

MEMORANDUM

TO: City Council

FROM: Alfred D. Lott, ICMA-CM, CPM
City Manager

SUBJECT: *Status Report*

DATE: February 10, 2022

Status Report

1. Economic Development Committee (EDC)

The Bowie EDC held their regular meeting Wednesday and heard a briefing from Dr. Trudy Hall, UM Capital Region Health Deputy Chief Medical Officer and Site Executive for the UM Capital Bowie Health Center. Her slides are attached. The EDC also reviewed their upcoming topics: March 9 will be about Old Town Bowie, April 13 will be about Business Attraction, and May 11 will be about Education.

2. Raising Cane's Stakeholders Meeting

On Wednesday, February 9th, Planning staff conducted a Stakeholders Meeting to review a revision to Conceptual Site Plan #CSP-78020-12 for Bowie Gateway Center, proposed by Raising Cane's Restaurants, LLC. The revision will allow a 3,331 square foot Raising Cane's restaurant, with drive-through service, at the location of the former Chili's restaurant, which will be demolished. The 2.08-acre site is located at 16401 Heritage Boulevard in the Bowie Gateway Center in the C-M (Commercial Miscellaneous) zone. If the revision is approved, a full Detailed Site Plan will be submitted and reviewed through the City's public review process at a later date. A total of three stakeholders attended the meeting. Raising Cane's, based in Louisiana, is proposing their first restaurant in this part of the country. They have 600 restaurants in the Midwest and western states. Their main menu choice is chicken fingers. The company is very active in community events and often donates to local causes. Stakeholders had only several questions, including: What would be the revenue impact of a drive-through restaurant, and, What are the plans for the adjacent (now closed) On The Border restaurant? The Raising Cane's representative indicated that the revenue impact would be positive, and that 65-70% of their sales come from drive-through service. The company purchased the On The Border site as a condition of purchasing the Chili's lot, but currently there is no plan for that property. A City Council public hearing on the request to revise the Conceptual Site Plan is scheduled for March 7th.

ADL:lfr
Attachment

Organizational Update

with a Focus on UM Bowie Health Center

City of Bowie Economic Development Committee

February 9, 2022





Today's Speaker



Trudy Hall, MD
Vice President & Deputy Chief Medical Officer
Site Executive, UM Laurel Medical Center & UM Bowie Health Center,
UM Capital Region Health



Discussion Objectives

- UM Capital Region Health
 - Mission, Vision
 - County Footprint
 - Recognitions
 - Community Health
- Development/Expansion Projects
- UM Bowie Health Center Overview



Mission Statement

To enhance the health and wellness of our patients and communities, providing state-of-the-art clinical care and community leadership with compassion, dignity, and respect.

Vision Statement

To be the healthcare system of choice recognized for clinical, academic, and service excellence through compassionate and innovative healthcare



Improving Care Delivery

Our new regional health care delivery system will improve the health of our population while improving care delivery effectiveness:

Improve access

Improve access for primary / community care, specialty care, and other health care services to the region to reduce health care disparities **and improve health status.**

Strengthen / coordinate care continuum

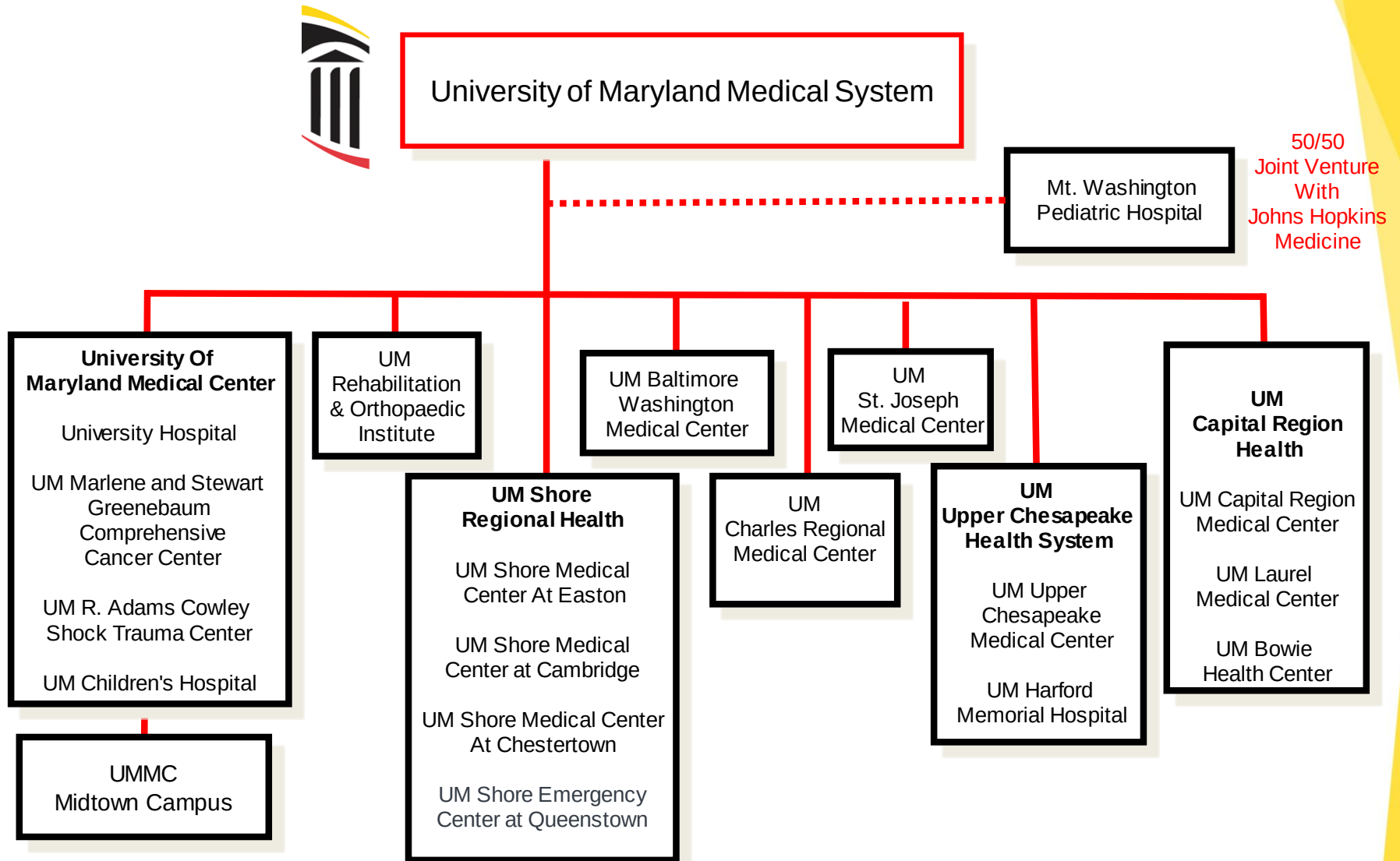
Help **strengthen / coordinate care continuum**-from primary / community care through post-acute care.

Ability to invest

Ability to Invest in ambulatory-based **clinics** and other health education programs **to manage chronic diseases.**

Integrate University teaching and research

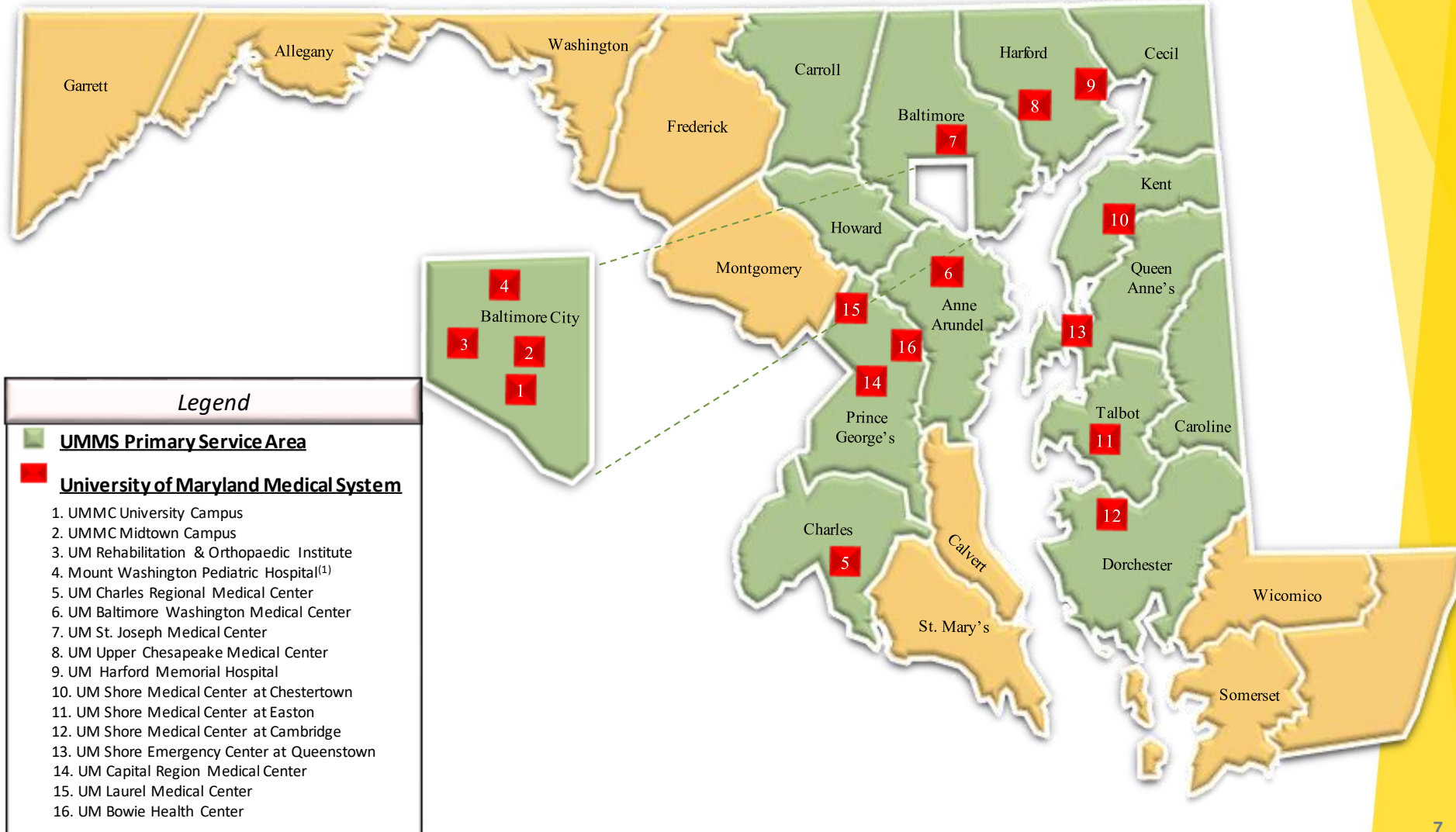
Integrate University-based teaching and research in a new approach to care for the region.





UMMS' Geographic Reach

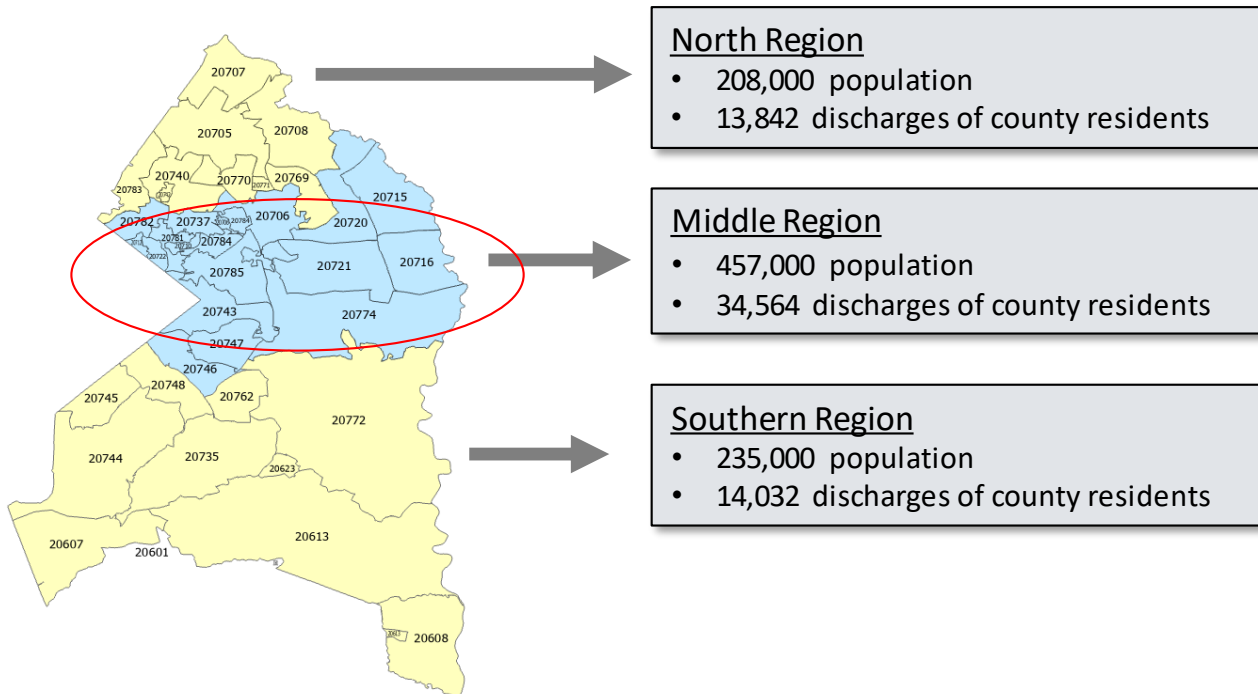
Successful regional health systems pursue geographic reach, market share growth and scale sufficient to be indispensable to patients and purchasers.





UM Capital Target Regions – Demographics

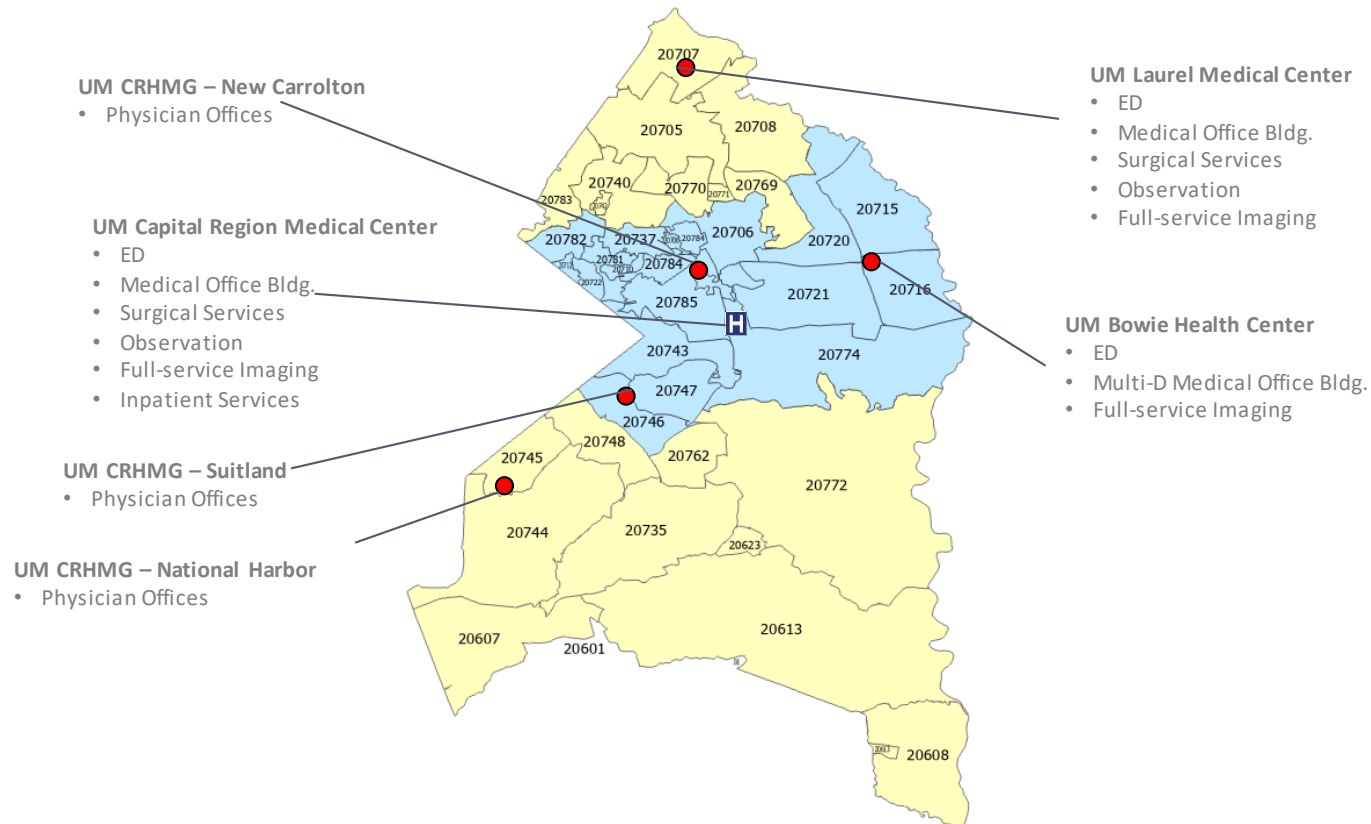
Approximately 900,000 people currently reside in Prince George's County with a majority of health care discharges originating from the Middle Region.





UM Capital Current Asset Locations

Most of UM Capital assets are in the middle region





Distribution of key service lines across the County

Laurel

- Orthopaedics*
- HVI*
- Cancer/Oncology
- Primary Care
- Outpatient Behavioral Health

New Carrollton *coming soon!*

- Family Medicine (GME)

Suitland

- Primary Care
- Women's Health

National Harbor

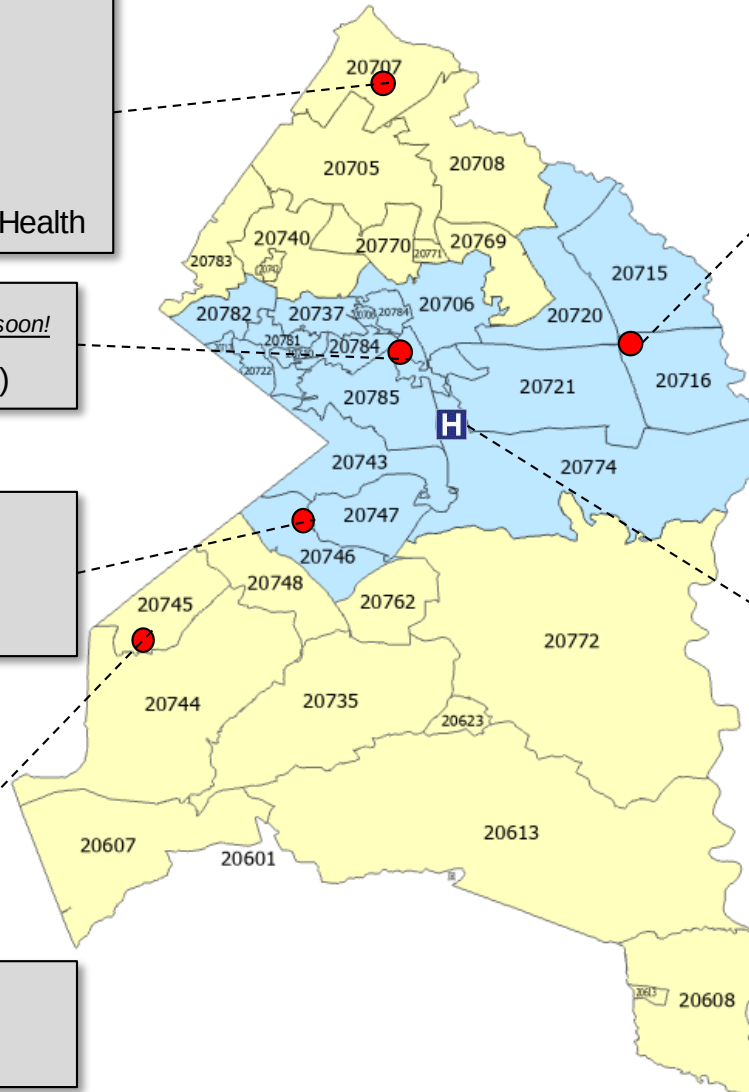
- Women's Health

Bowie

- HVI
- Primary Care
- Women's Health
- Cancer/Oncology

Largo

- Orthopaedics
- HVI
- Neurosciences
- Primary Care
- Women's Health
- Cancer/Oncology
- Trauma
- Critical Care
- Behavioral Health





Award Winning Care & Clinical Excellence

UM Capital Region Medical Center

- Consistently ranked in the top 10 percent of hospitals nationwide for excellence in cardiac surgery.
- The only Level II Trauma center in the county, and the second busiest in Maryland with an outstanding survival rate.
- The only designated Sexual Assault Center in Prince George's County and a statewide leader in comprehensive domestic violence and sexual assault intervention.
- Certified and designated as a Primary Stroke Center by The Joint Commission and by the Maryland Institute for Emergency Medical Services Systems.

UM Bowie Health Center

- Recognized by HCAHPS for ranking in the top 10 percent nationally for patient satisfaction.

UM Laurel Medical Center's Wound Care and Hyperbaric Medicine Center

- Center of Distinction for Wound Care Center six years straight.
- Has a 94 percent healing rate.



The Joint Commission



American Heart Association
American Stroke Association

CERTIFICATION
Meets standards for
Primary Stroke Center



Creating A Culture of Trust & Improving the Patient Experience

**Thank you for your visit.
We appreciate your trust.**

YOU MATTER TO US!

If something wasn't quite right during your visit, please let us know before you leave or call patient experience at 240-677-1058.



SCAN ME



UNIVERSITY of MARYLAND
CAPITAL REGION HEALTH



SHARE YOUR EXPERIENCE ON

Google

Thank you for visiting UM Capital Region Health. Would you consider writing us a review on Google? If so, simply search for University of Maryland Capital Region Medical Center.

On the right, click on ***Write a Review.***

We appreciate you taking the time to share your thoughts.

You may receive a survey asking you about your visit.

In addition to the sharing your experience on Google, please complete the survey. We will use your feedback to make improvements.

Thank you for entrusting the University of Maryland Capital Region Health Team with your care.



Nathaniel Richardson Jr.

Nat Richardson Jr.
President and CEO

As part of our organization's mission, we promise to provide compassionate care with dignity and respect. That means that you should receive excellent care and communication from your caregiver.

Please give us a call if we have not fulfilled our promise. Either I or another member of my executive team can be reached at 240-677-1088.



UNIVERSITY of MARYLAND
CAPITAL REGION HEALTH



Thank you for letting us take care of you.



Community Benefit Initiatives- Highlights

❖ *Mental Health First Aid & Youth Mental Health First Aid training*



- ❖ Public education program designed to teach members of the public how to respond in a Mental Emergency.
- ❖ Annual trainings at UM Capital and in partnership local government institutions and community organizations

❖ *CDC Diabetes Prevention Program*

- ❖ Evidence based lifestyle change program designed to reduce the burden of pre-diabetes and type 2 diabetes.
- ❖ Prevention Link Integration
 - ❖ Program integrates clinical practice with evidence based public health programs to improve health outcomes.
 - ❖ Inaugural Fall 2020 cohort lost a collective 70lbs & 5.5% total weight loss.



❖ *Dine Learn & Move*

- ❖ Partnership program with MNCPPC Parks & Recreation & Prince George's County Health Department; promoting healthy lifestyles through nutrition, health education and physical activity.



| COVID- 19 Vaccination Clinics



Community-Based Vaccination Clinic In Partnership with First Baptist Church of Glenarden

- Increased access for Prince George's County Residents
- Vaccinated 40,000 Community Members
- National & State Model- Unique faith-based & Community Infrastructure

HSCRC UMMS Mobile Vaccination Expansion Grant

- Targeting zip codes with very low vaccination rates
- Partner Sites
 - Hyattsville, Casa De Maryland
 - Riverdale Station, Riverdale
 - Creative Suitland, Suitland
 - Milagros De Jesucristo Church, Oxon Hill
 - Ongoing pop-up sites across Prince George's County (>10)



Development/Expansion Projects



Development/Expansion Projects

UM Capital Region Medical Center

- Opened summer 2021

UM Capital Region Health Cancer Center

- Groundbreaking Winter 2021
- Opening Winter 2023

UM Laurel Medical Center (Health & Wellness Campus)

- Groundbreaking Summer 2021
- Opening Winter 2022

Family Medicine Practice – Relocating to New Carrollton from Cheverly, MD

- Summer 2022



Medical Center Opened June 12, 2021

- 205 Private Inpatient Rooms
- Emergency Department
- Trauma Department
- Intensive Care Unit
- Intermediate Care Unit
- Inpatient Medical/Surgical Care
- Women's Services
- Academic Residency Program





University of Maryland Capital Region Medical Center





University of Maryland Capital Region Medical Center Exterior Perspective South West View

September 2023
Cancer Center

June 2021 - Move to Largo



Cancer Center Coming Fall 2023



View from Main Entry Drop-off Circle



Creating a Health & Wellness Destination in Laurel

- Develop a modern health & wellness campus designed to be a destination location to attract County residents to utilize County-based health & wellness services
- Extend beyond traditional medical uses and facilities, including a greater mix of community services and other ancillary uses
- Campus planning that enhances the experience to improve wellness for the community
- Create a mixed-use community destination where residents choose to spend their time
- Catalyst for jobs and commerce for Laurel and it's surrounding communities



UM Bowie Health Center Overview



- UM Capital Region is moving forward with a clinically-driven 5 campus strategy to move from being a safety net hospital to a regional provider of choice for residents of Prince Georges County and the surrounding areas.
- The Bowie Health Campus is a 50 acre campus and serves as the regional “front door” to the eastern part of Prince George’s County.
- The high priority specialties for the next phase of development are as follows:
 - Primary Care
 - Heart and Vascular
 - Women’s Health





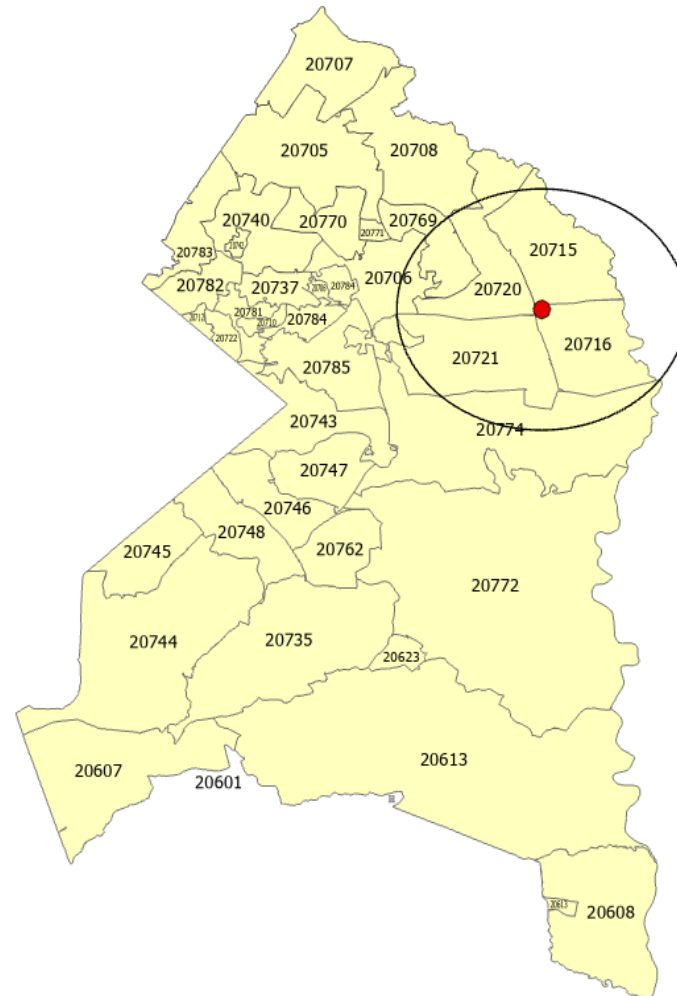
Site Description & Analysis

BOWIE HEALTH CENTER—AERIAL PHOTO





- Emergency Department
 - Approx. 30,000 visits





Bowie Health Center – Future Development

According to the Prince George's Approved General Plan:

- Bowie is one of five employment centers:
 - Designated areas that have highly concentrated economic activity
 - The General Plan represents continued support of these areas
 - Employment areas will focus on federal government; healthcare; information; communication and electronics; and business services.

- New Kaiser Facility-Fairwood opened



| Thank you

Questions?