



Mid-Atlantic Association of Community Health Centers

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SUMMARY AND CONCLUSIONS OF MARYLAND DEMOGRAPHIC ASSESSMENT AND IMPACT ON COMMUNITY HEALTH CENTERS

Many of Maryland's longstanding demographic realities are in the midst of change. For CHCs, these changes, coupled with the upcoming implementation of the Affordable Care Act, require a rethinking of operations and strategic planning.

The major changes occurring in Maryland are as follows:

- Suburban areas are becoming much more diverse, and more urban areas are seeing a greater percentage of white residents than in recent decades.
- Portions of Baltimore City, especially East Baltimore, were undervalued and are now gentrifying, changing the makeup of the city.
- Poverty has undergone a vast spatial reorganization. Suburban areas, especially inner-ring suburbs of Baltimore and Washington, are seeing much higher rates of poverty.
- Poverty is more dispersed than in prior decades, causing problems for service delivery.
- Population growth is occurring primarily along major transportation corridors. Anne Arundel and Howard County are growing swiftly along the I-95 and I-295 corridors, while Montgomery County is growing along both ends of Metro's Red Line and along the I-270 corridor.
- Despite being the fastest growing group in the state, Latinos/Hispanics are not visiting CHCs in greater numbers.
- CHC patients in Delaware are becoming less economically diverse, as fewer patients over 150 percent of the poverty line are being seen at centers.
- More rural areas of the state are seeing fewer large shifts, but are seeing a larger population of Hispanic/Latino residents.
- In many areas, incomes and poverty are both increasing, showing that local areas are becoming more stratified by income.

These changes carry immense implications for Community Health Centers. With dispersion of poverty and increasing stratification of local areas, CHCs will have to cater to patients with a wider range of socioeconomic backgrounds. As poverty is more spread out, CHCs will have to choose site locations that take into account a range of transportation possibilities for patients. As a result of the "suburbanization of poverty," CHCs will have to choose site locations differently in the future. With a rise in the number of Medicaid eligible residents, CHCs should conduct greater outreach to attract these patients. With new demographics in

traditionally underserved areas and the upcoming ACA implementation, CHCs will have to undertake new marketing and branding strategies to attract and retain patients.

Thus, in this period of Maryland demographic dynamism, CHCs must examine how these changes will impact how they function and plan to address future challenges. Maryland CHCs face many challenges in the future brought on both by demographic changes and public policies. To remain prosperous, it is vital that CHCs examine how to adjust to these changes to

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