UNIVERSITY of MARYLAND BALTIMORE

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.

The University of Maryland, Baltimore (UMB) is deepening its commitment to the Eastern Shore by preparing **exceptional health care providers** who can meet the region's growing needs. In partnership with the **University of Maryland Medical System**, we are advancing an ambitious plan to expand access to high-quality care across the **nine counties of Maryland's Eastern Shore**, ensuring that every community — rural or urban — has the skilled professionals it deserves.

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, making 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 positioned to respond quickly and meaningfully to the **urgent health care challenges** facing the Eastern Shore. Our plan focuses on strengthening the critical pathways where **education, training, and community needs intersect**, ensuring that the region has the skilled providers and support systems required to improve health outcomes across all nine counties.

> **"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 Hayman (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

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

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

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

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The interlocking programs within the University of Maryland Schools of Dentistry, Medicine, Nursing, and Pharmacy will produce rural health and human services leaders and a learning infrastructure that generates a community of high-quality health care practitioners in Eastern Maryland.



UNIVERSITY OF MARYLAND SCHOOL OF MEDICINE
Rural-MD Scholars Program

A PATHWAY TO PROVIDE MORE DOCTORS ON THE EASTERN SHORE

As the nation's oldest and 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 **severe shortage of primary care and specialist providers** on the Eastern Shore is driving long waits for appointments and **overreliance on already strained emergency medical services**, reducing access to timely care when medical emergencies occur. Combined with the fact that **emergency medicine physicians are not trained as longitudinal primary care providers**, the region is left with a "primary care" model that is **unsustainable** and **deeply inadequate** for patients across all nine counties.

To confront this challenge, UMSOM piloted — and officially launched in 2024 — the **Rural-MD Scholars Program** in collaboration with the **University of Maryland Eastern Shore** in Princess Anne, Somerset County. When fully funded, the program will **expand its curriculum, increasing clinical training opportunities** for third- and fourth-year students on the Shore. We are seeking current-use scholarships of $220,000 per student and named, permanently endowed scholarships of $1.25 million so we can offer **10 full tuition scholarships for every annual cohort (four cohorts, 40 students total)**, to attract top students who are committed to rural health.

When Rural-MD graduates complete residency, they will **move directly into medical practice on the Eastern Shore**. Imagine the impact: **a steady pipeline of up to 10 new physicians entering medically underserved communities every year**, transforming access to care across the region.

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 Rural-MD 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, with some health systems experiencing high turnover and reliance on temporary staffing.** The University of Maryland School of Nursing (UMSON), in partnership with University of Maryland Shore Regional Health and regional education and community partners, is committed to addressing this challenge by **expanding nursing education, clinical training, and workforce development directly on the Shore**. This place-based initiative will establish a holistic nursing education pathway for students to learn, live, and work on the Shore, leveraging UMSON's nationally recognized expertise and technology-driven learning with Shore Regional 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 the limited number of clinical training sites on the Shore further restricts 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 Eastern Shore

UMSON on the Eastern Shore 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

This phased and collaborative approach is designed to ensure long-term sustainability while remaining responsive to the needs of the communities it serves.

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, driven in large part by a severe shortage of oral health care providers. While Maryland averages 70 dentists per 100,000 residents, Eastern Shore counties typically have fewer than 20 dentists per 100,000 residents, which is far below the national average of 61. This stark disparity makes the Shore one of the most underserved areas in the region and severely limits access to timely and preventive care, particularly for residents who are uninsured or underinsured.

The consequences of this provider shortage are most evident among children and families already facing economic hardship. 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 qualify for free and reduced-price meals. Poverty can negatively impact academic, cognitive, and health outcomes, and when combined with a lack of available dental providers, it creates significant barriers to care. In Maryland's rural Shore communities, as many as 25 to 30 percent of children do not receive regular dental or oral health services, contributing to higher rates of dental decay and unmet urgent care needs across the region.

The long-term implications for the overall health and well-being of our rural neighbors are staggering. Untreated dental disease is linked to serious systemic health risks, with studies suggesting that dental decay correlates to a 26 percent increased risk of all-cause mortality and a 48 percent increased risk of heart disease mortality. Dental pain also can dramatically impact quality of life, school attendance, and workforce participation, often resulting in lost productivity and financial strain. Addressing the shortage of dental providers on the Eastern Shore is therefore critical, not only to expanding access to care, but also to improving health outcomes and economic stability across these vulnerable communities.

To address the severe shortage of dental providers on the Eastern Shore, the University of Maryland School of Dentistry (UMSOD) is focused on **building a sustainable workforce pipeline** for the region's underserved communities.

UMSOD is seeking support to fund scholarships for dental students who commit to practicing on the Eastern Shore after graduation. By reducing financial barriers, these scholarships create a direct pathway for placing skilled providers where they are needed most.

The goal is to fully endow four scholarships ($1.7 million each for a $6.8 million total investment), helping to ensure that UMSOD can place one or more new dental providers on the Eastern Shore each year.

Your generous support will expand access to oral health care by ensuring a steady presence of dedicated dental professionals serving this region.

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 community-based 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 multiple degree programs, including **the PharmD program and five of its seven master's programs (MS in Regulatory Science; MS in Medical Cannabis Science and Therapeutics; MS in Pharmacometrics; MS in Artificial Intelligence for Drug Development; and MS in Palliative Care), by providing scholarship support for five students in each degree program.** The growing acceptance of medical cannabis as part of health care offers unique opportunities for Eastern Shore residents to benefit, and the aging population makes it critical that specialists are trained in palliative care. The University of Maryland Eastern Shore (UMES) also operates a Doctor of Pharmacy program, and UMB and UMSOP will partner with UMES to attract students from the Eastern Shore into the most appropriate programs, offering them incentives to live and work in its rural communities.

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

CARE FOR TODAY, WORKFORCE FOR TOMORROW

The University of Maryland Medical System (UMMS) and UMB are working together to strengthen health care across Maryland's Eastern Shore. This deep collaboration reflects a simple truth: **Sustainable rural health requires both strong hospitals and a strong pipeline of health professionals.** The University of Maryland Shore Regional Medical Center — a state-of-the-art facility scheduled to open in 2028 — will strengthen clinical care infrastructure and ensure that residents receive high-quality care close to home. But infrastructure alone cannot solve the rural provider shortage. UMB is building the **workforce for tomorrow**, educating the physicians, nurses, dentists, pharmacists, and other professionals who will serve Mid-Shore communities. Together, UMMS and UMB provide complementary parts of a unified rural health strategy, and philanthropy plays a critical role in advancing both.

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 the creation of a talented health 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 skilled 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.**



"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

INVITATION TO PARTNER IN TRANSFORMING RURAL HEALTH

We invite you to learn more. The need for action on the Eastern Shore is urgent, and together we can close the gap in rural health equity and access, creating lasting pathways that strengthen the health and well-being of communities across Maryland's Eastern Shore. **Your partnership can help drive solutions that endure for decades.**

To explore opportunities to support and advance these critical initiatives, please contact:

Greg Bowden
Chief Philanthropy Officer and Vice President
University of Maryland, Baltimore
443-462-1338 | *gbowden@umaryland.edu*

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umaryland.edu/easternshorepathways/give
Office of Philanthropy, 220 Arch St., 14th Floor, Baltimore, MD 21201

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