



Rooted in the Community,
BRANCHING
OUT



LETTER FROM THE

CEO



HCAM's roots are in the community. For nearly 30 years, we have worked in communities across Maryland to connect individuals and families to affordable health coverage and care.

Our story began in 1997 as Baltimore HealthCare Access (BHCA), during a period of significant change to Maryland's Medicaid Program. At that pivotal moment, we were there to guide our neighbors in Baltimore through the transition to a Managed Care model, ensuring they understood their options and maintained access to the coverage and care they needed. With a dedicated team of just 40, BHCA established and grew our core services: Medicaid enrollment and care coordination.

Since those early years, we branched out, expanding our services beyond Baltimore to reach communities throughout the state. As our footprint has grown, our mission remains constant. We are grounded in our commitment to serve Marylanders experiencing the greatest barriers to coverage and care.

This past year, we built upon our proven care coordination and outreach models to address high-risk pregnancy, diabetes, and substance use recovery. We also continued to innovate how we connect with community members – meeting people where they live, work, and gather, from libraries and faith-based organizations to job fairs and community schools.

The result? We served more Marylanders in 2025 – a 20% increase over the previous year! Our dedicated team connected more than 80,039 Marylanders to coverage and care. Our health insurance enrollment teams delivered another record-breaking Open Enrollment. And our care coordination teams expanded their reach to address urgent health issues in the community.

As we enter a new year, Maryland's residents are once again navigating change. Recent federal legislation will impact Medicaid eligibility rules and financial assistance programs that help families afford coverage. HCAM is unwavering in our commitment to being there to help our community understand the changes, navigate their options, and most importantly, stay connected to coverage. Affordable coverage and timely access to care are critical to the health of families, communities, and our state.

We cannot do this work alone. Your support – through a donation, partnership, or advocacy – helps ensure HCAM can continue to grow, respond, and serve where we are needed most. Together, we can build a healthier Maryland for all.

With gratitude,

Traci Kodek, MPH

OUR PROGRAMS

HealthCare Access Maryland (HCAM) works to improve health and health equity in Maryland in two ways. First, we help individuals and families enroll in affordable health coverage. Additionally, we work one-on-one with them to remove the barriers they face to accessing the care and services they and their families need to live healthy lives. Our programs are diverse in what they do and who they serve but are united by HCAM's devotion to making access to health care and healthy living equitable for all Marylanders, especially those who face the biggest hurdles to getting the care they need.

TOTAL CLIENTS SERVED IN FY '25: **80,039**

HCAM's programs are broken down into two categories:
Health Insurance & Population Health

HEALTH INSURANCE

HealthCare Access Maryland partners with the Maryland Department of Health and Maryland Health Connection to help Marylanders enroll in health insurance.

ELIGIBILITY

HCAM's Eligibility Department helps consumers apply for insurance coverage through Medicaid and the Maryland Children's Health Program. Our population includes pregnant/post-partum individuals, newborns, children, single adults, and families.

ELIGIBILITY ENROLLMENT IN FY '25:

-  **1,128** pregnant and postpartum individuals
-  **1,976** newborns  **7,404** children
-  **6,680** families who were provided medical assistance

CONNECTOR PROGRAM

HCAM's Connector Program provides free, in-person assistance to Maryland residents applying for health coverage through the Maryland Health Connection. Staff help consumers complete applications, determine eligibility, and enroll in affordable health insurance plans. In addition to enrollment support, the program offers year-round outreach and education to raise awareness about coverage options, connect individuals to consumer assistance resources when needed, and help them understand how to use and maintain their health coverage throughout the year.

UNCOVERING ACCESS TO AFFORDABLE COVERAGE


During FY '25, the Connector Program expanded its reach and outreach efforts to better serve HCAM's community. The program saw a **10% increase** in outreach encounters from FY '24 to FY '25 and a **28% increase** in new enrollments during the same period. In addition to hosting three large community resource fairs for Open Enrollment, the Connector team increased in-person enrollment support for local small businesses and strengthened its targeted outreach efforts.

-  **17,497** consumers engaged with
-  **13,257** consumers enrolled
-  **530** outreach events attended

RETURNING CITIZENS HEALTHLINK

HCAM's Returning Citizens HealthLink (RCHL) Program provides health coverage education and enrollment assistance to individuals who are currently incarcerated in Baltimore's pre-trial detention center and Maryland Department of Correction facilities. Our Consumer Assistance Workers help eligible individuals apply for Medicaid coverage before returning to their home community in Maryland. The RCHL Program serves justice-involved populations with the goal of improving access to care and reducing gaps in coverage upon release.

From FY '24 to FY '25, the RCHL Program achieved:

-  **11.7% increase** in client engagements
- 4,987** justice-involved individuals were enrolled in Medicaid, a **12.5% increase** from FY '24

POPULATION HEALTH

CARE COORDINATION

HCAM's Care Coordination program provides short-term care coordination services for Baltimore City residents to ensure the understanding, navigation, and utilization of their Maryland Medicaid Insurance benefits, provide client advocacy for access to care and provide linkage to community resources to address health disparities aligned with the improvement of health outcomes of vulnerable populations. Under the Care Coordination program are initiatives and services such as **Administrative Care Coordination (ACC)/Ombudsman Services, Maternal Health Home Visiting, and Safe Sleep Program.**

-  ACC / Ombudsman Services outreached **7,380** individuals, completed **5,777** referrals addressing Social Determinants of Health, and assisted over **1,233** pregnant and postpartum families with parenting support and home visiting.
-  Safe Sleep Program delivered a total of **549** portable cribs to eligible Baltimore City families, provided **647** clients with Safe Sleep education and environmental assessments, and provided **652** women with family planning and birth spacing information.

COMPLEX CARE & SOCIAL NEEDS





HCAM's Complex Care & Social Needs programs work with individuals experiencing chronic and behavioral health conditions to access the care and social services they need to manage their health. We provide care coordination and navigation services in community settings, including hospital emergency departments, correctional facilities, and recovery treatment centers, to address our clients' identified social determinants of health needs and, ultimately, empower them for a positive outcome. Programming includes support to those in substance use recovery through our **Recovery Care Services program (RCS)**, raising awareness to reduce the risk of type 2 diabetes with the **Community Diabetes Initiative (CDI)**, and transitional support to justice-involved individuals through the **Returning Citizens Community Connections program (RCCC).**

-  CDI completed **13,758** outreach encounters, referred **309** individuals to the Diabetes Prevention Program, attended **72** community events, and conducted **48** canvassing activities.
-  RCCC received over **300** referrals and served **150** justice-involved returning citizens.
-  RCS received **904** referrals, enrolled **825** individuals into the program, and provided over **500** clients with housing, transportation, and employment or educational opportunities.

MATCH

HCAM's **Making All The Children Healthy (MATCH)** Program is funded by the **Baltimore City Department of Social Services (BCDSS)**. Its primary responsibilities include coordinating medical assistance benefits and ensuring access to medical, dental, and behavioral health care for youth in out-of-home care.

During FY '25, the MATCH Program supported **1,900 youth** in out-of-home care through BCDSS, including:

-  **454** with complex behavioral health needs
-  **46** with pregnancy or parenting needs
-  **201** with medically complex health care needs
-  **450** who received Reunification Services after exiting foster care

Additionally, of the 440 youth who entered care in FY '25, **88%** received an initial health exam within five days.

LARGEST OPEN ENROLLMENT in Maryland's History

HealthCare Access Maryland (HCAM) partners with the Maryland Department of Health and Maryland Health Connection to help Marylanders enroll in health insurance. During Open Enrollment, a designated period of time each year during which individuals and families can enroll in a health insurance plan or make changes to their Qualified Health Plan (QHP), HCAM provides free enrollment assistance. Through this process, HCAM's Consumer Assistance Workers provide information about plan options and help community members enroll, renew, or make changes to their coverage.

coverage. Additionally, HCAM's Returning Citizens HealthLink program connects justice involved individuals with Medicaid coverage, ensuring access to essential health services upon release.


During the Open Enrollment season in FY '25, Baltimore City and the Central region, one of HCAM's jurisdictions, saw the highest increase in private plan enrollments, up by **22%**. HCAM also saw increased enrollment among Black Marylanders (+23%), Hispanic Marylanders (+25%), and young adults between the ages of 18 and 37 (+21%).

HCAM hosted three Open Enrollment community resource fairs that provided in-person assistance and support to individuals and families seeking to enroll in or make changes to their health coverage. HCAM's largest fair to date was hosted at Port Discovery and featured more than 40 vendors and community resources, free at-home COVID-19 tests, and free admission to Port Discovery Children's Museum for the first 250 attendees.

In FY '25, HCAM's Connector team completed over 13,000 enrollments in medical assistance, qualified health plans, and dental coverage.

In fiscal year 2025, the state of Maryland experienced its **highest enrollment yet** with

 **247,243** Marylanders enrolled.

 With a **16%** increase from the previous year, more people than ever before enrolled in health insurance coverage.

HCAM has three departments dedicated to ensuring that all populations are able to access health insurance coverage: **Connector, Eligibility, and Returning Citizens HealthLink**. HCAM's Eligibility department serves as the Medicaid unit for the Baltimore City Health Department, assisting consumers with applying for Medicaid health



Joseph Poindexter, VP Experience and Director of the Connector Program, shared, *“With our 13th Open Enrollment behind us, the Connector Program continues to grow and adapt to how people actually make decisions about coverage. Our role is simple: be there when it matters—helping individuals and families understand their options and enroll in coverage that fits their situation. This year’s results reflect the consistency, effort, and expertise of the team, and the impact of meeting people where they are. That’s how we make Maryland healthier—one person, one conversation at a time.”*

CONNECTOR IN THE COMMUNITY



HCAM's Connector Program supports Marylanders in accessing essential health coverage through a broad range of services. In FY25, Connector responded to 32,187 calls and enrolled 8,139 community members in medical assistance plans and 5,118 in Qualified Health Plans across Central and Midwest jurisdictions. By prioritizing education, outreach events, and community engagement, the program reaches all residents, including those in underserved communities.

Supporting Small Businesses, Connecting Employees to Coverage

In addition to its comprehensive enrollment and education services, the Connector Program partners with small businesses to help owners and employees better understand their health coverage options. Many small business owners want to offer benefits but face real challenges, especially cost, which can make employer-sponsored coverage difficult to provide or sustain. In some cases, employees are unable to afford enrollment even when plans are available. By working alongside small business partners, HCAM ensures that more Marylanders have a pathway to health coverage—often reaching individuals who may have gone without insurance for years.

In fiscal year 2025, HCAM launched a pilot initiative with **five** regional small business partners, providing valuable insight into the needs of both employers and employees:

- ★ [DAR's Place Adult Day Center, LLC](#)
- ★ [Baltimore Adult Medical Day Center, LLC](#)
- ★ [Taylor Care, LLC](#)
- ★ [Heritage Treatment Center](#)
- ★ [Chesapeake Development Support Services, Inc.](#)

As part of this effort, Connector staff met employees where they are, visiting workplaces and engaging directly to understand individual needs. These conversations helped workers explore coverage options that fit their circumstances, including Medicaid and Qualified Health Plans with financial assistance, which can be especially critical for those with variable income or 1099 employment.

Through these partnerships, HCAM completed 49 health insurance enrollments and 17 dental plan enrollments. Building on this early success, HCAM looks forward to expanding the program and continuing to connect more Marylanders to coverage.

CENTURION

PARTNERSHIP

In FY '25, HealthCare Access Maryland (HCAM) and Centurion launched a five-year partnership to ensure that all justice-involved individuals in Maryland correctional facilities have active Medicaid coverage, supporting continuity of care and a smoother transition back into the community.

As part of the program, HCAM hired a team of **14 certified application counselors** who provided direct support and enrollment assistance, and made sure that justice-involved individuals re-entering our communities understood their benefits, coverage, and how to access these vital services upon re-entry.

“Navigating the health care system – including accessing and using one’s Medicaid benefits – can be a challenge for anyone, and for those re-entering the community following incarceration presents unique hurdles,” said Traci Kodeck, Chief Executive Officer, HealthCare Access Maryland. “We are proud to partner with Centurion to provide the experience and dedication that these Marylanders deserve as they transition from the correctional system.”

Research has shown that justice-involved individuals can often have a wide range of complex healthcare needs and conditions, and those with Medicaid coverage at release are more likely to receive community-based health services and access to



services in a timely manner than those without. In FY '25, HCAM’s Returning Citizens HealthLink program enrolled 4,987 justice-involved individuals in Medicaid, a 12.5% increase from FY '24.

“By focusing on continuity of care, we are addressing a critical need that supports successful re-entry, improves health outcomes, and reduces recidivism. This initiative reflects the power of collaboration to create meaningful, systemic change, and we are honored to work alongside a partner who shares our vision of accessible, quality care for all,” said Tim Harlin, Chief Executive Officer, Centurion Health.

HCAM’s mission involves ensuring that all Marylanders have access to affordable health coverage to advance health equity in the state. This partnership with Centurion allows both teams to provide firsthand support, bringing us one step closer to a healthier Maryland for all.

Supporting Federal Workers & Professionals

HCAM helps community members through significant life events. In 2025, many federal government workers in Maryland were impacted by layoffs. HCAM was there to offer support navigating health coverage, providing peace of mind during a difficult time for many Maryland families.



On June 16th, our Connector team participated in the Federal and Professional Hiring Expo hosted by the Anne Arundel County Workforce Development Corporation at Maryland LIVE. HCAM connected with 150 former federal workers to share information about health insurance plan options available through Medicaid and Maryland Health Connection. Our Consumer Assistance Workers also provided free, one-on-one assistance to help individuals enroll in coverage during the event.

For many attendees, this was more than an information session—it was a moment of relief. With trusted guidance and immediate support, individuals were able to take the next step toward maintaining their health coverage for themselves and their families. One participant’s experience highlights the impact of this work.

On April 1, 2025, the Department of Health and Human Services (HHS) initiated mass layoffs as part of new administration initiatives to cut the federal workforce. HCAM Outreach Manager, Richard Amador, met with Julie, a federal worker who’d lost her health insurance after mass layoffs, to discuss her options.



“I was devastated to learn that I - along with all of my coworkers - were part of these cuts. My career had been very successful, and I had planned to stay until full retirement. This placed me under unimaginable stress, especially with the uncertainty surrounding my health insurance. When I contacted Richard...I was overjoyed when

he set up a phone call within 24 hours to discuss my situation and needs. I had no shortage of questions, which he answered in depth to help me consider my health insurance options and make a good decision that would work best for me and suit my needs,” said Julie. “It was terrifying to have this [health insurance, security, and benefits] taken from me so abruptly and without forewarning...I was beyond grateful to encounter the kind, empathetic, helpful individuals at HCAM - especially Richard, who is exceedingly poised, professional, and knowledgeable, and went above and beyond the call of duty to provide [free] individualized assistance to help me secure new health insurance. I am now covered through a new plan under which I will continue to see my doctors and specialists. I also feel relieved knowing that I can be back in touch with Richard if I have future questions, issues, and needs.”

RETURNING CITIZENS

COMMUNITY CONNECTIONS SPOTLIGHT

HCAM's Returning Citizens Community Connections (RCCC) program supports justice-involved individuals as they transition from incarceration back into their home communities. In FY25, the RCCC team significantly expanded its outreach efforts, with Community Health Workers (CHWs) working to meet individuals where they are and strengthen engagement opportunities.

This fiscal year, CHWs implemented the service of conducting home visits by dropping off door hangers to clients as part of the team's engagement process. Additionally, CHWs collaborated with the Returning Citizens HealthLink (RCHL) program to mail "Welcome Letters" to individuals scheduled to return to the community over the next 6 months. These efforts provided individuals and their families with an opportunity to learn more about RCCC services and connect with the program for additional support and resources.



RCCC Testimonial

In FY25, a Community Health Worker (CHW) from the RCCC team had the privilege of supporting a client who demonstrated significant progress in achieving key reintegration milestones.

Upon his release, the client took an essential step toward reestablishing personal stability and independence by successfully obtaining a state identification card. With the consistent support of his CHW, he was also able to schedule and attend appointments with a primary care provider, ensuring his medical needs were addressed early in the reentry process.

Working collaboratively, the RCCC team identified and addressed additional areas of need. The client was connected with a local dental provider near his residence, making regular dental care more accessible and convenient. To further support his transition, he also received essential resources including clothing, a dental and hygiene kit, and monthly bus passes to help alleviate transportation barriers.

Together, these coordinated efforts established a strong foundation for the client's continued growth, stability, and overall well-being.

Top 5 Social Determinants of Health Needs for Justice-Involved Community Members

- Transportation
- Clothing
- Housing
- Vital Documents
- GED and Job Training Programs



Bureau of Justice Assistance Award



HCAM was honored to receive a 3-year federal grant award from the Bureau of Justice Assistance, a component of the Office of Justice Programs and United States Department of Justice. The Improving Adult and Youth Crisis Stabilization and Community Reentry grant program allows HCAM to expand and enhance HCAM's Returning Citizens Community Connections program to serve community members returning to Baltimore City, Baltimore County, and Anne Arundel County. In FY'25, HCAM's Complex Care and Social Needs team led the second year of program implementation.

BJA provides funds for two Community Health Workers to engage justice-involved community members in successfully reintegrating to the community after incarceration by accessing vital healthcare and social service resources. Community Health Workers support individuals with behavioral health needs to access primary care, treatment and recovery programs, and a range of community resources, including transportation, housing, food, and workforce training and continuing education.

This grant has provided the opportunity to develop this program model, deepen connections with community and justice-system partners, and make strides towards reducing recidivism and improving outcomes for the justice-involved community.

"The Bureau of Justice Assistance's support for Returning Citizens Community Connections has allowed us to deepen our impact with justice-involved individuals by expanding the reach and quality of our services. With this funding, we've been able to strengthen and refine our program model while building stronger pathways to stability for the people we serve. Most importantly, it has enabled us to connect more returning citizens with the resources and support they need to successfully reenter their communities," said Shante Brookshire, Deputy Director of Complex Care and Social Needs, HCAM.



COMPLEX CARE & SOCIAL NEEDS

COMMUNITY DIABETES INITIATIVE (CDI)



HCAM's Community Diabetes Initiative (CDI) is a city-wide effort, in partnership with the Baltimore City Health Department, with the mission to reduce the risk of type 2 diabetes among Baltimore City residents.

CDI's team is composed of Community Health Workers that actively engage in community outreach, educating the community about prediabetes, screening residents through prediabetes risk assessments, and connecting eligible participants to Diabetes Prevention Programs.

In FY25, the CDI team expanded its community engagement efforts by attending **72** community events and conducting canvassing activities, beginning in the Park Heights area and later expanding into Sandtown-Winchester. Through these outreach efforts, CDI's team of four CHWs actively promoted awareness of prediabetes prevention and healthy lifestyle choices, making a meaningful impact in local neighborhoods.



RECOVERY CARE SERVICES SPOTLIGHT

HCAM's Recovery Care Services (RCS) supports justice-involved individuals as they transition to the recovery community by providing a connection to community and faith-based services, as well as other human services organizations.

During the first quarter of FY25, RCS provided newly enrolled clients with Welcome Recovery Kits to help ease their transition into the program. Some kits included crayons, recovery and wellness journals, pens, stress balls, and coloring books, while others contained water bottles, notebooks, and motivational bracelets. Clients expressed their appreciation for these thoughtful items, which helped calm anxiety as they began treatment and enrolled in the State Care Coordination program.



CDI Testimonials

Two of CDI's Outreach Liaisons, Aaliyah Morris and Rakia Pinder, recalled successful moments with their clients in FY25.

With Aaliyah's guidance and support, one client reported meaningful progress in her health journey, including weight loss and consistently making healthier food choices. She shared that she now rarely eats out and has begun meal prepping, which has helped her stay on track with her health goals.



Similarly, Rakia worked closely with a client who successfully completed the Diabetes Prevention Program. The client demonstrated strong commitment throughout the program and made significant lifestyle changes that support long-term diabetes risk reduction.



NICOLE'S CLIENT TESTIMONIAL:

In FY25, Nicole of the RCS team reflected on an impactful experience with a client enrolled in the State Care Coordination program.

In the spring, Maryland Recovery Homes referred a young woman who had been struggling with substance abuse to the State Care Coordination program. Prior to her enrollment, she had already completed several levels of recovery care, was residing in transitional housing, and was participating in outpatient services at Hope's Horizon Treatment Center.

"When we first spoke, she mentioned that her counselor shared with her the many benefits of our program. As always, I am delighted to hear that our program is being well received," said Nicole. "While proceeding through the intake process, I learned more about my client's background and, as with every client, began developing an individualized care plan specific to her needs. Through this initial interaction, my client expressed that she was interested in seeking employment. Because this was her first experience in recovery, my client was eager to take recommended steps in this direction. Upon learning that she had worked for several years in the education field, she wanted to pursue any available opportunities, specifically as a substitute teacher.

"I began by providing community resources related to education employment while exploring additional opportunities for my client to consider. In the meantime, I also provided bus passes for two months to support her transportation needs. These resources were significant, as she needed to obtain appropriate documents in preparation for future interviews and background screenings. Toward the end of our six-month collaboration, I remember getting a call from my client about receiving a job offer. Her excitement was palpable! Her gratitude reminded me just how amazing this program is, and how it can truly transform people's lives. In her words, she described what this experience meant to her," said Nicole.

"From the moment that Nicole reached out to me, I knew I was in the right place. She treated me with respect, professionalism, and care. I hadn't felt this way in a very long time because I was used to numbing myself with substances. I learned not to trust, feel, ask, or tell," said the client. "Nicole erased those old beliefs by asking me how she could support me. She showed up! That's what you do in recovery. I actually asked for what I needed, and she assisted me with a list of resources to support me through my employment journey. The bus passes that I was given were life savers. These resources not only ensured that I could get to my appointments, but they also restored my confidence that I could be a responsible, productive member of the community again. Thank you for this indispensable gift."



16 YEARS OF MATCH

(Making All The Children Healthy)

In FY25, HCAM's MATCH (Making All The Children Healthy) program celebrated sixteen years of service and dedication to improving the health of Baltimore's children in out-of-home care.

Since 2008, MATCH has worked in collaboration with the Baltimore City Department of Social Services to ensure that the health needs of every child in the Baltimore City foster care system are met. Our team of dedicated, compassionate nurses, social workers, and care coordinators provide medical

case management, ensuring every child is connected to medical, behavioral health and dental care.

The 16th anniversary celebration, also called MATCH's Sweet 16, was an opportunity for the HCAM team to come together with community partners to recognize the achievements of the MATCH program, reflect on progress in the child welfare system, and look ahead to meeting the evolving needs of our community.

Shamika's MATCH Testimonial



In FY25, the MATCH team supported a youth on the parenting team who was pregnant with her second child. Upon learning the news, Care Coordination Supervisor Shamika Moreau reached out the same day to discuss her needs, resources, and begin planning for her care. She scheduled the client's first prenatal visit and connected her to HCAM's Care Coordination program for home visiting services.

To support her in navigating this new chapter, Shamika also arranged for updated insurance cards and mailed a packet of parenting resources, including information on parenting classes, the SAMHSA maternal mental health hotline, safe sleep practices, WIC, and opportunities to attend free Baltimore Symphony Orchestra performances with her oldest child. She also introduced the client to MATCH's Reproductive Health Nurse for ongoing medical case management and support throughout her pregnancy, and coordinated with the BCDSS team to ensure additional support would be available.

The client expressed deep gratitude for the support she received as she began this new journey.

MATCH's SWEET



2024

As of September 2024, MATCH serves approximately 1,450 Baltimore City youth in foster care, 243 of whom are new entrants.



2013

Established nurse triage to address the immediate health needs of new entrants, with comprehensive health exams now completed within 30 days.



2009

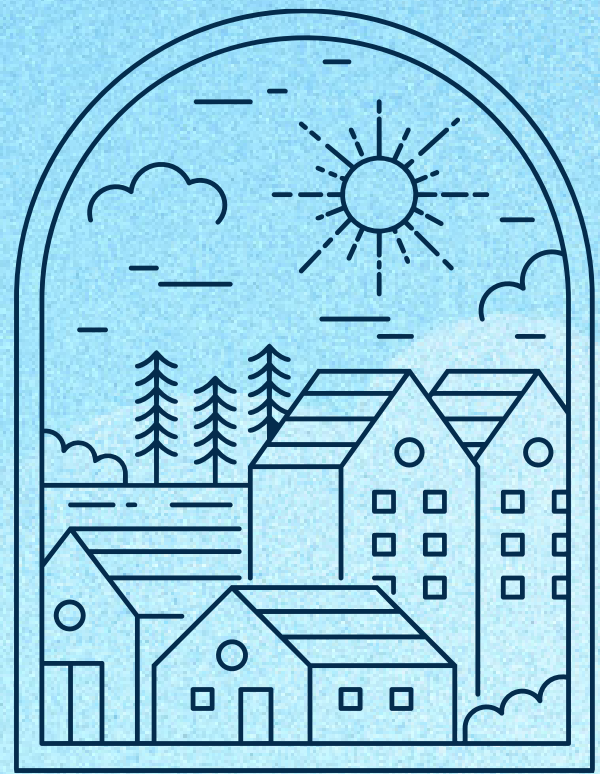
Partnered with Baltimore City Department of Social Services, establishing relationships with medical practices and Managed Care Organizations (MCOs), to officially start providing care coordination and case management for children newly entering foster care, ages 0-21.

2022

MATCH team expands its capacity to support children in out-of-home placement with the addition of a Reproductive Health Nurse and two Reunification Liaisons.



Approximately 7,700 Baltimore City youth have been served since since 2008



COMMUNITY OUTREACH – COMMUNITY EVENTS

NEIGHBORHOOD NURSING



BRINGING CARE DIRECTLY TO THE COMMUNITY

HealthCare Access Maryland (HCAM) is proud to serve as an implementation partner for Neighborhood Nursing, a collaborative initiative designed to connect every resident in a selected neighborhood to a nurse and a community health worker. While the broader coalition launched the concept in earlier years, HCAM began leading on-the-ground implementation in 2025—hiring and training staff and delivering direct services to residents.

The program’s initial pilot neighborhood is Johnston Square in East Baltimore, where HCAM’s Neighborhood Nursing team is building trusted relationships and connecting residents to essential healthcare and community-based resources. Through door-to-door outreach, home visits, and regular presence at community hubs such as schools, libraries, senior centers, and faith-based institutions, the team meets residents where they are and offer support focused on what matters most to people.

Neighborhood Nursing is led by Johns Hopkins School of Nursing with a growing network of partners,

including the University of Maryland, Morgan State, and Coppin State University Nursing Schools, and HCAM. Together, partners are working to improve health outcomes by addressing both medical and social needs at the neighborhood level. The project is supported by a coalition of philanthropic partners, including generous support of HCAM’s implementation team by the Harry and Jeanette Weinberg Foundation.

Each Neighborhood Nursing team includes one Registered Nurse and two Community Health Workers who rotate through the neighborhood weekly. They conduct health assessments, provide education, and connect residents to care and services that support long-term well-being.

Building on lessons learned in Johnston Square, HCAM and its partners plan to expand Neighborhood Nursing to additional sites and to grow the care team over the next two years, bringing this community-centered model to more Maryland residents.





WOMEN IN LEADERSHIP

Daily Record's Empowering Women

Each year, The Daily Record recognizes companies and organizations that demonstrate a strong commitment to supporting and advancing women in Maryland. This year, HCAM was honored to receive the Empowering Women award for investing in women both within the organization and in the communities it serves.

HCAM is committed to representing women leaders across the organization. Internally, 90% of HCAM's team members identify as women, with women representing 93% of the organization's management team. Additionally, HCAM's culture is focused on growing leaders and promoting from within.

Since 2023, **34** team members have advanced their careers, with women accounting for **92%** of management promotions during that time.

Every day, the HCAM team works to advance health equity and ensure that all Marylanders have an equal opportunity to be healthy. HCAM's programs focus on addressing disparities in health outcomes, including maternal and child health. The organization has developed innovative models, including its Maternal Health Outcomes program and Safe Sleep initiative, that improve the lives of women, children, and families across Maryland.

HCAM was one of **38** Maryland companies and organizations recognized by The Daily Record in 2024.

HCAM is committed to ensuring that women within our workplace, on our board of directors, and in the programs we serve feel welcome, included, respected and valued. This year, we were honored to have our efforts to support the advancement of women leaders and advocate for the health of women in our community recognized this year by two esteemed organizations: The Maryland Daily Record and the Executive Alliance.

Executive Alliance Honor Roll Award for Women's Representation

For the second consecutive year, HealthCare Access Maryland was named to the Executive Alliance's Honor Roll. The Executive Alliance recognizes private companies and nonprofit organizations in Maryland with at least **30%** of executive leadership roles and board seats held by women, celebrating organizations that are intentional and supportive in the recruitment, development, and advancement of women in the workplace and in board service.

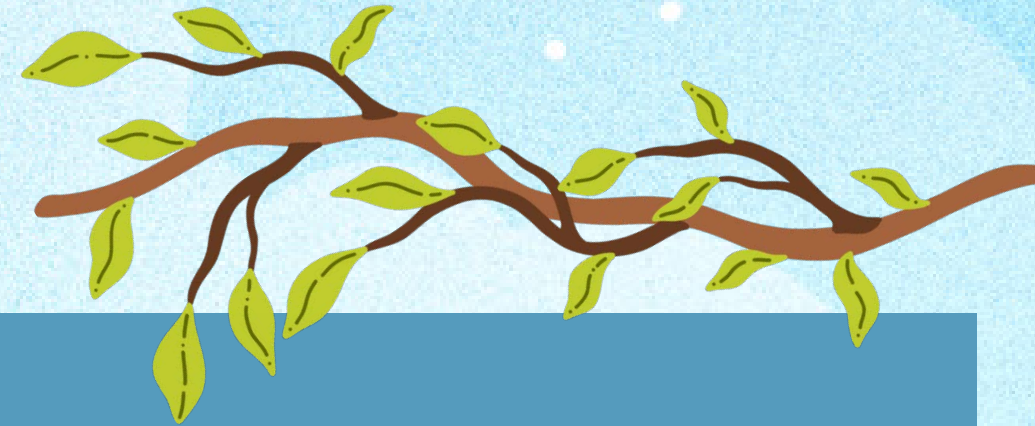
HCAM is committed to strong representation of women leaders across the organization. In FY25, women made up **93%** of HCAM's senior leadership team and held **59%** of board seats. HCAM was also recognized for its diversity, equity, and inclusion initiatives, including **Mental Health Day** benefits, a **New Hire Mentor Program**, and investments in training and **leadership development** for women on its team.

HCAM joined **49** other companies, universities, hospitals, and community-based nonprofits named to the 2025 Honor Roll.



A COMMITTED STAFF

LYNELL MEDLEY AWARD



Lynell Medley, RN, spent 26 years dedicated to HealthCare Access Maryland's mission and values. She started as a Nurse Ombudsman at the organization's founding in 1997, when our name was Baltimore HealthCare Access. Lynell continued to rise in her leadership responsibilities over her tenure, ultimately serving as Vice President, Programs. Lynell's character and servant leadership was palpable and continued to be recognized by the positive impact she has made on the many team members that she touched throughout her tenure with HCAM. Lynell transitioned out of HCAM in February of 2023 as she moved back to her home state of New York.

With Lynell's departure, HCAM's leadership team developed an award named in her honor. The annual Lynell Medley Leadership Award celebrates Lynell Medley's 26-year commitment to HealthCare Access Maryland. Each year, HCAM's leadership will collaboratively select a person who exemplifies outstanding servant leadership qualities.

This fiscal year, the Lynell Medley Leadership Award honored Nancy Francis, Community Ombudsman. Nancy's 28-year commitment to HCAM, leadership qualities, and compassion truly embody the values Lynell championed throughout her remarkable career.

A teacher by nature, Nancy is widely recognized as a trusted expert on the Medicaid system and a go-to resource for staff across the Population Health Department due to her many years of resolving complex and challenging medical situations. She consistently goes above and beyond to support and provide guidance to her fellow team members, while assisting HCAM's community members by advocating for their needs and well-being. Through her advocacy and longstanding experience, Nancy has helped improve access to care, reduce barriers, and strengthen the healthcare system, particularly for individuals navigating complex coverage and services. Her empathy, expertise, and dedication to empowering others exemplify the values of HCAM and make her a deeply deserving recipient of this award.



“Nancy Francis is a visionary who has dedicated the last 28 years to HealthCare Access Maryland because she is deeply committed to the growth of people and building community,” said Kimberly Lyles, Vice President of Population Health.

“A true servant leader, Nancy focuses every day on giving to others and fostering trust and collaboration through compassion. She is motivated by the empowerment of education and access to care, and she truly believes it can change lives and that everyone deserves that opportunity.”

A COMMITTED STAFF

CELEBRATING

28 YEARS

WITH
HCAM



"I am incredibly proud to celebrate 28 years with HCAM. Over nearly three decades, I've had the privilege of witnessing remarkable growth, navigating complex challenges, and working alongside talented and supportive colleagues. I truly value being part of an organization where leadership encourages and supports professional growth. It has been an honor to contribute to our mission and the communities we serve," said **Cherina Stevenson, Lead Pregnancy Engagement Specialist.**

"Working at HCAM keeps a smile on my face, knowing that I've made a difference in someone's life. Along the way, I've gained more than colleagues—I've gained lasting friendships. One of my favorite memories is participating in our annual Adopt-a-Family initiative, seeing the joy on the families' faces as they receive gifts, food, and heartfelt cheer. I am elated to cherish every memory and experience shared with these families."



"I'm proud to be part of HCAM, a nonprofit that is truly centered around people and the community. Over the years, I've watched this agency grow stronger, more innovative, and more compassionate. My work here has shaped me both professionally and personally, and some of my favorite memories come from seeing our impact firsthand through consumers, partners and key stakeholders. As HCAM looks to the next chapter, I hope we continue to lead with purpose and reflect the heart center mission that defines us," said **Vanessa Daniels, Director, Eligibility Program.**



"I'm incredibly proud of being able to work in a position that I am passionate about and as part of a Legacy Program within HCAM for 28 years, being a mentor to my colleagues, and providing Medicaid services and Care Coordination to the citizens of Baltimore City," said **Nancy Francis, Community Ombudsman.**

"I enjoy the camaraderie and friendships that I have formed throughout the years within my department and throughout the agency. I work with a dynamic group of people that are very transparent, supportive, and committed to providing the highest quality of service to consumers and to one another."

RECEIVING THE
ASKEW AWARD



In FY25, HCAM's Vice President of Population Health, Kimberly Lyles, successfully completed and graduated from the Maryland Certified Public Manager Program, a nationally accredited leadership development program offered by the Schaefer Center for Public Policy at the University of Baltimore.

This 10-month intensive, cohort-based program prepares Maryland's leaders to meet the complex demands and challenges of 21st-century public service. The class celebrated its graduation with a ceremony that included remarks from University of Baltimore President Kurt Schmoke, the presentation of certificates, and the presentation of the George C. Askew Award. The award, named for the first recipient of the Certified Public Manager credential, recognizes an exemplary capstone project completed by a program participant.

Kimberly Lyles was selected as the Askew Award recipient for her cohort and had the opportunity to present her capstone project titled, **"Developing a Certified Community Health Worker Strategy at HealthCare Access Maryland."** during the graduation ceremony. HCAM is tremendously proud of her accomplishment.

Growth of Leaders

A key part of HCAM's workforce consists of Community Health Workers (CHWs), skilled frontline team members who serve as trusted members of the communities they support. CHWs act as a liaison between community members and both health and social services, facilitating access to health coverage and care through their strong understanding of available community resources.

At the end of FY25, HCAM employed **42** CHWs. Many of these are new CHWs, reflecting the organization's intentional investment in workforce development and succession planning.

5K FOR THE HEALTH OF IT

HCAM's 4th annual 5K took place on Saturday, April 26th, at West Shore Park in downtown Baltimore. This family-friendly event brings together community members and supporters for a fun-filled morning of walking, running, and socializing, all while supporting HCAM's services in the community. The main goals of the 5K For the Health of It! are to bring awareness of HCAM's vital mission to make Maryland healthier and raise critical funds to support our programs.

To help grow the event during its fourth year, we established a 11-member 5K Committee made up of staff, board and community members, corporate sponsors, and volunteers that focused on expanding reach and enhancing the event experience.



As part of the enhanced post-race experience, we were thrilled to welcome vendors such as HOFFA Beans, Mason Dixie Foods, Michelle's Granola, and Pure Raw Juice to share their local products and services with our community.



Network for the Health of It



As we expand HCAM's reach, we know we cannot do this work alone. We are continuously fostering new partnerships with community-based organizations and businesses that serve Maryland. Our Network for the Health of It! event series brings together business and community leaders who share a commitment to creating healthier workplaces and communities. Throughout FY '25, we hosted 3 gatherings to build new connections.



*Total participants includes members of the community that participated virtually

The Helen J. Serini Foundation

Beginning in FY '25, HCAM was honored to receive a 4-year, \$40,000 commitment from The Helen J. Serini Foundation. The Foundation supports innovative interventions that remove or address the root causes of systemic barriers to health, safety, shelter, and opportunity in the communities where we live and work. This unrestricted grant award allows HCAM to remain responsive to community health needs. Over the next four years, this support will enable HCAM to invest in its workforce and technology systems, ensuring the organization can continue providing high quality care to its clients.



MEETING EVERYDAY NEEDS, IMPROVING HEALTH OUTCOMES

At HealthCare Access Maryland (HCAM), we know that health is shaped by more than just healthcare services—it is influenced by the everyday needs that make it possible for individuals and families to live safely and stay well. Through Rosalie’s Fund and the Safe Sleep Wish List, donors play a direct role in helping us meet those needs and remove barriers to care.

These initiatives are entirely driven by the generosity of our supporters, providing tangible assistance to clients when and where it is needed most. Whether it is a safe place for a baby to sleep, essential household items, or urgent supports that fall outside the scope of traditional health coverage benefits, these resources fill critical gaps that cannot be addressed through insurance or referrals alone. This flexible support allows HCAM to respond quickly and compassionately—improving health, stability, and peace of mind for the individuals and families we serve.

Together, these efforts make a lasting difference—helping us make Maryland healthier, one resident, one family at a time.

ROSALIE’S FUND

Rosalie’s Fund is named in memory of Ms. Rosalie Hypolite, a longtime HCAM team member whose legacy of going above and beyond for clients continues to inspire this work. Today, that spirit lives on through every donor who helps us provide meaningful, person-centered support.

In FY25, Rosalie’s Fund used nearly \$12,000 in donations to help cover rental assistance and other essential needs for 8 families facing complex health challenges, helping them stay in their homes.



SAFE SLEEP WISHLIST

HCAM’s Safe Sleep Program provides safe sleep and family planning education, providing families with assessments, referrals, and helpful baby care supplies such as a portable crib. Additionally, donors and community members can support HCAM’s work by making in-kind donations from the Safe Sleep Wish List to help families in need of baby care items.

Top Safe Sleep Program Wish List Items in FY ‘25:

	DIAPERS & BABY WIPES		PACIFIERS
	SLEEPSACK		STROLLERS
	PAJAMAS		PORTABLE CRIB (Pack ‘n Play)
	BABY SAFETY KIT		

FUNDERS

PUBLIC FUNDERS

(grants and contracts)

Baltimore City Department of Social Services
Baltimore City Health Department
Baltimore County Health Department
Behavioral Health System Baltimore
Centurion Healthcare
Maryland Community Health Resource Commission
Maryland Department of Housing and Community Development
Maryland Governor's Office of Crime Prevention and Policy
Maryland Health Benefit Exchange
Renaye James Healthcare Advisors
US Bureau of Justice Assistance

IN-KIND SUPPORTERS

Lamb Awards
Michele's Granola
Pure Raw Juice
Royal Farms

INDIVIDUAL, CORPORATE, AND FOUNDATION DONATIONS

Alterwood Health
Annie E. Casey Foundation
Association of Social Work Boards
Austin and Teresa Brown
Brown, Goldstein, & Levy, LLP
Mary Catherine Bunting Foundation
CareFirst
Centurion Health
Chesapeake Corporate Advisors, LLC
Chesapeake Healthcare Planning
Chevron
Corporate Sports, Inc.
Dane Erfe
Theresa Forget
Rivka Friedman
Goldin Group, LLC
Hartman Executive Advisors
LifeBridge Health

hyve
I4DM, LLC
Sandra Jenniges
JES Foundation Repair
Johns Hopkins Howard County Medical Center
Johns Hopkins University & Medicine
Kim Family Charitable Fund
Lamb Insurance Services
Evan and Kim Langenhahn
Pamela Lawrence
Deborah Linck
Deborah Logan
London Eligibility
Kimberly Lyles
Maroon PR
Maryland Health Connection
Chris Maynard

Mercy Medical Center
Bret Minarik
Caitlin Mulrine
Leila Nowroozi
Offit Kurman
Paycom
Paycor
KerriLaine Prunella
Tara Radke Consulting, LLC
Randisi & Associates, Inc.
Redstart Creative
Robert Half
Philisa Rogers
Celina Rosa
Julie Samples
SC&H Group
The Helen J. Serini Foundation, Inc.
Michael Shaw

Andrew Simmons
Tamiko Stanley
Sunny Day Fund
TriBridge Partners
University of Maryland Medical System
Waldron Strategies
Nico Washington
The Wawa Foundation
The Harry and Jeanette Weinberg Foundation
Peter Wertheimer
Workforce Junction

5K INDIVIDUAL DONORS

Hannah Adams
Yeini Alvarez
Dennis Atkins
Elizabeth Banach
Harold and June Bretz
John Burke
Noelle Chesser
Audrey Chesser
John Collins
John Conos
Vanessa Daniel
Brittany Duke
Mary Ensor

Candice Ford
Nancy Francis
Sarah George
Kelly Gill
Joe Gonzales
Ardena Henderson
Monya Hudsick-Obando
Cheryl Jones
Amy Keitt
Traci Kodeck
Kimberly L. Langenhahn
Allison LaRochelle
Sara Lewis

Melanie Lewis
Leslie Lyles Smith
Brenda Lyons
Martin McCarthy
Bret Minarik
Donald and Denise Mulrine
Leila Nowroozi
Thomas P. O'Hara Sr.
John Oliveira
Joi Parker
Sandra Pinkney
KerriLaine Prunella
Elaine Schatz

Kathryn Scully
Madeleine Shea
Shamont Snowden
Michael Southwood
Rebecca Spare
Geraldine Timbers
Ousa Tran
Peter Wertheimer
Eugenia Wright

BOARD LIST

**Appointed to Board of Directors in FY25*

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.

Board of Directors

OFFICERS

Chair

Dr. Alan L. Kaplan
Alleviate Care

Vice Chair

Cheryl Jones
Erickson Senior Living

Treasurer

Thomas Kim
Mercy Medical Center

Secretary

Peter Wertheimer
Pearl Meyer

BOARD MEMBERS

Kim Baxter*

Victor Capital Partners

Don D'Aquila*

SimsRx

Matt Falcao*

Ascension Saint Agnes Hospital

Theresa Forgét

Johns Hopkins Howard County Medical Center

Rivka Friedman*

Morgan Health

Pamela Lawrence

Annie E. Casey Foundation

Lauren Mullin

Offit Kurman

Leila Nowroozi

Penn Quarter Partners

Michael Oliveira

Intellegi

KerriLaine Prunella

Independent Consultant

Maggie Smith*

University of Maryland Medical System

Shamont Snowden*

Choice Healthcare

Tamiko L. Stanley

Elite Executive Strategies



Shamont Snowden

"Throughout my work in healthcare revenue cycle and insurance services, I've seen how critical access and coverage are to patient outcomes. HCAM's mission to connect individuals to care and support services strongly aligns with my commitment to improving healthcare access at the community level. I'm honored to serve on the board and support an organization making a meaningful difference."



Maggie Smith

"I'm incredibly fortunate to be a part of the HCAM board. I was

drawn to the mission, both personally and professionally, because of its unwavering commitment to advancing a more equitable healthcare system for all. Their comprehensive approach to connecting residents to insurance and educating communities, reflects the kind of work that creates meaningful and lasting change. The team's consistent advocacy on behalf of vulnerable communities, across policy forums and other critical decision-making spaces, is what truly sets them apart. I'm grateful for the opportunity to support that work!"



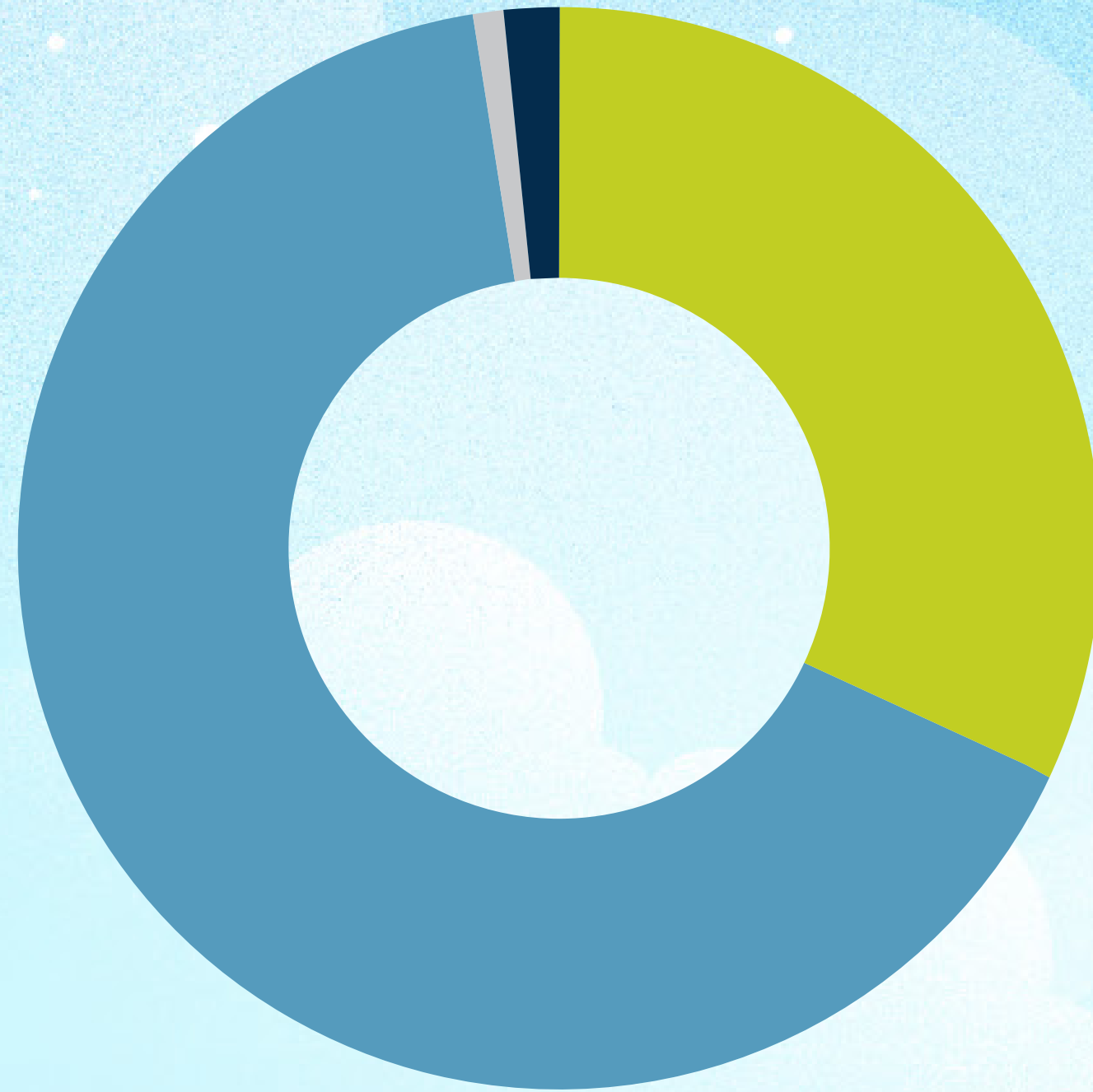
Theresa Forgét

"With two decades of experience in the healthcare field, I am deeply committed to ensuring healthcare access for all, which

immediately drew me to the mission of HealthCare Access Maryland (HCAM). The emphasis on supporting children in foster care also strongly aligns with my personal commitment to this vulnerable population. I am eager to contribute to HCAM's board by leveraging my expertise and enthusiasm to advance the mission of improving health and advancing health equity in Maryland."

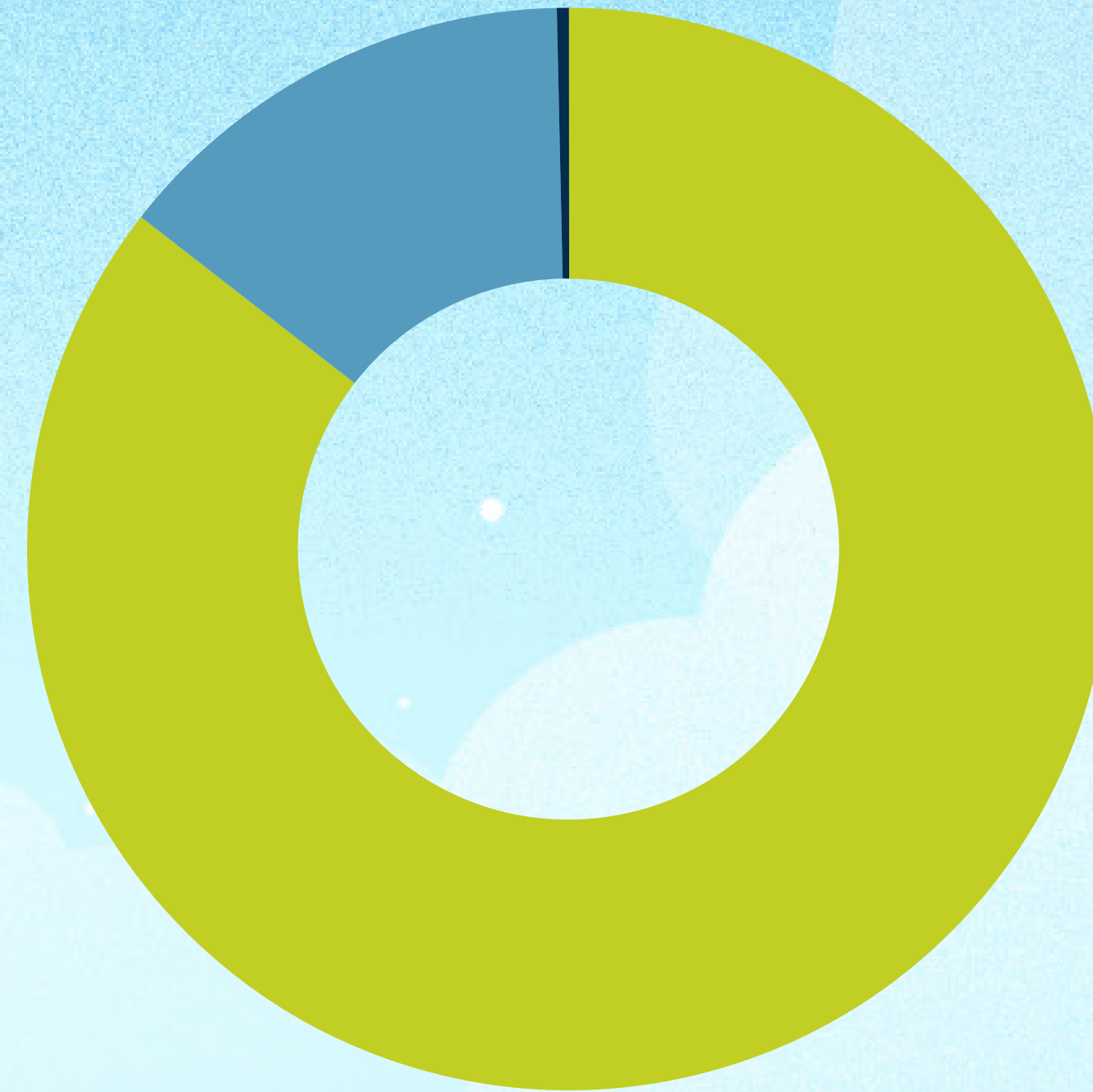
FINANCIALS

July 1, 2024 - June 30, 2025
(audited financial statement)



Revenue

Contracts:	\$5,837,455
Grants:	\$11,976,995
Contributions:	\$169,973
Other:	\$306,132
Total:	\$18,290,555



Expenses

Program:	\$15,701,114
G&A :	\$2,595,122
Fundraising:	\$66,401
Total:	\$18,362,637

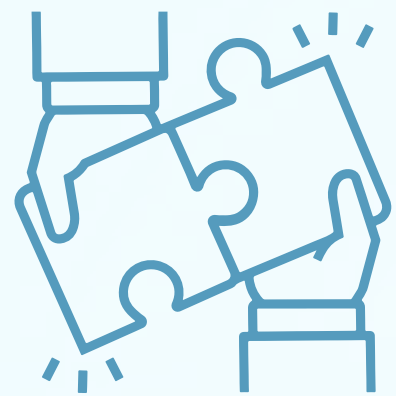
TOGETHER, WE CAN MAKE MARYLAND HEALTHIER

HCAM's mission is vital to the future of Maryland.
As community needs grow and change, your support allows us to branch out, expand proven programs, and respond quickly to emerging health challenges across the state.



GIVE

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



PARTNER

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



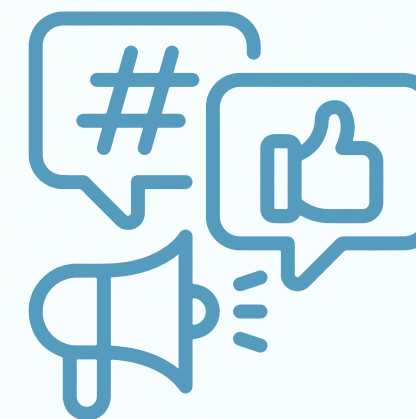
RUN (OR WALK!)

With HCAM in the 5th annual 5K for the Health of It! in April. Your participation brings awareness to HCAM's mission and raises funds to support our programs.



SUPPORT ROSALIE'S FUND

Rosalie's Fund provides key resources to help HCAM's clients overcome barriers to care. Directly support our clients by making a gift to Rosalie's Fund.



FOLLOW

Us on Instagram, Facebook, LinkedIn, X, or Threads 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.hcamaryland.org/make-a-difference.