



MedStar Montgomery  
Medical Center

# A Tradition of Caring

2013 Report to the Community

*Knowledge and Compassion*  
**Focused on You**



## Letter from the President

### Dear Friends and Neighbors,

MedStar Montgomery Medical Center has a tradition of caring that's endured for nearly 100 years. It's a tradition built on ensuring the good health of Montgomery County residents, especially those who face barriers to care. Simply put, we dedicate each and every day to doing what is needed to enhance the community's health and well-being.

To that end, MedStar Montgomery Medical Center provides a wide range of community-focused initiatives every year—many designed to help the most vulnerable and underserved members of the community. Through a comprehensive Community Health Needs Assessment, a collaborative process that brings together hospital representatives, area leaders, local residents, and public health experts, we've been able to identify the area's most pressing health-related needs so we can prioritize how to best use our resources in the community.

In this report, we highlight a few of these initiatives. You'll read how we:

- Help control common health problems, such as high blood pressure and obesity among older adults by organizing opportunities for regular physical activity.
- Ensure uninsured residents have access to free or low-cost health services by counseling those who come to our emergency department for care.
- Strive to lower the incidence of colon, breast and other cancers through educational outreach about cancer prevention and the importance of screenings.
- Encourage those most at risk for developing heart disease to adopt heart-healthy habits by providing nutritional education and one-on-one support.

All members of the MedStar Montgomery Medical Center family—board members, medical staff, associates, and volunteers—play an integral role in making it possible for us to carry out this important work. For this, we are most grateful.

At MedStar Montgomery Medical Center, our vision is to be the trusted leader in caring for people and advancing the health of everyone in the community we serve. It's the tradition on which we were founded and a tradition that will last for years to come.

Sincerely,

Peter W. Monge, FACHE  
President, MedStar Montgomery Medical Center  
Senior Vice President, MedStar Health

*MedStar Montgomery  
Medical Center is  
dedicated to improving  
the health of the  
community.*

# MedStar Montgomery Medical Center

## Board of Directors 2013 to 2014

### CHAIR

- Kevin Flannery

### VICE CHAIRMAN

- Joseph Bell, Chairman of the Board, MGH Health Foundation

### MEMBERS

- Kenneth A. Samet, FACHE, CEO, MedStar Health
- Peter W. Monge, FACHE, President
- Amy Ampey, MD
- James Bonifant
- Ivonne Giuliana Centy, DDS, MS

- Cynthia Chrosniak, MD
- Katherine Farquhar
- John Ferguson
- Dee Hawkins, President, Women's Board
- Fadia Kinkel
- Richard Kurnot, MD
- Charles F. Mess Sr., MD
- Bennett T. Morrison, MD
- Wendy Walker, DVM
- Richard Weinstein, MD
- Sheila Woodard

## Vision

To be the trusted leader in caring for people and advancing health

## Mission

MedStar Montgomery Medical Center, a proud member of MedStar Health, is dedicated to enhancing our community's health and well-being by offering high quality, compassionate and personalized care.

## Values

- **Service:** We strive to anticipate and meet the needs of our patients, physicians and co-workers.
- **Patient first:** We strive to deliver the best to every patient every day. The patient is the first priority in everything we do.
- **Integrity:** We communicate openly and honestly, build trust and conduct ourselves according to the highest ethical standards.
- **Respect:** We treat each individual, those we serve and those with whom we work, with the highest professionalism and dignity.
- **Innovation:** We embrace change and work to improve all we do in a fiscally responsible manner.
- **Teamwork:** System effectiveness is built on the collective strength and cultural diversity of everyone, working with open communication and mutual respect.

## Identifying Health Priorities

At MedStar Montgomery Medical Center, our goal is to be the trusted leader in caring for people and advancing health in the communities that we serve. So ensuring that all area residents have access to the care they need, when they need it, is a priority.

While MedStar Montgomery Medical Center is located in one of the most affluent counties in the United States, there is a high density of vulnerable residents, considering factors such as low income and under-served seniors.

To better understand the health needs of these communities, we conduct a Community Health Needs Assessment (CHNA) every three years. It's a collaborative process that engages members of the community in identifying the most pressing healthcare issues they face.

In order to identify the greatest needs, we look at a wide range of data, receive community input and take into account the hospital's strengths, existing programs and partnerships, and public health goals. This helps us prioritize how to use our resources and develop the best solutions for addressing those issues in each community. During our last CHNA, we identified heart disease, access to care and behavioral health services as key health issues.

From a geographical perspective, the greater Aspen Hill area was identified as a priority Community Benefit Service Area. Aspen Hill is a small town located five miles south of Olney, where more than 40 percent of the 65,043 residents are over the age of 54. Aspen Hill is also a racially diverse area with a population mix that is 44 percent Caucasian, 25.5 percent African American, 12.3 percent Asian, and 17.9 percent other.

Unfortunately, because of a host of socio-economic disparities, many Aspen Hill residents have unmet healthcare needs. The data raised concerns for the rising numbers of those who are at risk for heart disease, the leading cause of death in Montgomery County according to the Montgomery County Department of Health and Human Services. Given this, the town's close proximity to MedStar Montgomery Medical Center and our strengths as a cardiac care provider, the hospital targeted Aspen Hill as an area on which to focus.

Now, MedStar Montgomery Medical Center is using the findings from the CHNA as the foundation for all community health planning and as a baseline for measuring improvement efforts.

## Assisting Patients in Need

MedStar Montgomery Medical Center utilizes a number of resources to assist patients in their time of need. Our goal is to make patients aware of and help them qualify for financial assistance, if appropriate, so they can receive care without disrupting their families' financial stability.

Trained financial counselors and staff provide a wide range of assistance, including explaining payment options and reviewing eligibility for insurance programs and other services that may be available. By notifying patients of their rights, obligations and available assistance, we hope to empower them to make informed decisions about their care.

Financial assistance information and signage is posted in the hospital registration area and the Emergency department in both English and Spanish for those who don't have insurance. Along with bilingual staff members and on-site medical interpreters, MedStar Montgomery Medical Center utilizes a language line to facilitate communications with all patients.

## Connecting to the Community

MedStar Montgomery Medical Center has been connecting our services with the needs of residents for many years with a central goal—to keep every member of the community healthy. Through our community health programs, we are improving the health and quality of life of area residents both inside and outside of the hospital walls. Here are a few examples.

- **Engaging Youth:** MedStar Montgomery Medical Center offers a medical careers program for high school juniors and seniors who aspire to become nurses or other healthcare professionals. The program addresses the growing shortage of healthcare workers by engaging these young people and providing them an opportunity to experience what it is like to work in a hospital setting.
- **Providing Needed Behavioral Health Services:** Individuals and families in need of behavioral health services are offered a wide spectrum of services at MedStar Montgomery Medical Center, including inpatient and outpatient therapy and support groups for children, adults and seniors. The hospital also collaborates with community providers to locate the best possible services for patients.
- **Reaching Out in the Fight Against Cancer:** MedStar Montgomery Medical Center utilizes the most advanced tools to provide expert cancer care. We provide a variety of resources, including the Look Good ... Feel Better program, co-sponsored by the American Cancer Society, as well as screenings for breast and lung cancer. Clinical trials are provided on an ongoing basis to provide cancer patients with access to the latest treatments and therapies.
- **Promoting Health and Wellness:** In support of heart disease, as well as other health concerns, we distribute a variety of free educational materials focused on health-related and life-skills issues, including disease prevention and management, low-cost healthy eating and weight management. In addition, community health forums are held regularly to address priority health areas, such as cardiovascular health. Special efforts are made to reach vulnerable populations and staff is available to work one-on-one with individuals.

## Partners in Care

MedStar Montgomery Medical Center extends its reach into the community by supporting the activities of many other community-based organizations and groups through financial and in-kind assistance. Some of our fiscal year 2013 community partners included:

- AARP
- American Cancer Society
- American Heart Association
- Boy Scouts of America
- CareFirst
- City of Laytonsville
- Community Partners of Aspen Hill
- Cystic Fibrosis Foundation
- Greater Olney Civic Association
- Holy Cross Health Center Aspen Hill
- Ignatian Volunteer Corps
- Joe's Ride
- Leisure World of Maryland
- Lions Club of Olney
- Longwood Community Recreation Center
- Lyme Disease Support
- NAMI
- Magruder High School
- Maryland Patient Safety Center
- Mid-County Recreation Center
- Montgomery County Stroke Association
- Montgomery Hospice
- Olney Boys and Girls Club

"We reach out every day, in many ways, to promote a **healthy community** and provide **vital resources** where they are needed most."

Peter Monge, President

- Olney Chamber of Commerce
- Olney Home for Life
- Olney Relay for Life
- Olney Toastmasters
- Project Change
- Proyecto Salud: Olney
- Sandy Spring Museum
- Sherwood High School

## Promoting Healthy Aging

**12.9 percent** of Montgomery County residents are **65 years of age or older**.



Regular physical activity in older adults enhances mobility and can help prevent and/or control health problems such as high blood pressure and obesity. Senior Exercise concentrates on four areas that tend to affect older adults, including endurance, balance, flexibility, and strength. The classes are free and held at the Logwood and Mid-County Recreation centers to provide multiple options and convenience for participants.



Referred to as moving meditation, Tai Chi focuses on strengthening the mind and body through a sequence of movements. MedStar Montgomery Medical Center offers Tai Chi because of its proven health benefits, especially among older adults. Participants vary in race, ethnicity and age. One class member is 91 years young!

## Providing Access to Care

**More than 12 percent** of Montgomery County residents are **low income and uninsured**.



MedStar Montgomery Medical Center assists the uninsured in establishing a medical home through ED/PC Connect. Emergency department patients are provided counseling upon discharge and assistance in making appointments with one of the many local free/low cost area clinics.



As part of MedStar Montgomery Medical Center's commitment to advancing community health, we provide funds to area clinics and organizations that provide services to under-served populations. By providing these resources, we augment each organization's ability to support our goal to provide increased access to health services.

# Fighting Cancer

**Second highest** number of cancer cases in Maryland (*Cancer Report 2012 DHMH*)



Preventive screenings and education are essential in reducing the incidence of cancer. MedStar Montgomery Medical Center's physicians and educators actively provide education to community groups on colon, breast and other cancers.



Informational tables are set up regularly in the lobby of MedStar Montgomery Medical Center to provide educational materials to staff, patients and visitors. Materials focus on the importance of screenings and good health habits to prevent cancer.

# Preventing Heart Disease

**Heart disease** is the **leading cause** of death in Montgomery County.

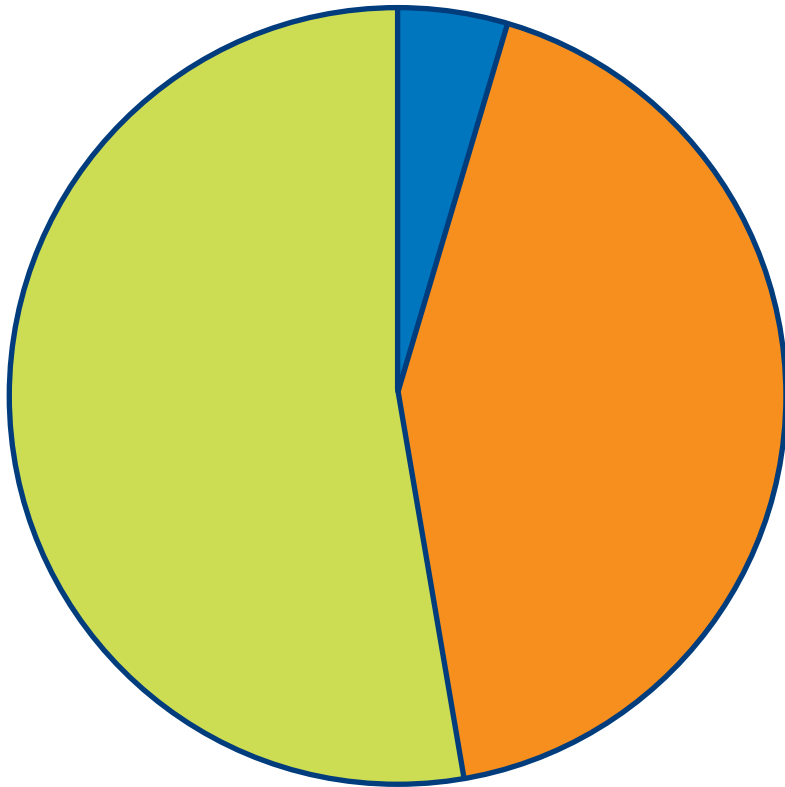


MedStar Montgomery Medical Center, in partnership with MedStar Health, offers a free vascular screening and education to individuals 60 years of age or older or age 50 or older with risk factors such as high blood pressure and high cholesterol. The program is based on the Dare to C.A.R.E. model; it is highly intensive and includes one-on-one physician counseling and nutrition education.



The risk of developing heart disease can be drastically reduced when improvements are made in diet and physical activity. MedStar Montgomery Medical Center promotes the ABCs method—*aspirin, blood pressure control, cholesterol management, and smoking cessation*—as key to a healthy heart.

# Community Benefits



<span style="color: #0070C0;">■</span> Medicaid assessments	<b>\$640,982</b>
<span style="color: #E67E22;">■</span> Charity care	<b>\$5,999,259</b>
<span style="color: #92D050;">■</span> Community outreach	<b>\$7,378,306</b>

**MedStarMontgomery.org**



**MedStar Montgomery  
Medical Center**

18101 Prince Philip Dr.  
Olney, MD 20832  
301-774-8882 **PHONE**

MedStar Franklin Square Medical Center  
MedStar Georgetown University Hospital  
MedStar Good Samaritan Hospital  
MedStar Harbor Hospital  
**MedStar Montgomery Medical Center**  
MedStar National Rehabilitation Network  
MedStar Southern Maryland Hospital Center  
MedStar St. Mary's Hospital  
MedStar Union Memorial Hospital  
MedStar Washington Hospital Center  
MedStar Family Choice  
MedStar Medical Group  
MedStar PromptCare  
MedStar Visiting Nurse Association  
MedStar Institute for Innovation  
MedStar Health Research Institute



[MedStarMontgomery.org](http://MedStarMontgomery.org)



# MedStar Montgomery Medical Center

18101 Prince Philip Dr.  
Olney, MD 20832  
301-774-8882 **PHONE**

MedStar Franklin Square Medical Center  
MedStar Georgetown University Hospital  
MedStar Good Samaritan Hospital  
MedStar Harbor Hospital  
**MedStar Montgomery Medical Center**  
MedStar National Rehabilitation Network  
MedStar Southern Maryland Hospital Center  
MedStar St. Mary's Hospital  
MedStar Union Memorial Hospital  
MedStar Washington Hospital Center  
MedStar Family Choice  
MedStar Medical Group  
MedStar PromptCare  
MedStar Visiting Nurse Association  
MedStar Institute for Innovation  
MedStar Health Research Institute