

A CASE TO SUPPORT

Eastern Shore Pathways

Educating World-Class Health Care Providers to Serve Maryland's Eastern Shore



THE UNIVERSITY OF MARYLAND, BALTIMORE INVITES YOU TO INVEST IN THE HEALTH AND WELL-BEING OF THE EASTERN SHORE.

In an ongoing effort to help alleviate the health care shortage on the Eastern Shore, the University of Maryland, Baltimore (UMB) is committed to educating world-class health care providers. In partnership with the University of Maryland Medical System, we are working **to implement an ambitious plan to meet the needs** of the diverse communities that comprise the nine counties of Maryland's Eastern Shore.

Developing Eastern Shore pathways for more clinicians and practitioners of high-quality health care in rural communities aligns with UMB's dedication to excellence in education, research, clinical care, and service, serving as Maryland's preeminent health and human services university. Through a collaborative approach, UMB is aligning and coordinating University and community resources and assets toward creating a talent pipeline, investments in developing that talent, and ensuring community health care stability. **Raising scholarship dollars** for students to attend UMB and subsequently practice on the Eastern Shore is key to our success, as is **building partnerships with health care providers and community members** to improve quality of life.

Thanks to UMB's unique constellation of medicine, nursing, pharmacy, dentistry, and associated health care professions, we can create an innovative and holistic approach to improved health. Programs such as the University of Maryland School of Medicine's Rural Health Equity and Access Longitudinal Elective aim to educate medical students and give them a deeper understanding of practicing medicine in rural areas as it relates to their career goals and aspirations. UMB will expand its impact in Eastern Shore rural communities through **interdisciplinary collaborations** with other schools and community partners.

A Model of Excellence: Commitment and Collaboration

The University of Maryland, Baltimore (UMB) continues to effect real and lasting change by serving the public good of Maryland and society at-large through education, research, clinical care, and service. Employing a unique interdisciplinary approach, our seven schools — Dentistry, Graduate Studies, Law, Medicine, Nursing, Pharmacy, and Social Work — are creating national models of excellence and innovation. As a university, UMB is deeply committed to improving the quality of life of communities around the state, and our faculty, staff, and students work together with our neighbors to meet community-identified needs.

ADDRESSING BARRIERS THROUGH UNIQUE SOLUTIONS

When seeking health care, Eastern Shore residents face numerous barriers that require multifaceted solutions. Nearly the entire Eastern Shore is designated by the federal government as a **Medically** Underserved Area (MUA) and as a Health Professional Shortage Area, according to the Maryland Rural Health Association. In eight Eastern Shore counties, 76 percent of citizens live in MUAs; in Caroline, Kent, Somerset, and Worcester counties, it rises to 100 percent. High infant and child mortality rates occur in Dorchester, Somerset, and Caroline counties. In addition, the Eastern Shore — like many other areas of the United States — is facing a situation in which there are fewer health care providers such as nurses, medical specialists, dentists, and mental health professionals to serve a growing and aging population.

While Maryland is one of the richest states in the country, there is a great disparity in how wealth is distributed, with the greatest wealth and access to health care centering on the Baltimore/Washington, D.C., region. Health disparities increase and access to health care decreases as Maryland's counties become more rural.

UMB is uniquely positioned to make a difference and address these challenges. Our ambitious plan to improve the quality of health care on the Eastern Shore addresses critical pathways where educational programs meet community needs.

"As a lifelong resident of the mid-Shore, I was determined to do something that would make a real difference and improve the lives of folks here. When you have a good health care system, I think you're on the way to achieving that. Creating an endowment with UMB will help Shore students and help make health care on this mid-Shore area the highest quality it can be."

> - Lawrence Hayman Co-Founder and Co-Owner, H&M Bay, Inc.



A transformational \$18 million gift from Lawrence Havman (right), in honor of his lifelong friendship with UMB President Bruce Jarrell (left), will support UMB's work on the Eastern Shore. Hayman and Jarrell grew up together in the Dorchester County/Caroline County area and are committed to improving the health and well-being of Shore communities.

An Educational Ecosystem Approach

Provide scholarships for students attending UMB who agree to serve on the Eastern Shore during their studies and after graduation

Engage health care providers on the Eastern Shore who will support educational opportunities and mentorship for students attracted to pursuing a career in health care

The interlocking programs within the University of Maryland Schools of Dentistry, Graduate Studies, Medicine, Nursing, and Pharmacy will foster rural health and human services leaders and a learning infrastructure that generates a community of health care practice in eastern Maryland.

Health Care Access and Economic Mobility

The Partner Initiative: Physician **Assistant Rural** Training in Behavioral **Health and Preceptor** Development Academy



Create clinical rotations and professional training opportunities so UMB students spend significant time on the Shore as part of their professional and graduate learning careers

> **Eastern Shore Rural MD Scholars** Program (RMD) for **Medical Students**

UMB's Commitment and **Ecosystem**

University of **Maryland Nursing Program on the Eastern Shore** (UM-NPES)

Collaboration

Creating More Residencies on the Eastern Shore for **Dental Students**

Pharmapreneurship^T as a Pathway to **Meaningful Change**

A CASE TO SUPPORT EASTERN SHORE PATHWAYS

UNIVERSITY OF MARYLAND SCHOOL OF MEDICINE Rural MD Scholars Program (RMD)

A PATHWAY TO PROVIDE MORE DOCTORS **ON THE EASTERN SHORE**

As the state's only public medical school, the **University** of Maryland School of Medicine (UMSOM) is dedicated to teaching our state's future health care providers. While a significant number of medical students ultimately practice in Maryland, there is a need to guarantee a consistent and sustainable number who see their future as Eastern Shore physicians.

The shortage of primary care and specialist providers causes long waiting times for appointments and overuses already stretched emergency medical services, resulting in decreased access to care for medical emergencies. These factors combined with a lack of training in primary care for emergency medicine physicians (who are not longitudinal providers) leaves the Eastern Shore with a "primary care" model that is extremely suboptimal for all patients and unsustainable long term. UMSOM piloted, and in 2024 launched, the Rural MD Scholars Program (RMD) in collaboration with the University of Maryland Eastern Shore, which is located in Princess Anne in Somerset County. When RMD is fully funded, we will expand the pre-matriculation rural curriculum, ramp up clinical opportunities for third- and fourth-year students, and provide 10 full-tuition scholarships to inspire the best and brightest students to join the program. When RMD graduates complete their residency, they will move directly to practicing medicine on the Eastern Shore. Imagine this: a constant flow of up to 10 new physicians entering the Eastern Shore's medically underserved areas each year.

Together, we can close the gap in resources and accessibility and open the door to improving the health and well-being of Maryland's rural communities.



"Growing up on the Eastern Shore of Maryland, I remember hearing my parents talk about the need for doctors in the area. As I started exploring medical careers, I became more aware of the unique challenges that residents on the Eastern Shore face when accessing health care. My shadowing experience in a family medicine practice in a particularly underserved part of Somerset County introduced me to the importance of physicians knowing the community in which they serve and the challenges members of that community face. I have always wanted to give back to the community I grew up in on the Eastern Shore, and I think RMD and the Eastern Shore Pathways scholarship will help me do that."

Sarah MacDonald

University of Maryland School of Medicine Class of 2028 Dr. James and Carolyn Frenkil Rural Health Scholar Hometown: Salisbury, Md.

UNIVERSITY OF MARYLAND SCHOOL OF NURSING **University of Maryland** Nursing Program on the **Eastern Shore**

BUILDING A SUSTAINABLE NURSING WORKFORCE FOR MARYLAND'S **RURAL COMMUNITIES**

Maryland's Eastern Shore faces critical shortages of health care providers, particularly nurses, creating barriers to quality care and long-term health outcomes for the region's communities. By some estimates, the Eastern Shore has only 70 percent of the necessary number of nurses. The University of Maryland School of Nursing (UMSON), in partnership with University of Maryland Shore Regional Health, is committed to addressing this challenge by expanding nursing education, clinical training, and workforce development directly on the Shore. This initiative will establish a holistic nursing education pathway and a dedicated **Clinical Excellence Center**, leveraging UMSON's nationally recognized expertise and technology-driven learning with Shore Health's clinical resources to recruit, educate, and retain nurses in the communities where they are most needed.

The Challenge: Nursing Shortages and Workforce Gaps

Health care workforce shortages are not isolated solely to nursing, but it is well known that nursing is the backbone of all health care systems. **Severe nurse** workforce shortages disproportionately impact the **Eastern Shore,** where fewer health care providers serve a growing and aging population. A lack of locally trained nurses results in higher turnover rates and difficulty in recruiting culturally representative providers. Barriers to nursing education – such as distance from existing nursing schools, financial constraints, and lack of access to prerequisites prevent many from pursuing nursing careers, and limited clinical training sites on the Shore further restrict the pipeline of students who can gain hands-on experience in the region.

These challenges underscore the need for the University of Maryland Nursing Program on the Eastern Shore (UM-NPES) to create a permanent solution by expanding the number of locally trained nurses who remain in the region and ensuring that the nursing workforce is representative of the communities it serves, leading to better patient outcomes and health equity. UM-NPES will provide a long-term, self-sustaining model that integrates nursing education, clinical experience, and workforce retention.

The Solution: UMSON on the Shore and Clinical Excellence Center

UM-NPES will transform nursing education in rural communities by establishing a comprehensive, locally embedded program that addresses each stop of the nursing pathway:

- Expanding Access to Nursing Education on the Shore
- Innovative, Hybrid Learning Model
- Cutting-Edge Simulation and Clinical Training
- Leadership Development for Current Staff and Managers
- Comprehensive Student and Workforce Support
- Establishing a named Clinical Excellence Center

The impact and long-term vision of this initiative will create a permanent solution to health care shortages on the Eastern Shore and position UMB as a leader in rural health care education, laying the groundwork for additional health professions training on the Shore.

Together, we can expand access to nursing education and build a sustainable rural health care workforce that creates a lasting impact for the Eastern Shore, ensuring that patients receive needed care from highly trained nurses with local roots.

UNIVERSITY OF MARYLAND SCHOOL OF DENTISTRY

BRIDGING THE GAP IN ORAL HEALTH CARE SERVICES

Oral health is closely tied to overall health, scholastic or job performance, and overall quality

of life. For many rural residents of Maryland's Eastern Shore, access to dental care is a significant challenge. Barriers include a limited availability of nearby providers and affordable dental care, particularly because many residents lack insurance or are underinsured.

The percentage of children living in poverty on the Eastern Shore is 15.2 percent, compared to the statewide average of 11.8 percent. In some counties, such as Dorchester, nearly 90 percent of students receive free and reduced meals. Poverty can lead to challenges in academic, cognitive, and health outcomes for children. In Maryland's rural Shore communities, as many as 25 percent to 30 percent of children do not receive regular dental or oral health care.

The long-term implications for the overall health and well-being of our rural neighbors are staggering. Studies suggest dental decay correlates to a 26 percent increased risk of all-cause mortality and a 48 percent increased risk of heart disease mortality. Moreover, issues of chronic dental pain can dramatically impact quality of life and create potential financial consequences through loss of work.

To meet today's formidable challenges, the University of Maryland School of Dentistry (UMSOD) shares a strategic vision that will bridge the gap in access to timely care and achieve **greater health equity** for the Shore's underserved communities.

UMSOD has identified several critical funding needs to meet this ambitious goal, including **establishing a dental clinic with eight dental chairs led by two UMSOD attending faculty members** who ideally would be practicing dentists on the Eastern Shore, as well as two residents. Under faculty supervision, UMSOD fourth-year dental students (about 100 per year) would be required to rotate through the clinic for two weeks at a time. This would give students the opportunity to practice in a community health clinic and provide care to underserved patients, offering a unique educational outreach experience.

A total of \$3 million in capital investment is needed to cover the clinic's buildout, equipment, and supplies.

Additionally, UMSOD is seeking **full scholarship funding for students** who commit to serving on the Eastern Shore after graduation, as well as transportation for dental students back and forth from Baltimore, compensation for faculty, and leasing of clinic space.

Your generous support will help build oral health equity and access to critical dental care services in underserved areas of the Eastern Shore.

UNIVERSITY OF MARYLAND SCHOOL OF PHARMACY

PHARMAPRENEURSHIP[™] AS A PATHWAY TO MEANINGFUL CHANGE

The nature of health care in rural communities benefits from a nimble, interprofessional approach. As such, the **University of Maryland School of Pharmacy (UMSOP)** brings an innovative vision for health care to the Eastern Shore, embracing an interdisciplinary model that empowers a full spectrum of providers, including physicians, nurses, nurse practitioners, physician assistants, and pharmacists.

In recent years, pharmacists were granted

the formal status of providers, expanding the pharmacist's scope of practice to include limited medication prescribing, medication counseling, and the administration of vaccines and other injectable medications. For underserved rural populations, these services play an important role in health care delivery and health education while improving health outcomes. Furthermore, pharmacists are particularly important in critical care settings, where their input alongside attending physicians helps to identify the best course of treatment. UMSOP is reimagining the role of a pharmacist in the hospital setting while still strengthening the traditional pathway of communitybased pharmacies as entry points to care. This entrepreneurial approach to pharmacy practice — or **Pharmapreneurship™** — offers a novel impact on improved care.

UMSOP seeks to invest in student support across substance use disorders. Students will gain the multiple degree programs, including **Doctor of** knowledge and skills to prevent, identify, diagnose, Pharmacy (PharmD); Master of Science (MS) in treat, and refer services for behavioral health **Regulatory Science, Medical Cannabis Science,** conditions This educational experience leverages and Therapeutics; and Palliative Care, by providing our existing strengths in statewide collaborations, scholarship support for five students in each telehealth, opioid use disorder, and community health. **degree program.** The growing acceptance of medical cannabis as part of health care offers unique Additionally, the Preceptor Academy will recruit opportunities for Eastern Shore residents to benefit, and train preceptors in evidence-based clinical and the aging population makes it critical that teaching practice through a six-month formalized specialists are trained in palliative care. The University fellowship that includes telehealth certification and of Maryland Eastern Shore (UMES) also operates a continuing medical education. Preceptor training will pharmacy degree program, and UMB and UMSOP incorporate behavioral health, wellness, resiliency, will partner with UMES to attract students from the and health disparities. Finally, the program includes Eastern Shore into the most appropriate programs, robust analysis, evaluation, and dissemination of offering them incentives to live and work in its lessons learned from the initiative, as well as outcome rural communities. tracking mechanisms. This pathway model, which combines clinical rotations and preceptor fellowships, creates a sustainable ecosystem for physician assistant education on the Eastern Shore and a

Help us improve health outcomes and deliver equitable access to care for our Eastern Shore neighbors.

UNIVERSITY OF MARYLAND SCHOOL OF GRADUATE STUDIES The Partner Initiative

PHYSICIAN ASSISTANT RURAL TRAINING IN BEHAVIORAL HEALTH AND PRECEPTOR DEVELOPMENT ACADEMY

The Partner Initiative builds on existing partnerships across the University System of Maryland (USM) and seeks to **increase the numbers of primary care physician assistants (PAs) practicing in** rural Maryland through enhanced rural training opportunities for PA students and an innovative preceptor development academy. Through a unique model of rural preparedness and learner-centered preceptorship, The Partner Initiative will focus on training through hands-on clinical rotations that incorporate a comprehensive and interprofessional program curriculum on behavioral health and substance use disorders. Students will gain the knowledge and skills to prevent, identify, diagnose, treat, and refer services for behavioral health conditions This educational experience leverages our existing strengths in statewide collaborations, telehealth, opioid use disorder, and community health.

model for other rural areas to follow.

Join us in preparing physician assistants at all career levels to meet behavioral health care needs across the Eastern Shore.

A Vision of World-Class Health Care for the Eastern Shore

Creating a thriving community for all might be a tall task, but UMB's Eastern Shore Pathways initiative is strategically prepared to lead this change. Decades of research show **the power of investments** in health care education and that creating a talented heath care professional ecosystem positively impacts the health and well-being of rural communities such as the Eastern Shore of Maryland.

UMB IS UNIQUELY POSITIONED AND COMMITTED TO CONNECTING PEOPLE, BRIDGING GAPS, AND BUILDING COMMUNITY PARTNERSHIPS TO MAKE IT HAPPEN.

Our ambitious plans include putting students on pathways to successful careers in health care, building a robust ecosystem of talented health care professionals who will bring their talents to the Eastern Shore, increasing access to quality health care and working with communities to build trust through consistency and effort. **Our goal to raise \$20 million over five years** will create measurable impact and position us for future success.



"We are pleased to partner with the University of Maryland, Baltimore's Eastern Shore Pathways. UMB provides top-tier medical training and is committed to the health and well-being of the Eastern Shore. We are excited that our gift to support a University of Maryland School of Medicine rural health scholarship will help create a pipeline of talented medical professionals who will provide exceptional health care to Eastern Shore families and communities."

> — Mac MacLure, JD '81, and Anne MacLure Eastern Shore Rural Health MD Scholarship Donors

WE INVITE YOU TO LEARN MORE.

Together, we can close the gap in rural health equity and accessibility and open pathways that improve the health and well-being of Maryland's Eastern Shore communities. To learn more about opportunities to help advance these critical initiatives for decades to come, please contact:

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