

A BETTER STATE OF CARE FOR MARYLAND'S EASTERN SHORE

**The Campaign for a
Regional Medical Center**



“For decades, we have worked tirelessly to promote the unique health needs of our beloved Eastern Shore communities. Building a world-class regional medical center in Easton will be the crowning achievement of a health system built with community needs foremost in mind.”

KATHY DEOUDS • Chair, Board of Directors • UM Shore Regional Health

The Way Forward

For more than a decade, the University of Maryland’s renowned medical system has been building capacity, creating community, and elevating the quality of health care in Caroline, Dorchester, Kent, Queen Anne’s and Talbot counties. Together, we must continue building on that progress by increasing investment in the health of our Eastern Shore community.

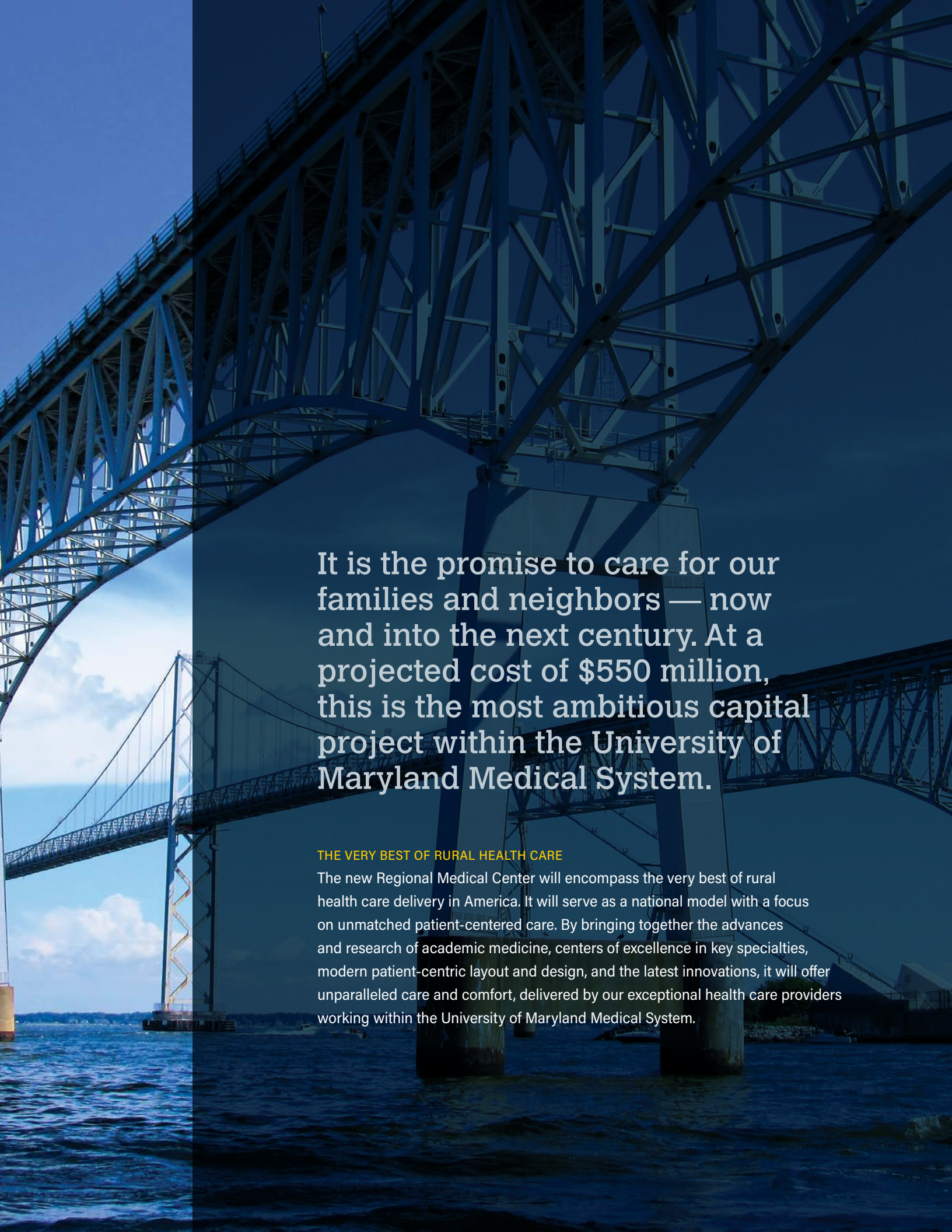
THE LONG-RECOGNIZED NEED

The Campaign for a Regional Medical Center takes the best of what we do now and builds from there. The need for a larger, a more accessible and up-to-date Regional Medical Center replacing the century-old outdated hospital in Easton’s busy historic district has long been recognized. This Campaign will support the investment needed to realize the vision of a new, state-of-the-art regional medical center that will enable us to advance medical care to the next level on Maryland’s Eastern Shore through a once-in-a-generation visionary endeavor.

THE PROMISE TO OUR NEIGHBORS

It is the promise to care for our families and neighbors — now and into the next century. At a projected cost of \$550 million, this is the most ambitious capital project within the University of Maryland Medical System and the most significant in the history of University of Maryland Shore Regional Health. The generous support of our community will ensure the margin of excellence, providing the highest quality of health care for Eastern Shore residents for decades to come.





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THE VERY BEST OF RURAL HEALTH CARE

The new Regional Medical Center will encompass the very best of rural health care delivery in America. It will serve as a national model with a focus on unmatched patient-centered care. By bringing together the advances and research of academic medicine, centers of excellence in key specialties, modern patient-centric layout and design, and the latest innovations, it will offer unparalleled care and comfort, delivered by our exceptional health care providers working within the University of Maryland Medical System.



Elevating Care for our Community

This is an opportunity to bring about a transformational advancement in Eastern Shore health care. The new Regional Medical Center will be the largest, boldest and most important project of our decade-long plan as it replaces the 108-year-old hospital on Washington Street with a brand-new building designed to address the needs of our patients and their families today and for years to come.

“Our singular mission at UM Shore Regional Health is to offer the highest-quality health care for residents and visitors to the Eastern Shore.”

KEN KOZEL, FACHE • President and CEO • UM Shore Regional Health

EASIER, SAFER, BETTER.

The new UM Shore Regional Medical Center will allow us to increase access, improve safety, and create a more patient-centered environment for quality health care. With 147 beds and an attached, multi-service building that includes outpatient clinics, education rooms and a full-service clinical laboratory, the new Regional Medical Center will facilitate better outcomes for our community.

A more central location will make the emergency department and acute inpatient services accessible within 30 minutes to nearly 30 percent more Mid-Shore residents compared to our current location. A ground-level helipad will provide emergency and high-need patients rapid airlift within the “golden hour” to expert teams within the University of Maryland Medical System.

Prioritizing patient and staff safety comes first, through careful planning and better design. Building the new Regional Medical Center will enable the integration of state-of-the-art medical equipment and technology. The 122 private inpatient rooms will promote privacy and confidentiality while making use of a universal room design to promote efficiency and ease of use for medical, clinical and support staff. A dedicated trauma/patient elevator will transport critically ill patients. More airborne infection isolation rooms, together with centrally located invasive procedure rooms, will further enhance patient safety.

Increased efficiency will ensure prompt care, increased patient satisfaction and better health outcomes. Patient floors will be dedicated to various medical specialties, including our obstetrics and gynecology floor, to promote greater collaboration and coordination across clinical teams. The new facility will incorporate by-design healing elements including natural light, outside views, and art to enhance and support patient recovery.

We believe that crossing the Bay Bridge should be for holidays, not health care.

A more central location will offer quicker access to critical care from all 5 counties.



BY THE NUMBERS

170,000 residents served

25 private observation rooms

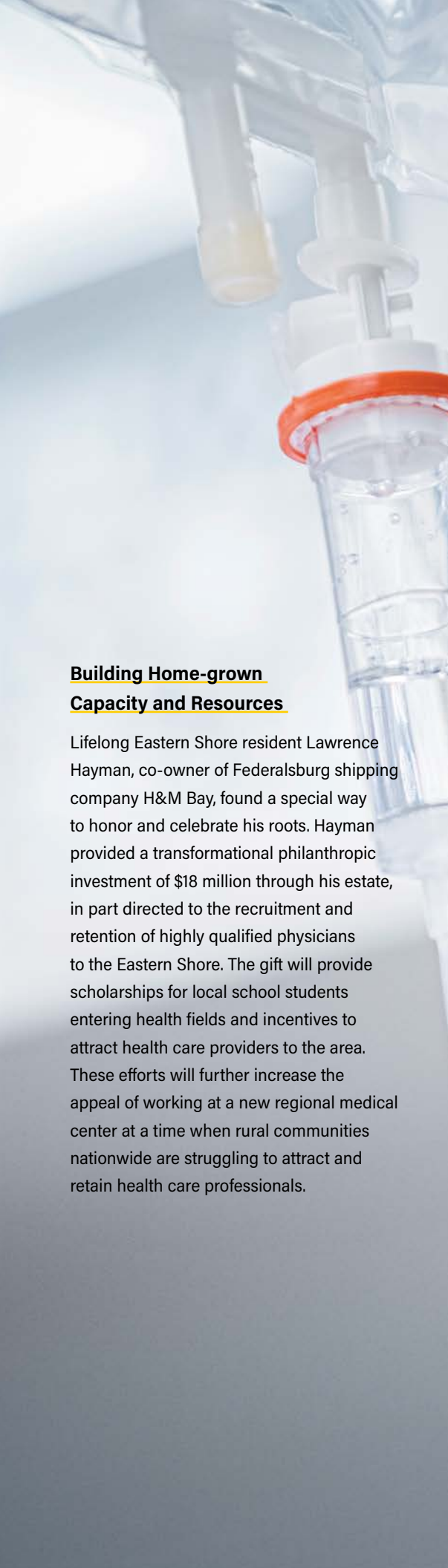
230 acres of land

27 private bays within a new emergency department

147 beds

122 private patient rooms

6 full size operating rooms



Building Home-grown Capacity and Resources

Lifelong Eastern Shore resident Lawrence Hayman, co-owner of Federalsburg shipping company H&M Bay, found a special way to honor and celebrate his roots. Hayman provided a transformational philanthropic investment of \$18 million through his estate, in part directed to the recruitment and retention of highly qualified physicians to the Eastern Shore. The gift will provide scholarships for local school students entering health fields and incentives to attract health care providers to the area. These efforts will further increase the appeal of working at a new regional medical center at a time when rural communities nationwide are struggling to attract and retain health care professionals.

“The Eastern Shore is my home. I have worked here for years providing the highest quality of care for my patients. A new medical center that will allow us to provide the best care for our patients well into the future is so important for our community. State-of-the-art medical facilities, leading-edge technologies, and the very best in medical practice and care are made possible through your support.”

JEFFREY ETHERTON, MD • Interventional Cardiology

A STATE-OF-THE-ART EMERGENCY DEPARTMENT

In communities like ours, the Emergency Department (ED) is a lifeline for countless individuals and families. The new Regional Medical Center will feature an improved ED that offers more private space for patients and families, and is fully equipped with updated technology and equipment. With 27 spacious private rooms, the new ED suite is designed to be a model of efficiency and patient-centered care.

It will feature an innovative pod concept that provides critical visibility, co-locates patients with similar needs and accommodates fluctuating demand. The Department’s observation unit will be located directly adjacent to the ED, integrating isolation rooms along with exam rooms appropriate for pediatric patients, behavioral health patients and suicide prevention safety assessment. Immediately adjacent to the ED, the ground-level helipad will provide for quick transportation of critically ill patients, often making all the difference in emergency situations.



REGIONAL MEDICAL CENTER HIGHLIGHTS

Central location for quicker access from all 5 counties

Rapid airlift services

Ground-level helipad

Ample parking

Emergency department

Acute patient care

A dedicated trauma/
patient elevator

Airborne infection isolation rooms

Floors dedicated to medical specialties

Outpatient clinics

Education rooms

Full-service clinical laboratory

All private patient rooms

“We loved it here when we visited so much we moved to Talbot County years ago for better quality of life. Healthcare was a consideration in our decision, as it is when you age. Knowing that we can rely on UM Shore Regional Health, as well as the extended network available through the University of Maryland, when we need it truly puts us at ease. The thought of having access to a new state-of-the-art facility just adds to our peace of mind.”

BILL & JUDY MUNN

A New Model of Rural Health Care


HEALTH CARE AT THE SHORE—FOR THE SHORE.

At UM Shore Regional Health, we believe that crossing the Bay Bridge should be for holidays, not health care. We strive to bring the highest level of comprehensive medical care to serve our community in the most patient-friendly and cost-efficient manner possible. We are committed to partnership and collaboration to provide essential primary care, and advanced and specialty care for full and part time Eastern Shore residents of all ages. And we are here and ready to respond to the health care needs of the many visitors and guests who cherish our beautiful byways and waterways as much as we do.

BRIDGING RURAL HEALTH AND ADVANCED ACADEMIC MEDICINE.

At UM Shore Regional Health we are committed to meeting Maryland's health care needs one patient at a time. As part of the University of Maryland System, our physicians and care teams work with UM School of Medicine specialists to provide primary and specialty care of the highest quality. This partnership allows us to draw on a deep well of medical expertise offered at more than 150 locations across the state, including a network of 13 academic, community and specialty hospitals. The flagship hospital, University of Maryland Medical Center, is among the nation's pioneering teaching hospitals and home to renowned centers of medical excellence, including the University of Maryland Marlene and Stewart Greenebaum Cancer Center and R. Adams Cowley Shock Trauma Center.





“The new UM Shore Regional Medical Center in Easton represents a monumental shift for health care delivery in a larger, more accessible campus; the setting will ensure the Eastern Shore community’s needs will be met for decades.”

MOHAN SUNTHA, MD, MBA • President and CEO • University of Maryland Medical System

COMPLETING THE VISION.

For the past decade, UM Shore Regional Health has been working systematically to create a unified, comprehensive health care delivery model for midshore clinics of the Eastern Shore. We’ve brought the newest medical advances and discoveries, leading researchers and clinicians, and the most up-to-date modern facilities and medical equipment together — all to create a system that enables area residents to experience diagnoses, treatment and care close to home.

Shore Health System became affiliated with University of Maryland Medical System in 2006 and merged with Chester River Health System in 2013. Since that time, UM Shore Regional Health has advanced a mission-critical focus to innovative practice, delivering the best patient care. With investments in excess of \$150 million over the past decade, UM Shore Regional Health has created new and more accessible facilities in the five counties we serve, while promoting major health care technology advances and equipment upgrades that enable residents to access a wide array of new health services close to home. We’ve created county-based solutions for access to pre- and post-acute care, with each part of the system supporting and reinforcing the others.

America’s Rural Health Crisis

State-of-the-art facilities and equipment help attract and retain the best and brightest medical, nursing and allied health providers. Of the 60 million Americans who live in rural areas, about 10 million are age 65 and older. They tend to be sicker, poorer, and more vulnerable than their non-rural fellow citizens.¹

The CDC reports that rural Americans are more likely to die of the five leading causes of death, while rural mothers have a 9 percent higher chance of experiencing ‘severe maternal morbidity and mortality.’ Underlying this problem is a lack of available quality care. Rural communities face a significant shortage of healthcare professionals, with only about 10 percent of physicians practicing in rural areas that are home to 20 percent of the nation’s population.

¹Per Rational Rural Health Association Report




EMERGENCY HOSPITAL, EASTON, MD.

MILESTONES IN EASTERN SHORE HOSPITAL AND HEALTH CARE

- 1907** ● First Easton hospital built
- 1913** ● When Easton's first hospital had a major fire, local citizens stepped forward and within six weeks pledged \$43,000 for the construction of Memorial Hospital on Washington Street.
- 1915** ● Dedicated in 1915, the new Easton Hospital on Washington Street was immediately so overcrowded that no nurses ever actually slept in the 14 beds intended as nurses' quarters.
- 1930** ● By 1930, there were eight doctors, five graduate nurses, and 17 nurses-in-training caring for more than 1,000 patients annually.
 - Over the years, Memorial Hospital was remodeled and expanded, including five major additions/renovations between 1915 and 2006.
- 2006** ● In 2006, Shore Health System officially became affiliated with University of Maryland Medical System.
- 2010** ● UM Shore Medical Pavilion at Easton and UM Shore Emergency Center at Queenstown open
- 2013** ● On July 1, 2013, UM Shore Health merged with Chester River Health System to become UM Shore Regional Health.
- 2016** ● UM Shore Medical Pavilion at Denton opens and UM Urgent Care at Easton open
- 2021** ● UM Shore Regional Health at Cambridge opens
 - First rural hospital pilot in MD, UM Shore Health, Chestertown.
- 2022** ● UM Urgent Care Kent Island opens
- 2023** ● January 2023 – the last and largest piece of the comprehensive UM Shore Regional Health puzzle falls into place with the filing of a Certificate of Need application with the State of Maryland to begin planning and building a new UM Regional Medical Center in Easton.
 - May 2023 – a transformational gift of \$5 million kickstarts the private fundraising for the UM Regional Medical Center.
- NEXT** ● Construction of the state-of-the-art UM Regional Medical Center





“As the Eastern Shore’s leading health care organization, we are committed to creating healthier communities. But we cannot do it alone. We extend our deepest thanks to the passionate community members and volunteer leaders who are coming together to support the Campaign for the New Regional Medical Center.”

CHARLES CAPUTE • Chairman, Board of Trustees • UM Memorial Hospital Foundation

Ensuring Advanced Care for Generations to Come

The Regional Medical Center will be a \$550 million capital project built in the community and for the community.

Funding for this vital project will be raised in a unique public/private partnership crowning more than a century of community stewardship of the Eastern Shore’s health care system. While much of the financing will come from the University of Maryland Medical System and the State of Maryland, those commitments take us only part of the way. The success of this transformational campaign will depend upon the generosity of our friends and neighbors across the region — people who love the Eastern Shore and understand the importance of investing in quality health care.

PHILANTHROPY IS THE BRIDGE BETWEEN GOOD AND EXCEPTIONAL.

We intend to raise \$50 million through the generous support of our community. By launching the largest campaign in our history – we will ensure the success of the most important health care initiative ever undertaken on Maryland’s Eastern Shore.

In celebration of our first 100 years and in enthusiastic preparation for the next century of exceptional care, we invite you to partner with us in meeting the health care needs of our communities and ensuring better, healthier lives for our families, neighbors and friends.



Generosity drives extraordinary.

The tomorrow we seek, for you, your family, your friends, our community, our world, is the reason we need your support today.

For more information about this project, please contact:

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A vision for Maryland's Eastern Shore.

UM SHORE REGIONAL HEALTH

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