

Generating Economic Returns for the Community and City



The Challenges of West Baltimore

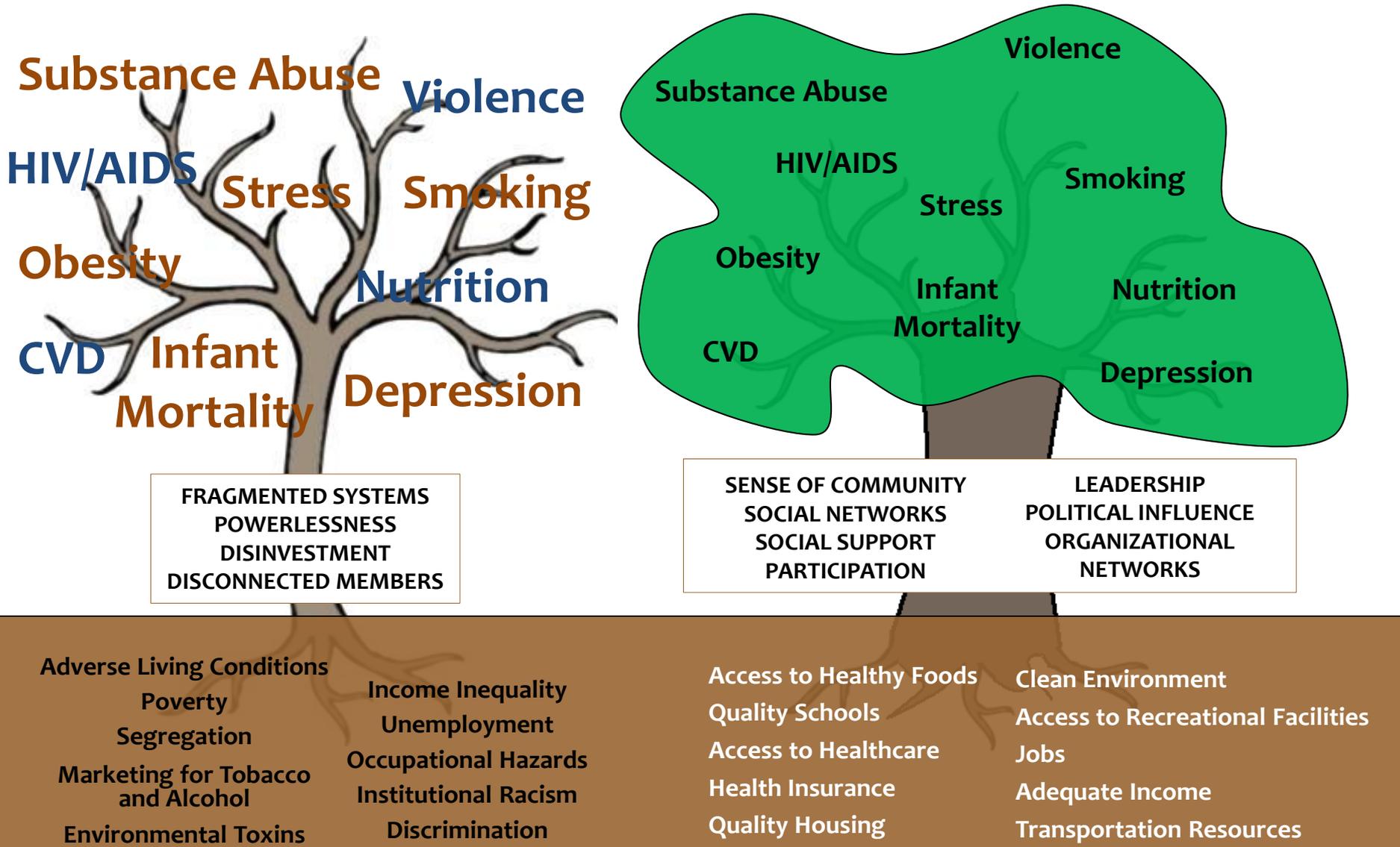


Bon Secours Baltimore Health System's is particularly vital to the community it serves, which lags behind many areas of Baltimore in demographic, housing and socioeconomic measures. In the community around Bon Secours:

- Most of the population is older, less affluent and less educated than in Baltimore City as a whole.
- Fewer residents are employed and those who have jobs are more likely to work in lower-skilled occupations, as compared to the entire city.
- Crime is higher in many of the areas served by Bon Secours Baltimore Health System than in other areas of the city.
- Residents suffer from chronic diseases such as diabetes, heart disease and hypertension in greater numbers than in the city as a whole, and have, on average, shorter life expectancy.

Growing Communities: Social Determinants, Behavior and Health

Our Environments Cultivate Our Communities and Our Communities Nurture Our Health



Getting Started: Timeline

- **1995: Launch of Operation ReachOut**
- **1996: Head Start begins at Hollins Terrace**
- **1997: OROSW planning process begins**
- **1997: Phase I of Bon Secours Apartments completed**
- **1998: Bon Secours Community Support Center Opens**
- **1998: OROSW plan complete**

OOSW VISION STATEMENT

*By the year 2018, the neighborhoods of Operation ReachOut Southwest will be known city-wide as a **desirable place to live**. All houses will be occupied, the majority by homeowners. The streets will be clean, safe, attractive, drug-free, lined with trees and well-kept gardens. There will be parenting, individual and family support services for those who need them. All residents will be educated. There will be recreational activities for all. There will be a variety of fulfilling business and employment opportunities for all people. All community groups, businesses, churches, institutions, government, and individuals will continue to maintain the quality of life in our neighborhoods.*

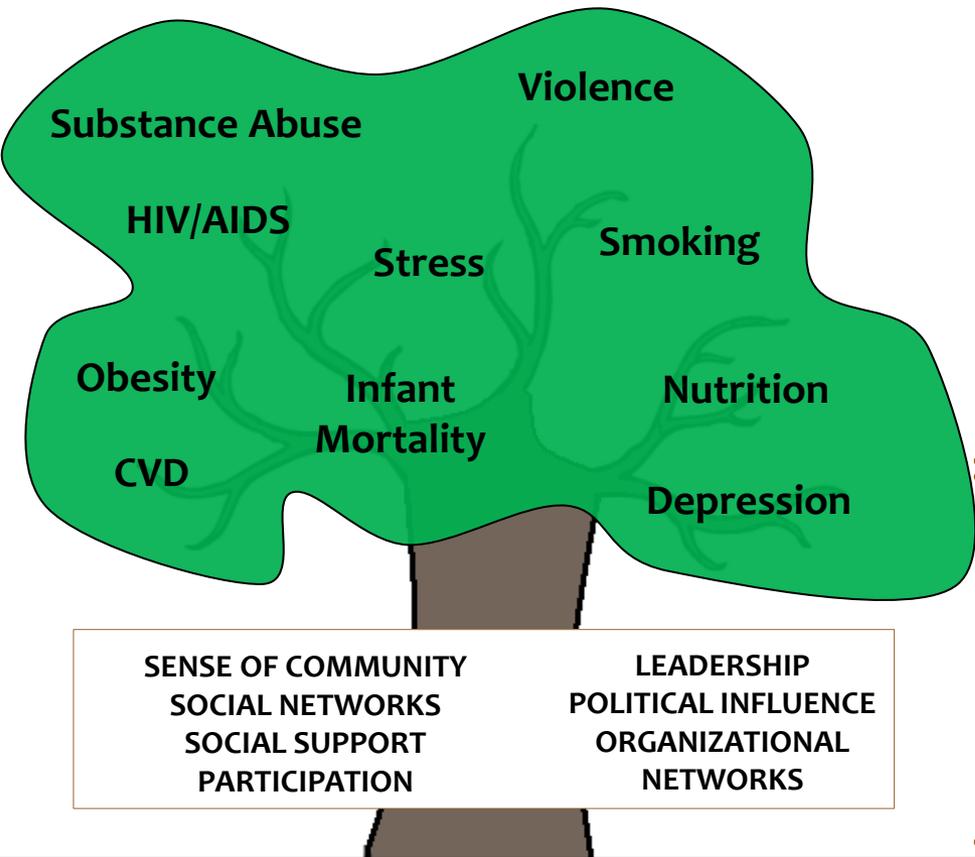
What We Have Learned

Successful initiatives require resident participation in *planning and implementation*.

Success is more certain when you reverse thinking from addressing deficits in the community to building upon assets.

Supporting the “Healthy Tree”

Bon Secours Programs and Services and West Baltimore Characteristics



- Women’s Resource Center
- IP and OP Substance Abuse Programs
- IP and OP Mental Health Programs
- Smoking Cessation Counseling
- Nutrition Counseling
- Teleheart Program
- IP Cardiology Services
- Family Support Center Prenatal / Perinatal Classes
- Strong Community Associations
- Numerous Strong Churches
- BSB Community Engagement Process
- Healthy Community Advisory Board (NEW!)
- Strong Support from Elected Officials
- Numerous Community Partners: (FQHCs, Other Hospitals, Foundations, Community Organizations, etc.)

- Access to Healthy Foods
- Clean Environment
- Quality Schools
- Access to Recreational Facilities
- Access to Healthcare
- Jobs
- Health Insurance
- Adequate Income
- Quality Housing
- Transportation Resources

- MARC Station Farmer’s Market
- Clean and Green
- Bon Secours Apartments & Senior Housing
- Bon Secours Transportation (patients)
- Our Money Place
- Workforce Development, YEOP, BSB
- Employment of West Baltimore Residents

Economic Contributions in Baltimore

The University of Baltimore analyzed the economic contribution Bon Secours makes in Baltimore. The analysis finds that BSBHS:

- Contributes **\$226.3 million** in economic activity to the city of Baltimore's economy – through its direct activities and indirect effects.
 - Had revenues of **\$138.8 million** in FY 2010, generating **\$46.9 million** in indirect effects, through purchases of supplies and services from city companies, and **\$40.6 million** in induced effects.
 - Directly employs **956 workers earning \$67.2 million** in compensation annually.
 - Through its activities, indirectly supports **1,532 jobs that provide \$94 million** in compensation annually.
- Generates an estimated **\$7.6 million** in combined state and local tax revenues.
 - Spent a total of **\$26.3 million** on capital projects in the last five years, which generated **\$38.7 million** in economic activity.
 - Has built 648 apartments at seven locations for residents who earn an estimated **\$16.5 million** in income, which generates a total of **\$15.4 million in local economic activity** in the city.

Bon Secours Impact: **Housing**



Bon Secours Baltimore Health System provides high-quality, affordable housing to seniors and families in an area that has lost significant population over many years.



Bon Secours Community Works operates a portfolio of **648 apartments for seniors and families**.

These residential developments contribute to the economic vitality of the City and the community, both through the spending by the tenants residing in the apartments and by capital spending to develop, renovate and maintain its properties.



Bon Secours Impact: Caring for the Community

Bon Secours Baltimore Health System provides emergency, critical, and ambulatory care to residents of the community and others.

Bon Secours offers both community-based clinical services and health care support services to residents of its West Baltimore community and to the entire city. A key focus is behavioral health and substance abuse services.

In 2010, as part of its healthcare mission, **Bon Secours Baltimore Health System** provided **\$9.7 million in charity care** – free or discounted health services for people who cannot afford to pay and who met the hospital’s criteria for financial assistance.



Bon Secours Impact: Community Supports



Bon Secours Baltimore Health System provides a variety of community support service programs focused on improving the quality of life and public health:

- Educational and workforce programs to address the low level of workforce participation;
- Supports to help women and families thrive;
- Community development initiatives focused on housing and neighborhood revitalization;
- Financial coaching.



Bon Secours Impact: Committed to the Community

More than **130 years** of service

- Health Care
- Community Services
- An Economic Force in West Baltimore

Bon Secours: Providing Good Help to Those in Need