Maryland Insurance Administration: Innovating to Address Health Inequities

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Celeste James
About Celeste James, Interim Vice President, Brand, Communications & Community Engagement

• Community Health
• Board/Civic Service
  • Washington Regional Association of Grantmakers
  • Maryland Community Health Resources Commission
  • Co-chair of Washington Regional Food Funders
  • Crittenton Services of Greater Washington
• Previous Roles:
  • Vice President of Communications, NPR
Kaiser Permanente: A Model of Care that Makes a Difference
Our care delivery

TRADITIONAL HEALTH CARE VS KAISER PERMANENTE
1,600+ physicians deliver high-quality care to Kaiser Permanente members

780,000+ members get care + coverage from Kaiser Permanente

$4.5 B revenue

9,000+ employees improving the health of people + communities

34 Medical Centers and growing

12 Premier hospitals
Kaiser Permanente in Maryland

Opened in 2019

- Regional Administration Building opened in New Carrollton in February 2019

Under Construction

- Medical Office Building opening in Bowie in 2021
- HUB (comprehensive Medical Office Building with Clinical Decision Unit and Ambulatory Surgical Center) opening in Timonium in 2021
- Medical Office Building opening in Aspen Hill in 2022

Please check kp.org/facilities for the most up-to-date listing of the services located at Kaiser Permanente medical centers.
We work to end racism and promote equity

In our communities, by improving access to capital, providing workforce development opportunities and educational opportunities for underserved populations.

From 2014 – 2019, Kaiser Permanente invested more than $631 Million in Maryland to support community health.

$14.3 million in grants, sponsorships, donations

Over $114.5 million in Charitable Health Care Programs

Partnered with more than 200 different nonprofits
Internal DEI efforts

We are building a highly inclusive, engaged, and psychologically safe workplace where everyone has an equal opportunity to reach their full potential and use their diverse perspectives and strengths to support our mission.

- 53% CEOs direct reports were women
- 43% women executive medical directors
- 67% of total workforce identified as members of racial, ethnic, and cultural minorities
- 75% of total workforce are women
Lower mortality rate across all races compared to national benchmarks for patients with high blood pressure

Crude Death Rates (per 100K)

- White: Nationally 11.5%, Kaiser Permanente 6.1%
- Black: Nationally 14.4%, Kaiser Permanente 10.4%
- Asian/Pacific Islander: Nationally 6.6%, Kaiser Permanente 1.3%
- Hispanic: Nationally 4.3%, Kaiser Permanente 1.2%
Breast cancer survival rates higher than national averages among both Black and White patients

Kaiser Permanente Mid-Atlantic States patients have a higher overall survival rate (92%) compared to the SEER 18 database (89.9%). Cause specific survival rate is based on breast cancer being listed as the underlying cause of death, as per data collected from the National Death Index (NDI).
Addressing social needs can improve health outcomes

1 in 4 AMERICANS have had an unmet social need

21% prioritized food or rent over health care

17% couldn’t go to the doctor/pick up medication

9% couldn’t see a doctor because of unstable housing

Source: Kaiser Permanente Social Needs In America Survey, 2019
Mid-Atlantic Community Network
Facilitating Coordinated Social Services in our Communities

A partnership between Kaiser Permanente and Unite Us.

Connects health care and social services
Connects social service organizations across communities through a shared technology platform
Active in the District of Columbia, Suburban Maryland, and Greater Baltimore counties
Expanding to Northern Virginia in 2021
Mid-Atlantic Community Network

A person-centered, community-based system, where:

People are easily **connected to the right service, quickly and efficiently.**

Service providers can **view, coordinate, and collaborate** on their clients’ care beyond the services they provide.

**Outcomes data is tracked** and leveraged to demonstrate impact, increase visibility of gaps in services, and improve access to services for all.
How it works

Client → Care Manager → [System] → Food Assistance Provider → Transportation Provider

Food Need Identified → Additional Need Identified → Referral
Connecting community members to critical social services

- 280+ social service providers participating
- 660+ programs available
- 2,000+ referrals made through the network to connect clients to care