltimore City Department of Social Services foster care system.

**2009**

HCAM becomes a Core Implementing Team Partner for the B'More for Healthy Babies initiative. HCAM develops a Centralized Intake process aimed at improving maternal health outcomes, reducing infant mortality, and supporting families to raise healthy children.

**2010**

The Affordable Care Act is passed, increasing health insurance coverage, accessibility, and affordability.

**2011**

The organization's name changes from Baltimore Healthcare Access to HealthCare Access Maryland (HCAM).

**2013**

HCAM is selected as the Connector entity by the Maryland Health Benefit Exchange for Maryland's Central region. HCAM team members provide outreach and navigation assistance for Marylanders enrolling in the new state insurance marketplace.

**2016**

HCAM joins together with Baltimore Crisis Response, Inc and Behavioral Health System Baltimore to create the Crisis, Information, and Referral Line, which connects Baltimore residents to behavioral health treatment. Today, the line is known simply as the "Here2Help Hotline."

**2017**

HCAM receives a contract to expand the Connector program services in the Midwest jurisdiction, including Howard, Frederick, and Carroll Counties.

**2018**

HCAM creates a Diversity & Inclusion Committee for its staff members.

HCAM moves its headquarters to 1 North Charles Street in downtown Baltimore City.

HCAM dedicates its board room at its headquarters to the Honorable Congressman Elijah E. Cummings.

HCAM's Eligibility department collaborates with the Department of Public Safety and Correctional Services to enroll returning citizens in Medicaid benefits prior to release. Eligibility team members additionally provide outreach and enrollment services to returning citizens at parole and probation sites across Baltimore City.

**2019**

HCAM creates the Speaker Series, a forum that brings together our supporters and partners to connect and discuss important health issues impacting our communities and state.

HCAM expands Medicaid enrollment services for returning citizens statewide in collaboration with the state correctional institutions and Corizon Health.

**2020**

The MATCH Program expands the administrative roles and services to families that achieve reunification goals.

HCAM hires its first Director of Development & Major Giving to expand its giving program.

HCAM joins the Baltimore Health Corps initiative as a lead partner. HCAM hired Community Health Workers to coordinate care and supportive services for Baltimore City residents affected by COVID-19. The program operated for two years of the public health emergency, and additionally supported vaccination outreach beginning in 2021.

**2020 - 2021**

HCAM hires **117** employees virtually in the height of the COVID-19 pandemic.

**2021**

In collaboration with ADR Vantage, HCAM develops a Diversity, Equity, & Inclusion (DEI) Strategic Plan based on staff feedback and needs, and crafts a DEI Vision Statement to guide our continuing journey towards a more diverse, equitable, and inclusive future.

HCAM hires its first Director of Training, Equity, & Inclusion to expand its training curriculum and focus on Diversity, Equity, & Inclusion.

HCAM receives a capacity-building grant from a local foundation to improve the organization's cybersecurity systems. The technology infrastructure enhancements additionally support HCAM's hybrid operations model.

**2022**

HCAM partners with ADR Vantage to provide DEI Essentials training to all team members and DEI Cultural Agility for Leaders Series training for all members of management.

HCAM holds its inaugural 5K For the Health of It!, a signature fundraising event.

# THEN & NOW | CEO REFLECTIONS



**Traci Kodeck**

*2015-present*

“As the fourth CEO over the 25-year history of HCAM, I am honored to continue to serve the community and staff of HCAM. HCAM continues to implement its mission within the health care space serving as a key stakeholder of addressing social determinants of health and health insurance enrollment, roles we have focused on since the inception of the organization in 1997. We look forward to working with our new Governor Elect, Wes Moore, and his state team to improve health disparities and health inequities and increase the volume and training of the health care workforce.”



**Kathy Westcoat**

*2005-2015*

“HCAM has always played an important role in the State of Maryland to ensure Maryland residents have access to high quality, affordable health care. During my tenure, the passage of the Affordable Care Act in 2010 led HCAM to securing the largest health care navigator grant in the state. This grant allowed HCAM to go beyond the walls of Baltimore City to have a state-wide footprint where tens of thousands of Maryland residents were linked to health care through the Medicaid expansion. The heightened visibility for HCAM led to a re-branding campaign where new mission/vision/guiding principles and logo were launched. It was also during this time that we expanded our case management services to a variety of new locations (drug treatment centers, jails, foster care system) to assist the most vulnerable populations. HCAM’s nimbleness and effectiveness drew in State, local and philanthropic funding to make new programming possible. There is no doubt that my most rewarding professional years took place at this wonderful organization!”



**Steven Rubio**

*1990-2005*

“I was fortunate to be with HCAM in the beginning, to lay the foundation of an organization that has endured for 25 years. HCAM’s collective willingness to persevere is a testimony to its success in touching the lives of so many of Maryland’s families, friends, and neighbors who desire access to health care.”

# PROGRAMS

## MATCH

Through Making All the Children Healthy (MATCH), HCAM provides health care coordination, education, and advocacy services to ensure Baltimore City children ages 0-21 in foster care receive the physical and behavioral health care they need.

### REUNITING FAMILIES

During FY '22, MATCH Reunification Liaisons connected with and provided resources to 210 biological and adoptive families of children ages 0-21 transitioning from foster care. These families are connected to all needed medical and behavioral health resources and provided education on maintaining the health needs of the children to prevent a return to the foster care system.

in 2022, HCAM assisted **1,648** total youth in foster care.

**158** Youth with complex medical needs

**42** Youth with pregnancy or parenting needs

**459** Youth with complex behavioral health needs



## HEALTH INSURANCE

### Eligibility Enrollment in FY '22

HCAM's Eligibility department serves as the Medicaid Unit for the Baltimore City Health Department to assist consumers with applying for Medicaid health coverage. This program serves as one of our legacy programs and has been assisting consumers with navigating health insurance enrollment, reapplications, and selecting a Managed Care Organization (MCO) since 1997.

### ELIGIBILITY ENROLLMENT IN FY '22:

- 6,280** children
- 2,886** newborns
- 2,480** pregnant and post-partum women
- 3,193** medical assistance for families

### NAVIGATING HEALTH INSURANCE

During FY '22, the program referred **2,886** to HCAM's Care Coordination Eligibility Program for outreach, education, and connection to vital community resources and home visiting services. Staff also assisted with 304 Parole and Probation (P&P) referrals to ensure returning citizens get connected to Medicaid benefits and enrolled **100+** individuals into Community Health Access Program (CHAP) whom were not eligible for Medicaid or a Qualified Health Plan.

### Connector

HCAM's Connector program is a partnership with the Maryland Health Benefit Exchange that provides outreach and enrollment assistance to uninsured individuals in the Central and Midwest Regions, particularly individuals who have struggled to connect to or afford health coverage. Our certified navigators are the application experts who help Maryland residents compare, apply for, and enroll in affordable health coverage through our state-based marketplace, while our outreach specialists focus on connecting with people in order to connect them with health care.

### UNCOVERING ACCESS TO AFFORDABLE COVERAGE

During FY '22, the Connector Program contributed to a **10%** increase in enrollments throughout the state, continuing its success across six jurisdictions during the COVID-19 Public Health Emergency.

Assisted Marylanders residing in **22** counties

**41%** of consumers assisted were referred by community partners and state agencies

**32%** of consumers were Spanish speakers



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# POPULATION HEALTH

## Care Coordination Program

The Care Coordination Program (CCP) is an outreach program that provides short-term care coordination services to Baltimore City residents. The program assists Medicaid/HealthChoice eligible beneficiaries in accessing and using their Medicaid benefits. The program also links clients to Maryland's Managed Care Program, HealthChoice, and educates clients about health benefits and works to improve birth outcomes in Baltimore City with prenatal outreach strategies.

Completed **8,149** referrals from Medicaid providers and hospitals, connecting **75%** to Managed Care benefits, case management, and services.

Assisted **1,200+** pregnant and postpartum families to parenting support and home visiting, delivered **261** portable cribs, and hosted **21** community ACE (Adverse Childhood Experiences) awareness events.

Created the **Bilingual Outreach Team** in response to the growing and diverse client population in Baltimore.

## Complex Care & Social Needs

The Complex Care & Social Needs programs collaborate with individuals in community settings such as Emergency Departments, prisons and jails, and recovery treatment programs who need assistance with behavioral health and other social determinants of health challenges to ultimately empower them for a positive outcome.

## EMPOWERING VULNERABLE CITIZENS

The Returning Citizens HealthLink (RCHL) program identified and triaged over 3,500 inmates for Maryland Medicaid Eligibility during FY '22.

**2,474** applications processed  
- a **45%** increase vs FY '21

During the first year in operation in FY '22, the **Returning Citizens Community Connections (RCCC)** team successfully served 236 returning citizens. Unique to this project, clients are assessed by a Community Health Worker in the prison prior to release and then connect with their Community Health Worker within 36 hours post-release into the community.

The **Accountable Health Communities (AHC)** program, a Baltimore City-wide project led by HCAM, in partnership with the Baltimore City Health Department and hospitals, works to reduce utilization of Emergency Departments by diverting high utilizers to community resources and linking them to appropriate services that address their social determinants of health.

Coordinated with **12** clinical delivery sites across Baltimore

Screened **3,363** individuals resulting in **7,189** referrals to support social needs

Top five needs: **Housing, Food, Financial Support, Mental Health, and Transportation**

## BEHAVIORAL HEALTH

The **Recovery Care Services (RCS)** team achieved a **75%** conversion rate from referral into enrollment for State Care Coordination services. Close to **50%** received approval for recovery housing. Over **2,000** referrals for mental health, peer support, and medical services were initiated over FY '22.

The **Here2Help Hotline** screened **2,694** Baltimore callers for crisis intervention or assistance with mental health and/or substance use. **70%** of individuals provided with an appointment to see a behavioral health provider kept their appointment.



# ADVANCING HEALTHCARE IN MARYLAND

## DEFINING SOCIAL DETERMINANTS OF HEALTH

Social Determinants of Health are the conditions in which people are born, grow, live, work, and age, that affect a wide range of health risks and outcomes. Simply put, Social Determinants of Health are the non-medical factors that influence health outcomes. 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 recognizes that addressing Social Determinants of Health is critical to providing the most equitable care to our clients.

**For 25 years, HealthCare Access Maryland's services have been rooted in advancing healthcare by addressing our clients' Social Determinants of Health.**

Embedded across all HCAM outreach and care coordination programs, our team members screen clients for Social Determinants of Health needs and connect them to resources addressing those needs. This includes referrals within our agency, such as connecting uninsured clients to enrollment services or supporting pregnant clients through a home visiting program and safe infant sleep education. Through community partnerships and collaborations, HCAM also provides referrals and linkages to important resources such as food pantries and food box delivery, and transportation to health appointments. We believe this strategy is essential to assisting marginalized and underserved communities in Maryland to overcome barriers and access needed health care and social services.

Through all HCAM programs this past fiscal year, there was a continuous piece that linked everything together: the drive to advance healthcare in Maryland. Whether through the development of a new program, a new community partner collaboration, or our staff members going above and beyond to serve the clients they work with, it is evident in our program outcomes and client impact stories that we have made great progress in advancing healthcare in Maryland.



## SOCIAL DETERMINANTS OF HEALTH

# HCAM STAFF MEMBERS RECEIVE COMMUNITY HEALTH WORK CERTIFICATIONS

Community Health Workers (CHWs) are frontline public health advocates that understand the community they serve, bridging a gap between health and social services to increase health knowledge, access to care, and support community members to manage health issues. CHWs are trained in the core competency strategies of cultural competency, ethics and confidentiality, health literacy, health promotion, outreach methods, social change, community capacity building, and effective communication.

During FY '22, over 30 HCAM staff members earned Community Health Worker Certifications. Charlene Davis, a Community Ombudsman in HCAM's Care Coordination Program, has held her CHW certification since 2020. Charlene works to resolve issues and complaints related to Medicaid benefits, while also offering care coordination to her clients. Having her certification has allowed Charlene to go above and beyond to serve the individuals she works with and ensure they receive the care that they deserve. Charlene shared that having this certification allows her to be more of an asset to the clients she works with.

***“Building upon my experience in community health and my role as a Community Ombudsman at HCAM, obtaining the Community Health Worker Certification has allowed me to provide person-centered care with an emphasis on self-advocacy, create a pathway to help individuals navigate the healthcare system, address social determinants of health, and lastly to make a positive impact on society.” - Charlene***

In the state of Maryland, to become a Community Health Worker, one must be 18 years of age or older, a high school graduate, and successfully complete an accredited CHW training program.

***“The benefit of having CHWs in HCAM's Care Coordination Program helps ensure that members of the community are served by a workforce with an expertise that reduces health disparities in Baltimore. It has been shown that utilizing the skills of the CHWs at HCAM has increased the understanding of health insurance benefits, linkages of essential health services, and the connection to social resources that supports success and wellness in our neighborhoods.” - Kimberly Lyles, HCAM's Senior Director of Population Health, shares the benefits of having certified Community Health Workers as a part of HCAM's team***

HCAM fosters a culture of continued learning and professional development, and it is evident and reflected in our staff's achievement in receiving their CHW Certifications. We are proud of our staff members who are committed to developing professionally and prioritize bridging the gap between health and social services for Marylanders.

# RETURNING CITIZENS COMMUNITY CONNECTIONS' FIRST YEAR

HealthCare Access Maryland (HCAM) launched a new program, Returning Citizens Community Connections (RCCC), in July 2021 with grant support from the Maryland Community Health Resources Commission (CHRC). Working within Baltimore City's pre-trial institutions, the primary goals of RCCC are to ensure returning citizens are supported in their transition to the community, and to reduce recidivism and unnecessary emergency room visits. HCAM hired a team of Community Health Workers (CHWs) to provide care coordination to returning citizens who need support managing chronic health conditions.

HCAM's Community Health Workers receive referrals primarily from the Addiction Medicine Unit, Re-entry Discharge Planners, and Social Workers. Whenever possible, CHWs meet soon-to-be-released returning citizens within the correctional institution to build rapport, provide an overview of the program and its benefits, and begin to engage the client in services.

CHWs support returning citizens following release for 60 days by completing a social determinants of health screening to help identify the client's unique needs – and then work with them to find services that address those needs. Some of the main areas of focus that CHWs address include the following: behavioral health coordination, setting up medical appointments, establishing a Primary Care Provider, employment and job readiness programs, housing, obtaining State IDs and other documents, and ensuring released citizens have all needed discharge medications.

During the first year of operation in FY '22, 236 Returning Citizens have received individualized care plans from HCAM staff members. Clients are assessed by a Community Health Worker in the prison and are required to connect with their Community Health Worker within 72 hours post release into the community; however, this team exceeds this measure by averaging first touch within 36 hours.

## ***Shawn's Story***

***After being released from Baltimore Central Booking & Intake (BCBIC), Shawn\* began working with HCAM Community Health Worker, Michael. Shawn had shared with Michael his worries that his recent arrest violated his parole. Michael was able to get the date and location of his upcoming hearing and showed up to support him. During the hearing, Shawn's lawyer was able to share with the judge his participation in the Returning Citizens Community Connections program and Shawn's work to access the healthcare and resources he would need as he transitioned into the community.***

***Shawn's charges were ultimately dismissed, and Michael continued supporting him to address his health needs and employment goals. Michael provided Shawn with a bus card a few days after his hearing, which he was able to use to get to a job interview.***

***Shawn was offered the position. The bus card provided him not only transportation for the interview, but also allowed him to get to and from work until he received his first paycheck. Shawn stated that without the help of the RCCC program, there was no way he would have stayed on the right path. He now works two jobs, has a primary care provider, and has remained consistent with his substance use treatment.***



# JUDY CENTER

A key component of HCAM's Care Coordination Program (CCP) is the work the program does to improve birth outcomes in Baltimore City as part of our partnership with B'More for Healthy Babies. The CCP team does this with innovative prenatal outreach strategies that strive to protect our city's most vulnerable populations by providing access to health services and community resources. HCAM's partnership with Judy Centers throughout Baltimore City provides programs within these centers and establishes services to pregnant and postpartum individuals.

Judith P. Hoyer Center Early Learning Hubs, also known as "Judy Centers", help prepare children aged birth through kindergarten for school readiness. Located throughout the state at Title I schools, Judy Centers are a vital source of linkages and resources for the communities they serve and help to prepare children and their families for success in school and life.

Baltimore City is home to twelve Judy Centers, and HCAM is proud to partner with six of them as part of the Judy Center Maternal Child Health Initiative, funded by the Governor's Office for Children. As part of this partnership, HCAM Community Health Advocates (CHAs) are embedded in each of these six communities (Arlington, Curtis Bay, Commodore John Rodgers, Harford Heights, Moravia Park, and recently added Lakeland Judy Center). In addition to their work, outreaching clients who were unable to be located by the CCP Traditional outreach team, they have developed deep and lasting relationships with their Judy Center partners and clients, through regular attendance at Judy Center events and activities and hosting their own educational events. CHAs embedded at Judy Centers focus on increasing awareness of Adverse Child Experiences (ACEs) and connecting women and families to HCAM Central Intake and B'More for Healthy Babies, Safe Sleep education, WIC, Home Visiting, Infants and Toddlers program, Managed Care Organization (MCO) Prenatal programs, MCO Chronic disease case management, Family Planning and Contraceptive Counseling, Baby Basics, and other community resources.

*What I like about the Judy Center is that they help a whole lot with nice giveaways and diapers. I love the Judy Center's social media too because it lists a lot of useful things not just for me, but information that I can pass along to other people as well."*

- HCAM client



CCP staff referred **37** clients to Judy Centers



**168** referred to Baby Basics groups



Connected **676** pregnant and postpartum individuals to care coordination



Successfully able to locate and engage **71%** of our previously unable to be located referrals

# CONNECTING INDIVIDUALS TO HEALTH INSURANCE

HealthCare Access Maryland's (HCAM) Connector program provides enrollment assistance and outreach services on behalf of the Maryland Health Connection in the Central Region (Baltimore City, Baltimore County, and Anne Arundel County) and the Midwest Region (Howard County, Carrol County, and Frederick County). Our certified navigators are the application experts who help Maryland residents compare, apply for, and enroll in affordable health coverage through our state-based marketplace.

This past fiscal year, HCAM assisted Marylanders residing in 22 counties, painting a vivid picture of how our services expand the reach of the state. In October 2021, the Maryland Health Benefit Exchange (MHBE) reached out to HCAM requesting assistance with the case of an Afghan refugee, Mr. Mohammed\* being hospitalized at the National Institutes of Health (NIH) in Bethesda. Mr. Mohammed, upon arriving in the United States, started to experience the symptoms of a severe respiratory issue that required immediate medical attention. Unfortunately, his sudden hospitalization interrupted the standard immigration process for refugees—which meant that he didn't have the normal immigration documents used to complete the Maryland Health Connection application.

Knowing that the Connector program at HCAM has extensive experience troubleshooting cases involving complicated immigration issues, MHBE contacted HCAM and requested that Bilingual Certified Navigator, Richard, be assigned to assist Mr. Mohammed's case. Richard drove down to the National Institutes of Health in Bethesda from Baltimore to provide in-person application assistance to Mr. Mohammed's authorized representative, who happened to be his son. After a day which included phone call conversations with representatives from the Maryland Department of Health (MDH) and US Citizenship and Immigration Services (USCIS), Richard was able to successfully enroll Mr. Mohammed in medical assistance, providing him with access to the care he needed.

\*Name changed to protect client privacy



# SPEAKER SERIES: STATE OF HEALTHCARE IN MARYLAND

Since the start of the COVID-19 pandemic, Marylanders faced unprecedented health challenges and our state’s healthcare system underwent significant changes and adaptations in response. The pandemic affected Marylander’s access to healthcare services, including preventative health screenings and behavioral health treatment. Furthermore, the healthcare system faced difficulties hiring and retaining its workforce due to issues ranging from burnout to disruptions to essential services like childcare and transportation.

Launching in October 2021, HealthCare Access Maryland’s annual Speaker Series brought together public health experts and community leaders to assess the “State of Healthcare in Maryland.” Through four Series sessions, HCAM explored the leading issues impacting healthcare services and community members’ ability to access the care and supportive services they need. Each session featured a panel of experts to discuss the issue, as well as new innovations and opportunities for improving the health of Marylanders. Topics in the four-part Speaker Series included: Women’s Health; The Opioid Epidemic; Advancing Health Equity with Data; and The Future of the Healthcare Workforce.

Created in 2019, HealthCare Access Maryland’s Speaker Series brings together our community to discuss important issues impacting the health of our state. The event proceeds from sponsorship and individual donations directly support HCAM’s programs and services.

## SERIES SPONSORS

The “State of Healthcare in Maryland” Speaker Series received generous support from our Series Sponsors. This Speaker Series was presented free and was open to our community members thanks to the support of our sponsors below.



*All Speaker Series events are recorded and can be viewed at [hcamaryland.org](https://hcamaryland.org).*

**HCAM SPEAKER SERIES**

**State of Healthcare in Maryland**  
Moderated by Traci Kodeck, CEO - HCAM

 <b>Aquiera Halsey, MPH</b> Executive In Residence Jewels Advancing, Nurturing & Empowering (JANE) Inc.	 <b>Dr. Sos Mboijana</b> Assistant Chief Medical Information Officer, Kaiser Permanente	 <b>Ron Nolte</b> Vice President Information Systems Applications, Luminis Health
 <b>Nicole Stallings</b> Chief External Affairs Officer, Maryland Hospital Association	 <b>Lisa Whaley</b> Chief Human Resources Officer, LifeBridge Health	 <b>Dr. Denyce Watties-Daniels</b> Associate Professor, Coppin State University-College of Health Professions
 <b>Stacey Jefferson</b> Director of Policy and Stakeholder Engagement Behavioral Health System Baltimore	 <b>Sadie Smith</b> Chief Program Officer, Behavioral Health Mosaic Group, Inc.	 <b>Joshua Shetterly</b> OSOP Coach, SBIRT Program MedStar Franklin Square Medical Center

# INTRODUCING THE 5K FOR THE HEALTH OF IT!



On Saturday, April 30th, HCAM hosted the inaugural 5K For the Health of It!, which had over 200 participants, both in-person and virtually. The in-person event took place in downtown Baltimore City at West Shore Park. With a beautiful course along the inner harbor and perfect weather, this family-friendly event brought together community members, supporters, sponsors, board members, staff, and volunteers for a fun-filled morning of walking, running, and socializing, all while supporting HCAM's mission of making Maryland healthier.

 **26** sponsors

 **\$39,935** raised

 **207** registrants

**24**  states represented



WINNER!



## GIVING TUESDAY

On Tuesday, November 30th, 2021, HCAM participated in Giving Tuesday, a global day of giving, by hosting a virtual cooking class, led by personal chef, Ayshe Bauer. Individuals who donated \$30 or more were invited to attend the virtual event, which was broadcast live from HCAM's CEO, Traci Kodeck's home. Attendees learned to make three exquisite appetizers. The event brought together HCAM's community of supporters to celebrate the start of the season of giving.

HCAM raised **\$7,300** and had six sponsors support the event. Funds raised during HCAM's Giving Tuesday event directly supported HCAM's programs.



## SILENT AUCTION

In honor of HCAM's 25th anniversary, HCAM hosted its first-ever, week-long virtual silent auction in April and May of 2022 to celebrate 25 years and raise funds for its programs. The silent auction featured 62 packages which included vacation stays, sporting events, dining experiences, family fun, and entertainment. The overall response to the silent auction was incredible, bringing together community members and companies to give back to the community to further HCAM's mission. This event wouldn't be possible without the generous donations from businesses across the state of Maryland. These businesses inspired our bidders to give generously and provided them the opportunity to engage in some friendly competition for a good cause!

 **\$9,167** raised

 **53** bidders

 **103** items donated

# HCAM AT WORK, LIVING THE MISSION

## NEW POSITION AT HCAM:

### Director of Training, Equity, & Inclusion



Joshua Morris

HealthCare Access Maryland (HCAM) is proud to work towards our established vision for Diversity, Equity, and Inclusion (DEI) - “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.” To advance our DEI vision, HCAM took a pivotal step and hired the agency’s first Director of Training, Equity, and Inclusion (TEI), Joshua Morris, in November of 2021. The Director of TEI works with the entire HCAM team, agency partners, and health equity leaders to coordinate and deliver integral training and increase the sense of belonging amongst staff. FY ‘22 marked the start of a new DEI journey for HCAM, and we’re thrilled to share some of our notable progress toward staff development and our DEI strategic goals.

### STAFF DEVELOPMENT & TRAININGS

At HCAM, we don’t take for granted the importance of education and the value of providing our team members with the tools they need to grow, practice self-care, and support the community. Here’s a snapshot of some of the trainings our 200+ staff participated in this fiscal year:



**Mental Health First Aid (MHFA) (2021)** – HCAM partnered with MHFA-certified facilitators from Sheppard Pratt to continue to give our team members the skills and resources to support our clients and other individuals facing mental health and substance abuse challenges while dispelling myths and stigmas.



**DEI Essentials (2022)** – Thanks to our continued collaboration with our trusted partners at ADR Vantage, all HCAM team members participated in one of five DEI Essentials training sessions and learned about the fundamentals of DEI including disrupting bias, representation, equity, and inclusivity. HCAM’s leadership team further built upon those essentials by engaging in a five-part series consisting of both trainings and discussions, called DEI Cultural Agility for Leaders.



**Behavioral Health System Baltimore (BHSB) (2022)** – HCAM’s Director of TEI and leaders in the Complex Care and Social Needs program worked with the BHSB team to pilot Secondary Trauma/Vicarious Trauma training and SELF (Safety, Emotions, Loss, Future) Group sessions, which increased the awareness and resiliency of our team members.



**New Hire Orientation (2022)** – Team members with knowledge and expertise in Training, DEI, Operations & IT, Human Resources, and Data & Systems formed the New Hire Orientation Expansion Workgroup to revamp the new hire orientation experience which has positively impacted the onboarding experience for new hires at HCAM.



# HCAM AT WORK, LIVING THE MISSION *(continued)*

## DEI STRATEGIC PLAN & DEI COMMITTEE EFFORTS

HCAM's Director of TEI, DEI Committee, and Executive Team worked with ADR Vantage to finalize the agency's DEI Strategic Plan this fiscal year. The strategic plan has helped guide and focus the agency's initiatives. Thanks to the work of many dedicated team members, HCAM completed and/or started several DEI goals including:

**The implementation of mandatory DEI training for all staff members**

**The creation of HCAM's Communications Workgroup formed to develop agency-wide communication guidelines and determine ways to promote the ability to share diverse thoughts and perspectives in all meetings, forums, etc.**

**The addition of HCAM's DEI Vision Statement to the responsibility section of job descriptions**

**The DEI Committee's planning of the agency's Mental Health Awareness Month DiversiTEA (an open forum for authentic conversation) in collaboration with BHSB, titled, "Mental Health: Let's Talk About It"**

**Incorporating communication around DEI and the agency's DEI strategic planning efforts within the monthly staff newsletter**

**The DEI Committee's work to include DEI-related icebreakers and appreciation initiatives in agency all staff meetings**

# FUNDERS

## Public Funders

*(contracts and grants)*

Anne Arundel County Health Department  
Baltimore City Department of Social  
Services  
Baltimore City Health Department

Baltimore County Health Department  
Behavioral Health System Baltimore  
Maryland Community Health Resource  
Commission

Maryland Department of Housing and  
Community Development  
Maryland Health Benefit Exchange  
Yes Care

## In-Kind - Silent Auction Contributors

About Faces Day Spa & Salon  
Alfred A. Knopf  
Alma Roberts Studio  
Amy Weissenburger  
Antwerpen Volkswagen  
Atlas Restaurant Group  
B. Willow  
Basignani Winery  
Bel Air Athletic Club  
Best Day Ever  
Book of the Month  
Bubble Bar Crafters  
Bushwick Kitchen  
Cambria Hotel Arundel Mills BWI  
Cheryl's Pebble Art  
Chica Bean  
Chick-fil-A Canton Crossing  
Choice Hotels  
CorePower Yoga  
Cream Cruiser  
Curated Occasions, LLC  
Dawn Thorne

Diamondback Brewing Company  
Dutch Wonderland  
Eddie's of Roland Park  
Eden Stotsky-Himelfarb  
Foreman Wolf  
Four Seasons Hotel Baltimore  
Frederick Keys Baseball Club  
GameOn Bar + Arcade  
Goetze's Candy Company, Inc.  
Graul's Market  
Guilford Hall Brewery  
Harmony in Wellness  
HCAM Eligibility Department  
HCAM Executive Team  
HCAM MATCH Department  
Hotel Indigo  
Hunt Valley Retirement, LLC  
Inspire Greatness Coaching and Consulting  
International Spy Museum  
Iron Rooster  
John Dinkel  
Kimberly Prescott

Kings Dominion  
Ladew Topiary Gardens  
Lisa Bari  
Lisa Kemp  
Lord Baltimore Hotel  
Lori Raggio  
Lost Ark Distillery  
Maryland Live Casino  
Michele's Granola  
Mindful Phases: Birth and Postpartum  
Doula Support  
Mom the Baker  
National Aquarium  
Norma Norris  
Once Upon A Time Antiques  
ParFect Golf, LLC  
Port Discovery  
Pro Nails  
Pure Barre Baltimore - Roland Park  
Pure Raw Juice  
R. House  
Radcliffe Jewelers

Rare Bird Photo LLC  
Renaissance Harborplace Baltimore  
Revival Baltimore  
Robyn Stevens Brody Photography  
Sacre Sucre  
Sagamore Spirit  
Second Chance  
SipAhoy Cycle Boats, LLC  
Spirits of Mt. Vernon  
Strathmore  
Stumpy's Hatchet House  
The Charmery  
The Lyric Baltimore  
The Mill of Hereford  
The Original Playhouse Children's Museum  
Thrive Market  
Total Wine & More  
Towson View Dental Care  
Union Craft Brewing  
Urban Air Adventure Park  
Yia Yia's Bakery

## Individual and Corporate Contributors

Acme Paper and Supply  
A-G Associates  
Natalie Aiello  
Joel Alperstein  
Alterwood Health Management Company, Inc.  
Amazon Smile  
Ascension Saint Agnes  
Simon and Ellen Atlas  
Steven Atlas  
Dr. Robert Atlas  
Stefani Baca-Atlas  
Lily Ballengee  
Edo Banach  
Lisa Bari  
Madeline Bayard  
Peter Beilenson  
Simon Boylen  
Brown Advisory  
Mary Catherine Bunting  
Bunting Family Foundation  
Ryan Butler  
CareFirst BlueCross BlueShield  
Andy Cheezum  
Carlethia Cherry Cobb  
James Childs  
Kristen Chimack  
Vishal Chintawar  
Cigna Health and Life Insurance Company  
Jaime Clark  
Yancy Cobb  
Brian Cohen  
Renee Cohen  
Courtney Colbert  
Martin Conroy  
Coppin State University  
John Cornwell  
Gregory Currey  
Vanessa Daniels  
Patricia Dash  
Delaplaine Foundation  
John Dinkel  
Dinkel Business Development  
Rick Dreger

Lynne Durbin  
Maura Dwyer  
Jessica Eick  
Steven Elkins  
Lorita Evans  
Emma Evans  
Loren Farquhar  
Deborah Feurer  
Kimberly Floyd  
Dan Froomkin  
Givhero  
Goldin Group, LLC  
Elsie Goodwin  
Leslie Graham  
Charles Gross  
Guardian Life  
Rev. Dennis Haggray  
Elizabeth Henderson  
Lena Holz  
Hyve  
i4dm  
Dr. Anthony Jenkins  
Sam Jenniges  
John Evans Recruiting  
Johns Hopkins Hospital  
Cheryl Jones  
Kaiser Permanente  
Alan Kaplan  
Amy Keitt  
Lisa Kemp  
Haven Kodeck  
Traci Kodeck  
Jessica Kohnen  
Valbona Kola  
Nicholas Lathrop  
Melanie Lewis  
LifeBridge Health  
David Lipscomb  
Gabriel Lockett  
Scott London  
London Eligibility, Inc.  
Vanessa Lopez  
Kimberly Lyles

Leslie Lyles Smith  
Sheila Mackertich  
Maroon PR  
Mary Catherine Bunting Foundation  
Maryland Health Connection  
Rianna Matthews-Brown  
Chris Maynard  
Daniel McCarthy  
Lynell Medley  
Bret Minarik  
Kelsie Moran  
Joshua Morris  
Caitlin Mulrine  
Denise Mulrine  
Norma Norris  
Carline Ohamuo  
Julie O`Toole  
Leah Paley  
Mr. Sung Park  
David Parks  
Paycom  
Bonnie Phipps  
Kate Pisano  
Prescott HR  
Leni Preston  
Tara Radke  
Lori Raggio  
RAM Supply  
Ellen Rappaport  
Gervene Ratliff  
Renaye James Healthcare Advisors  
Jennifer Renehan  
Robert Half  
Philisa Rogers  
Camille Romano  
Lori Rosman  
Melissa Rothstein  
Mary Ruland  
Allison Sauntry  
Lisa Schaefer  
Anne Schatz  
Matt Seward  
Dr. Josh Sharfstein

Geoff Sharpe  
Madeleine Shea  
Morgan Sherer  
Onahlea Shimunek  
Mindy Sinyak  
Sadie Smith  
Harold Smith  
Lisa Smith Taylor  
Jordan Sosanya  
Southway Builders Charitable Trust, Inc.  
Meghan Speiser  
Terry Staudenmaier  
Karen Stone  
Eden Stotsky-Himelfarb  
Tricia Swanson  
Bridget Sweeney  
Tara Radke Consulting, LLC  
The M&T Charitable Foundation  
The Wawa Foundation  
Amanda Verner Thompson  
Geraldine Timbers  
TisBest Philanthropy  
Ousa Tran  
TriBridge Partners, LLC  
Rose M. Trinidad-Lopez  
Tuerk House  
University of Maryland, Baltimore  
Waldron Strategies  
Nico Washington  
Stephanie Weiss  
Amy Weissenburger  
Peter Wertheimer  
Nancy Wertheimer  
Kathy Westcoat  
Katey Whyte  
Williams Asset Management  
Window Nation  
Jane Wood  
Workforce Junction  
Paul Younkins

# BOARD OF DIRECTORS

*\*New board member in FY '22*

The Board of Directors provides strategic direction and guidance to advance HealthCare Access Maryland's mission. The Board of Directors is comprised of dedicated business and community leaders representing a range of industries, including healthcare, finance, law, and higher education.

## Officers

### Chair *(through November 2021)*

James Janicki  
Chief Executive Officer, 3iDiagnostics, Inc.

### Chair *(December 2021-present)*

Greg Currey, Esq.  
Partner, Luchansky Law

### Vice Chair

Cheryl Jones  
Vice President Employee Experience and Operations, CommunicateHealth

### Treasurer

Fred Cooper  
Chief Financial Officer,  
Window Nation

### Secretary

Lori Raggio, SHRM-CP, PHR  
President, Inspire Greatness  
Coaching and Consulting, LLC

## Board Members

Joel Alperstein, CPA, MBA, CGMA  
Senior Advisor, AbsoluteCARE, Inc.

Lisa Bari  
Chief Executive Officer, Civitas Networks for Health

Stephanie Brown, PMP  
Executive Vice President, Chief Performance and Impact  
Officer, So Others Might Eat

Rick Dreger  
President, WaveGard, Inc.

Dr. Letitia Dzirasa  
Commissioner, Baltimore City Department of Health

Loren Farquhar  
Principal, Loren Farquhar Marketing + Communications

Chris Gonzalez, PMP  
President, A-G Associates, Inc.

Reverend Dennis Haggray  
Associate Minister, New Hope Baptist Church

Aquiera Halsey\*  
Vice President & Director of Professional Programs, Jewels  
Advancing, Nurturing, & Empowering, Inc.

Alexander Hollingsworth\*  
Financial Representative, Northwestern Mutual

Anthony L. Jenkins, Ph.D  
President, Coppin State University

Alan Kaplan, M.D., MBA  
Physician, Washington DC VA Medical Center

Lisa Kemp\*  
Chief Financial Officer, University of Arizona Global Campus

Norma Norris  
President, Chesapeake Healthcare Planning

Sung W. Park, CFA  
Principal/Equity Research Analyst, Brown Advisory

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

Amanda Verner-Thompson\*  
Co-Head of Healthcare Investment Banking, Matrix Capital  
Markets Group

Nico Washington  
Chief Financial Officer, The Agnes Irwin School

Peter Wertheimer\*  
Vice President, Pearl Meyer

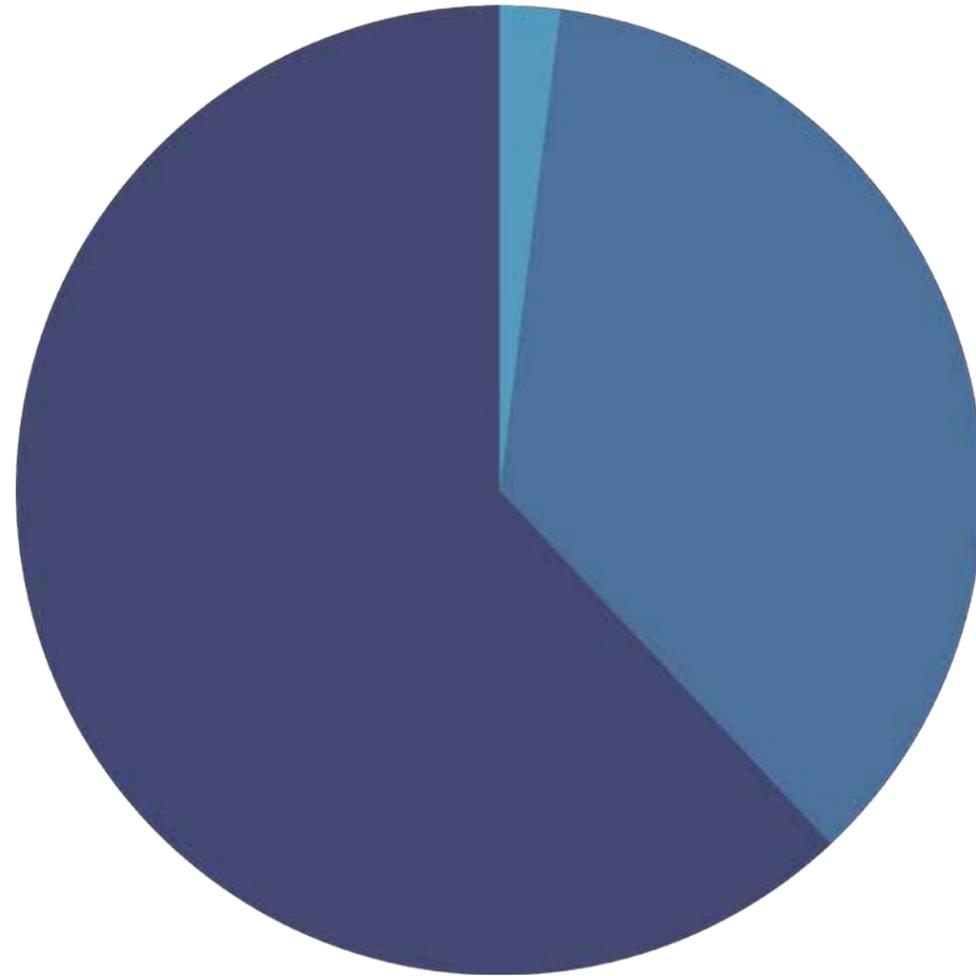


**Greg Currey, an HCAM Board Member since September 2018, transitioned into his role of Board Chair during FY '22 with excitement and passion.**

***"I'm humbled and honored to serve HCAM and its mission to provide equitable healthcare to all Maryland residents as the Chair of its Board of Directors. As the past two years have made clear, we all benefit when everyone has access to health care and when barriers to receiving health services are eliminated. I hope to continue the excellent work of my predecessors and help HCAM to ensure a more equitable health care system that allows everyone to enjoy a healthy life, regardless of income or race."***

# FINANCIALS

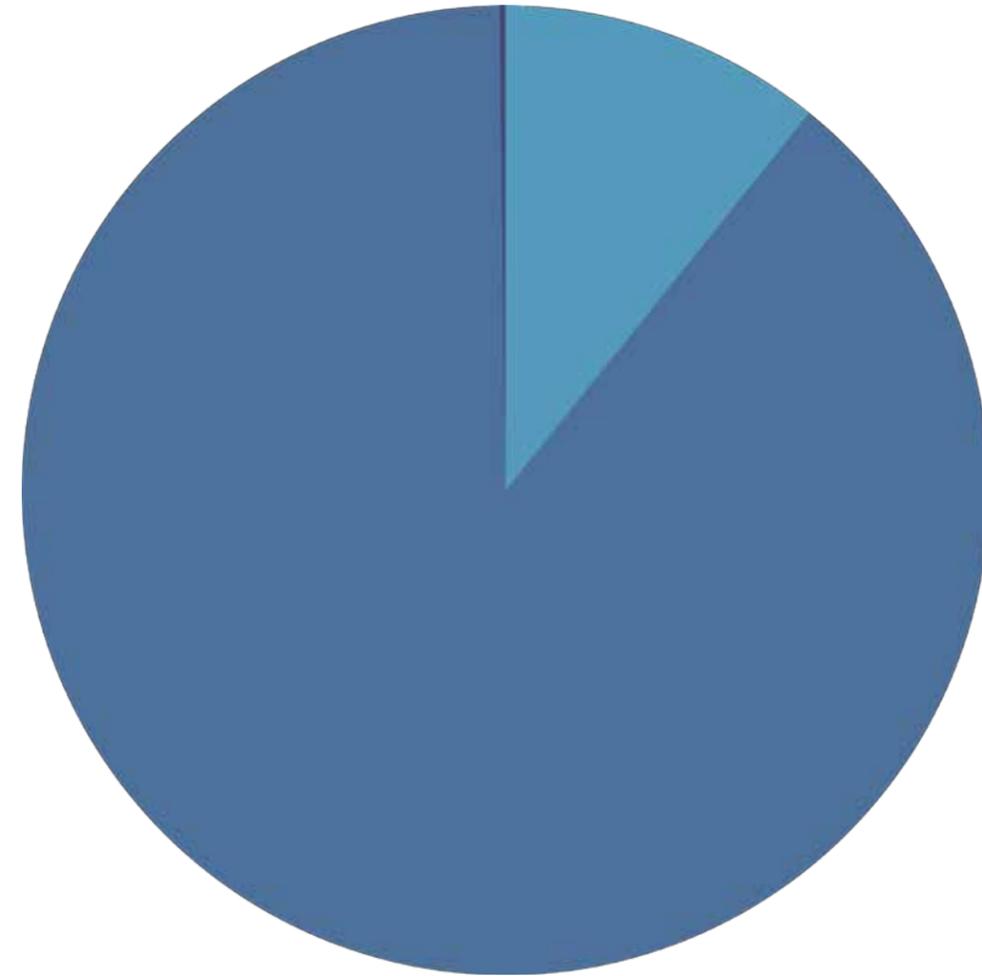
July 1, 2021-June 30, 2022 (audited financial statement)



## Revenue

- Contributions: \$311,437 (2%)
- Contracts: \$6,734,018 (36%)
- Grants: \$11,494,920 (62%)

**Total: \$18,540,375**



## Expenses

- G&A : \$2,075,119 (10.8%)
- Program: \$16,747,802 (89%)
- Fundraising: \$42,623 (.2%)

**Total: \$18,865,544**

# TOGETHER, WE CAN MAKE MARYLAND HEALTHIER

Your partnership and support make a difference.



## GIVE

Make 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 and be part of the conversation about issues affecting the health of our communities and solutions to improve the well-being of every Marylander.



## PARTNER

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



## FOLLOW

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



## RUN (OR WALK!)

with HCAM in the 2nd annual 5K For the Health of It! on Saturday, April 29th, 2023. Bring the whole family for a fun and energizing morning at the Baltimore Inner Harbor. Your participation brings awareness to HCAM's mission and raises funds to support our programs.

***Learn more about the impact of giving to HealthCare Access Maryland, and ways to support our mission at [www.healthcareaccessmaryland.org](http://www.healthcareaccessmaryland.org).***