



MedStar Montgomery  
Medical Center

# Caring for People, Advancing Health

2014 Report to the Community

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



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

## Letter from the President

### Dear Friends and Neighbors,

At MedStar Montgomery Medical Center, we've been addressing the healthcare needs of residents of the region for the past 95 years. Our vision is to be the trusted leader in caring for people and advancing the health of everyone in the community we serve, particularly the most vulnerable and underserved. As a not-for-profit hospital, it is a role we take seriously.

So identifying what the most pressing needs are and where they are the greatest is essential. Our Community Health Needs Assessment (CHNA) provides us with the insight to do this.

A collaborative process, the CHNA is led by a task force of community residents, faith-based leaders, hospital representatives, and public health experts who take into account a wide range of quantitative and qualitative data. This enables us to identify the area's most pressing health-related needs, so we can prioritize how to best use our resources, and supports us in planning and carrying out community-based programming.

You'll read about some of these programs in this report. You'll learn how we:

- Ensure that uninsured area residents who may not know they are at risk for heart disease get essential screenings and follow-up care, if needed.
- Help our community's older adults control common health problems, such as high blood pressure and obesity, by organizing opportunities for regular physical activity.
- Connect low-income and underserved residents who visit our emergency department for care with free or low-cost health services.
- Work to reduce the incidence of cancer in the county through educational outreach that focuses on cancer prevention and the importance of early detection.

We thank all members of the MedStar Montgomery Medical Center family—board members, medical staff, associates, and volunteers—who help make it possible for us to do this important work. As we look to the future, we welcome any and all input that will ensure we continue to address the community's needs as effectively as possible.

Sincerely,

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

# MedStar Montgomery Medical Center

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## 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 coworkers.

**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

MedStar Montgomery Medical Center is committed to ensuring that all area residents have access to the care they need, when they need it. As part of this commitment, the hospital's community outreach is focused on initiatives that address and minimize health disparities.

MedStar Montgomery Medical Center is fortunate to be situated in the midst of one of the most affluent counties in the United States. Despite this, the county has a number of aging communities and neighborhoods—many with a high density of low-income residents and underserved seniors.

In order to identify the communities with the greatest needs and the most common health issues impacting these communities, we rely on our Community Health Needs Assessment (CHNA), a collaborative process that involves numerous members of the community.

As part of the CHNA, we look at a wide range of data and take into account the hospital's strengths, existing programs and partnerships, and public health goals. This helps us determine where the needs are the greatest and prioritize how to best use our resources in those communities.

From a geographical perspective, the greater Aspen Hill area was once again identified as our priority Community Benefit Service Area. A town located just south of Olney, more than 40 percent of the 61,097 residents are over the age of 54. Aspen Hill is also a racially and ethnically diverse area. Among its residents, 23 percent are African American, 18 percent are Hispanic and 12 percent are Asian.

In addition, more than 18 percent of the residents of this area are without health insurance, a number much higher than the rest of the county. This, combined with a host of other socio-economic disparities, has resulted in many Aspen Hill residents having unmet healthcare needs. And, quite a few 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.

Because of the town's close proximity to MedStar Montgomery Medical Center, the hospital continues to focus its community programming on the greater Aspen Hill area, with heart disease being the priority health issue. Access to primary and specialty care, cancer, and obesity are also key health issues the hospital is addressing.

## Mending Hearts in Aspen Hill



In Aspen Hill, MedStar Montgomery Medical Center is working with the MedStar Visiting Nurse Association on a unique program designed to identify uninsured Hispanic residents who may be at risk for heart disease and get them the care they need if they are determined to be at risk.

“The population of Aspen Hill is ethnically diverse and many residents have unmet healthcare needs, so we tailor our Access to Care/Heart Health program to this area,” explains Gina Cook, manager of Marketing and Communications at MedStar Montgomery Medical Center.

The program takes place on Saturday mornings at a church that serves as a food pantry. Nurses from the MedStar Visiting Nurse Association conduct screenings on a

monthly basis, checking participants’ blood pressure, cholesterol and body mass index, and counseling them on ways to bring those numbers down through healthy lifestyle habits.

With the help of Dairy Marroquin, MedStar Montgomery Medical Center’s bilingual community benefit outreach coordinator, participants receive linguistically appropriate health information.

“The program uncovers individuals who are uninsured and don’t realize they’re at risk,” Cook explains. “Most are surprised to learn that their cholesterol levels are high.”

During the screenings, Marroquin asks patients a series of questions related to their health insurance and primary care provider. If patients are uninsured, do not have a primary care provider or have not seen a primary care provider recently, Marroquin gives them information about area clinics, which offer primary care services free of charge for the uninsured.

Marroquin then calls them to make sure they scheduled their appointments—that same week if the patient needed care as soon as possible or, otherwise, within two weeks.

“Patients without insurance often end up at the ER,” explains Cook. “We encourage them to get a check-up and follow up. They can get started on medication to bring down their cholesterol level and to prevent heart attacks.”

Because the church promotes the food pantry at nearby Georgian Forest Elementary School, the program is advancing health for many individuals who might not otherwise attend the screenings, like Maria Escobar, whose daughter goes to the school. While being screened, Escobar discovered that she had high cholesterol.

“I learned that I need to follow up with my doctor more carefully and more often,” Escobar remembers. “Because of this program, I have learned about the importance of cooking healthy meals for my family.”

Since her screening, Escobar now avoids sugary foods and beverages like sodas. She also visits a nearby clinic regularly for routine primary care.

“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

## Promoting Healthy Aging

Nearly **13.3 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. The classes at MedStar Montgomery Medical Center concentrate on four areas that tend to affect older adults—endurance, balance, flexibility, and strength. The classes are free and are held at the Longwood and Mid-County Recreation Centers, providing participants with convenient options.



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.

# Providing Access to Care

Nearly **12 percent** of Montgomery County residents are **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 underserved populations. By providing these resources, we augment each organization's ability to support our goal to increase access to health services.

# Fighting Cancer

Montgomery County has the **second highest** number of cancer cases in Maryland.



WHIP is a program developed by MedStar Montgomery Medical Center to increase the early detection of breast cancer among uninsured, low-income women residing in the county. Through WHIP, women ages 40 and above who are patients at Proyecto Salud Clinic on the hospital campus, receive free women's health assessments, breast health education, referrals, and care navigation—as well as easily accessible, one-stop, coordinated breast testing. In 2014, a total of 176 screenings were performed, 34 of which were diagnostic.



MedStar Montgomery Medical Center's physicians and educators regularly conduct community outreach about cancer. During the 2014 MedStar Health Cancer Symposium, a day-long session led by experts, the focus was on health, wellness and managing care during and after cancer treatment. Disease-specific breakout sessions covered the latest therapies, available clinical trials, cancer care, and the integration of services. More than 150 individuals attended.

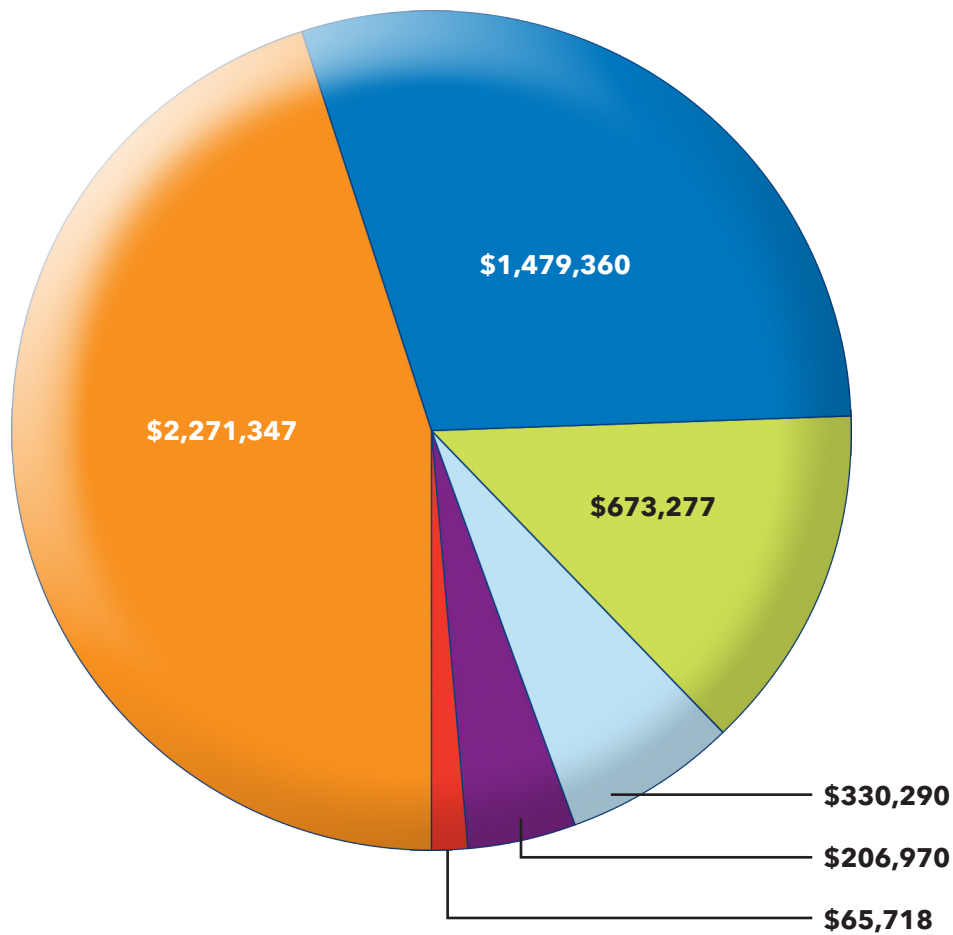
## Partners in Care

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 community partners include:

- 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
- 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

# Community Benefit Contributions

For fiscal year 2014, MedStar Montgomery Medical Center invested \$5 million in community benefit services and activities.



- Mission driven health services
- Community health services
- Medicaid assessments
- Community building and contributions
- Research
- Health professions and education

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



## MedStar Montgomery Medical Center

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MedStar Franklin Square Medical Center  
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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