

## Baltimore City Health Department & The Office of Equity & Civil Rights: CHARMcares Platform

Civic Innovators is a collaborative program leveraging businesses to partner to solve specific challenges in Baltimore City.

City agencies often have insufficient capacity and resources to take on important projects that could have a dramatic impact on the economy and health of our city. Businesses are uniquely positioned to contribute the technical expertise of their employees to respond to city challenges.

Since 2019, five (5) Civic Innovator projects have been completed. A total of \$445,850 in pro-bono support has been provided to five (5) city government agencies with the help of ten (10) corporate partners and forty-three (43) corporate volunteers.



### **The Goal**

The goal of the Civic Innovators program is to contribute human capital from the private sector to help solve our city's biggest challenges. Partnering with staff from city agencies, pro bono business volunteers leverage their technical knowledge on strategic projects leading to innovative solutions to critical issues.

## Project 5.0 Overview

In the fifth Civic Innovators project (CIP 5.0), corporate volunteers partnered with the Mayor's Office of Equity and Civil Rights and the Baltimore City Health Department to create a centralized referral system for services that would benefit Baltimore City residents. The goal of CIP 5.0 was to conduct the pre-work to enhance the Baltimore City Health Department's CHARMcare referral system.

In July 2024, the project concluded with recommendations from the User Experience and Sustainability workgroups to implement solutions that would address the needs of the next phase of this website resource. The recommendations focused on improving user experience and accessibility, as well as increasing awareness and participation from local stakeholders.

## Project Partners

Civic Innovators is successful due to cross-collaborative partnerships. We are thankful to our partner organizations and their contributions to this project's success!



*The Mayor's Office of Baltimore, Baltimore Corps, and the T. Rowe Price Foundation launched the Civic Innovator's inaugural program in Fall 2019.*

## Project 5.0 Progress

Staff members from the Baltimore City Health Department and Office for Equity and Civil Rights joined forces with corporate volunteers to form two (2) working groups focused on User Experience and Sustainability.

Based on the collaborative work of Baltimore City staff and the corporate volunteers, the following improvements to CARMcare were recommended:

### Improvements in User Experience & Accessibility



The User Experience Workgroup hosted virtual and in-person events for users to engage with the CHARMcare platform and provide feedback for improved functionality. Baltimore City requires all websites to be translatable for non-English speakers. The CHARMcare site will need enhancements for non-English users and additional accessibility tools for those with disabilities to comply with ADA regulations. The workgroup also developed a marketing plan to raise awareness about the platform.

### Recommendations for Awareness & Funding



The Sustainability Workgroup has created a workforce plan to sustain the platform, developed a funding plan, and established a vendor engagement plan. The workforce plan recommends recruiting and maximizing the use of interns to maintain the relevance of resources, while the funding plan looks into securing funding from the city and seeking philanthropic support for future software updates and intern compensation. Lastly, the vendor engagement group is concentrating on developing tools to engage potential community-based organizations and city resources.

# Project 5.0 by the Numbers



Total number of hours  
volunteered by partners



Fair market value of pro  
bono work, average of  
\$98/hour



**3** Months



**15** Participants



**4** Corporations



**2** Work Groups

## Quote from a Volunteer

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*“What I most enjoyed, about Civic Innovators, was the opportunity for growth and collaboration. This was a great experience to connect and collaborate with many different people for a common cause...This project helped steer CharmCare in a direction of getting the building blocks in place to head into sustainability in the future...” - Ki’sha Amadou – Analyst 3, Finance, Comcast*

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# Project 5.0 Innovators

Thank you to the following individuals for contributing to the project!

## Steering Committee

- Elise Bowman - Director of Strategic Partnerships & Initiatives, Baltimore City Health Department
- Tamika Duppins, HCAM - Director, Complex Care and Social Needs, Baltimore City Health Department
- Stefanie Hopkins - Deputy Director of Partnerships, Baltimore Corps
- Minda Heyman - Senior Director of Special Initiatives, Baltimore Corps
- Sara Huber - Philanthropy Program Manager, T Rowe Price Foundation
- Asiya Kyomugisha - Chief Information Officer, Baltimore City Health Department
- Jill Muth - Women's Commission Manager, Baltimore City Office of Equity and Civil Rights
- Roland Selby - Chief Operating Officer, Baltimore City Office of Equity and Civil Rights

## User Experience Team

- Stephane Bertrand, Local Health Improvement Coalition Coordinator, Baltimore City Health Department
- Elise Bowman - Director of Strategic Partnerships & Initiatives, Baltimore City Health Department
- Kidada Davis - Senior RFP Specialist, T. Rowe Price
- Amy Fresse - Senior Graphic Designer, Branding & Advertising, CareFirst
- Judith Hanzsche - Senior Marketing Specialist, Comcast
- Jumel Howard, Community Outreach Coordinator, Baltimore City Office of Equity and Civil Rights
- Terrie Lewis, Complainant Advocate, Baltimore City Office of Equity and Civil Rights
- Samantha Payne - Senior Wellbeing Operations Consultant, CareFirst
- Sarah Petrosky - Corporate Communications Consultant, CareFirst
- Devin Young - Technician, Comcast

## Sustainability Team

- Ki'sha Amadou - Analyst 3-Finance, Comcast
- Stephane Bertrand - Local Health Improvement Coalition Coordinator, Baltimore City Health Department
- Benjamin Finnigan - Solutions Architect, Under Armour
- Lauren Gastley - Senior Division Advisor, CareFirst
- Jill Muth- Women's Commission Manager, Baltimore City Office of Equity and Civil Rights