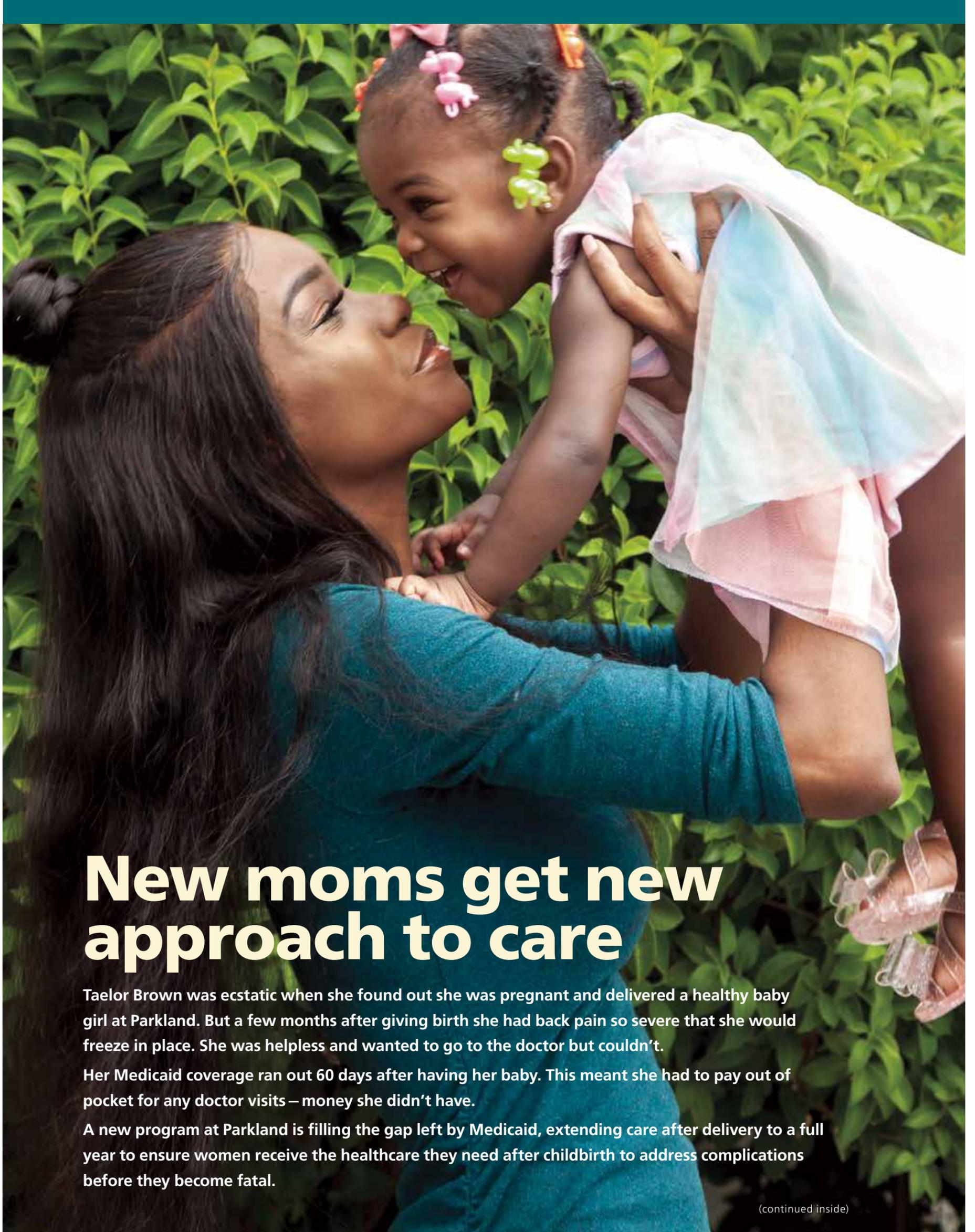


# Lifeline



## New moms get new approach to care

Taelor Brown was ecstatic when she found out she was pregnant and delivered a healthy baby girl at Parkland. But a few months after giving birth she had back pain so severe that she would freeze in place. She was helpless and wanted to go to the doctor but couldn't.

Her Medicaid coverage ran out 60 days after having her baby. This meant she had to pay out of pocket for any doctor visits – money she didn't have.

A new program at Parkland is filling the gap left by Medicaid, extending care after delivery to a full year to ensure women receive the healthcare they need after childbirth to address complications before they become fatal.

(continued inside)

TAELOE BROWN gets a kiss from her 1-year-old daughter Zen.



(continued from cover)

**S**ome new moms never get to see their baby's first birthday. The 2018 Texas Maternal Mortality Review found the gap between where Medicaid coverage ends and the first year postpartum is when more than half of all maternal deaths in Texas occur. Parkland recognized the need for a program that will bridge this gap. Using the results from the recent Community Health Needs Assessment, the health system launched the extending Maternal Care After Pregnancy (eMCAP) program on Oct. 1.

"The eMCAP program addresses and reframes the focus of maternal and fetal care not only at delivery but in a year postpartum," said David B. Nelson, MD, the chief of obstetrics and chief maternal medical director at Parkland. "The program focuses on a geographic area of Dallas County that has significant needs and, in some cases, has become a healthcare desert."

In the past, Parkland has focused on helping moms receive prenatal care with significant results. In 2018, 97% of women who delivered at Parkland accessed care prior to having their baby. With the increase in postpartum deaths, this focus has shifted.

Two of the most common reasons for maternal death in the first year are cardiac

conditions and drug overdose. The highest risk of pregnancy-related mortality in Texas was found among Black women. Therefore, the eMCAP program will focus on offering health services to at-risk women of color in the first year after giving birth.

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*The new program offers a holistic approach to postpartum care by addressing physical, mental and environmental risks. It will focus on southern Dallas ZIP codes with a higher number of women of color.*

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"Our approach involves both care coordination beginning at the hospital and discharge following delivery," Dr. Nelson said. "Rather than asking patients to come to us, we will come to them. A team of care coordinators, nurse navigators and community health workers will provide a bridge of access to care for the full year following delivery."

"This program will benefit women in the transition to ongoing healthcare, even

without underlying medical conditions," Dr. Nelson added. "For those with chronic health conditions, such as high blood pressure and diabetes, follow up and ongoing coordination of care has an important impact for the future of both their health and their community."

Lack of healthcare options after pregnancy and rising maternal mortality rates are issues that reach far beyond Dallas County and Texas. Nationally, maternal mortality rates more than doubled from 1991 to 2014. As Parkland innovates to save the lives of mothers in our community, other health systems in the nation will be watching closely, with an eye to replicate this new model of postpartum care to save lives in their communities.

As for Taelor, she had pains for a long time after her delivery. Thankfully she didn't have any serious complications, but as a first-time mom she wishes she could have made an appointment to get checked out.

She added, "I would have felt more comfortable telling people I'm going to the doctor even if they told me it was normal after pregnancy. Not being afraid whether Medicaid was going to cover it."

**For more information visit**  
[www.IStandforParkland.org/eMCAP](http://www.IStandforParkland.org/eMCAP)

# New partnership brings health services to southeast Dallas



THE NEW JUBILEE CLINIC will bring care close to home for residents in southeast Dallas.

Living in some Dallas ZIP codes can shorten your life expectancy by nearly 10 years. That's the reality facing residents of the 75210 ZIP code in southeast Dallas, which is part of the Jubilee Park neighborhood.

"Different ZIP codes within a city shouldn't have life expectancies of 10 to 15 years' difference for residents living only a few miles apart," said Marissa Castro Mikoy, president and CEO of Jubilee Park and Community Center.

Tucked away in southeast Dallas, Jubilee Park is a 62-block area bracketed by I-30 on the north and Fair Park on the south. From the 1920s to the 1970s, it was the home of the Ford Motor Company automotive plant. As the factory closed and the recently built highway isolated the community, the neighborhood changed.

Today, Jubilee Park encompasses three of the poorest ZIP codes in Dallas. A

family of five living in this neighborhood makes less than \$25,000 a year. Most residents have insurance, but lack of access and other barriers stand between them and getting healthcare for themselves and their family.

With access to preventive and specialty care limited, it's a prime location for a clinic to make a difference.

"Bringing a medical home to our community will be a game changer in how our neighbors interact with the healthcare system," Castro Mikoy said. "So many of our families and seniors are only able to seek healthcare if it is an emergency."

Parkland has partnered with Jubilee Park to bring health resources to southeast Dallas in the first partnership of its kind. The Jubilee Clinic will bring healthcare services to residents of the surrounding neighborhoods, including:

- Primary care for all ages
- Nutrition counseling
- Point-of-care testing for illnesses such as strep throat and the flu
- Language assistance
- Social work
- Patient Financial Services

"We are excited to partner with Jubilee Park to bring healthcare services to this vulnerable area in our community," said Christina Mintner, Parkland's senior vice president of population health and HOMES. "The new clinic will provide access to quality care right where it's needed in southeast Dallas."

In addition to the services provided by Parkland, Jubilee partners with community organizations to offer behavioral health services, case management such as translation and financial assistance, health education, fitness classes, youth sports programs, workforce development and more.

Castro Mikoy said that Jubilee's current programs address five out of the six social determinants of health, including economic stability, neighborhood and physical environment, education, food and community context.

She added, "Our partnership with Parkland provides the missing piece of having equitable access to the health system for our neighbors, the sixth social determinant of health. Together, we're building a model for community health that will affect generations to come."



Jubilee Clinic lobby

# Care beyond the call of duty

When the chance to help patients infected by COVID-19 presented itself, Rebecca Berry didn't hesitate.

"As long as anyone on my team was fighting in the trenches, I was going to help them," Rebecca recalls. "I felt called as a leader to lead by example."

Rebecca temporarily left her role as an associate unit manager to volunteer on the frontlines of the pandemic in Parkland's Tactical Care Unit (TCU).

As a resource nurse, Rebecca worked shifts as long as 14 hours. And that meant making a lot of personal sacrifices. Recently married, she was not able to hold her 7-month-old daughter, Charlotte, for two months. She even missed her first Mother's Day.

When her shifts ended, Rebecca self-isolated in a RV instead of her home so she wouldn't risk spreading the virus to her family. Then once she was well rested, she would return to the TCU to do it all over again.

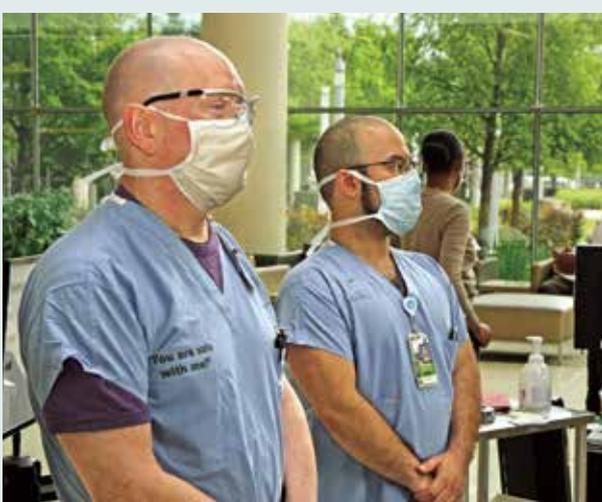
There were times when patients spiked fevers so high that Rebecca and her teams would fill bags of ice to lay on them, anything to bring the fevers down. Other moments were much happier, like when one of her patients finally came off her ventilator.

"The day she was being discharged, it was such a joyous moment seeing her reunited with her family," she said.

Today, Rebecca is happy to be reunited with her own family. But she would be more than happy to volunteer again.

"I have so much love and respect for the people in that unit," she added. "They came together to be part of a solution in a world full of problems."

***Rebecca's story is one of many across Parkland that demonstrate the compassion of the caregivers serving on the front lines during the COVID-19 pandemic. From the COVID-19 units in the hospital to drive-through and walk-up screening sites in the community, Parkland stands ready to care for its neighbors in times of need.***



# Honoring generosity

The following made a gift or pledge of \$10,000 or more, included Parkland in their estate plans or created endowments between April 1, 2020 and Aug. 31, 2020:

American Cancer Society, Inc.	Energy Transfer	The Meadows Foundation, Inc.
Anonymous (2)	Epic	Mr. and Mrs. David B. Miller
AT&T	Laurie and Phil Evans	Drs. Maureen Murry and A. Compton Broders, III
Bank of America Charitable Foundation	Fidelity Charitable Gift Fund	National Breast Cancer Foundation, Inc.
BAPS Charities, Inc.	Fidelity Foundation	Louis B. and Mary Ratliff Donor Advised Fund
Victoria and Peter Bartholow	Dr. and Mrs. Gary E. Fish	Regions Bank
Baylor Scott & White Health	Mr. and Mrs. Tim Garvey	Dr. Maria C. Robinson
The Theodore and Beulah Beasley Foundation, Inc.	Mr. and Mrs. Todd S. Healy	Rotary International District 5810
Mary Ann and Bruce Blome	Lyda Hill Philanthropies	Santander Consumer USA Inc. Foundation
Blue Cross and Blue Shield of Texas, Inc.	Hillcrest Foundation	Sirius Satellite Radio, Inc.
Breast Cancer Can Stick It! Foundation, Inc.	The Hirsch Family Foundation	Mr. Howard M. Starnes
C3 Financial Partners	Hoblitzelle Foundation	Mr. and Mrs. Daniel Tang
Katherine C. Carmody Charitable Trust, Bank of America, N.A.	JPMorgan Chase Foundation	Tetra Pak, Inc.
Child Poverty Action Lab	Junior Charity League	Texas Instruments
Communities Foundation of Texas	Susan G. Komen Dallas County	United Way of Metropolitan Dallas, Inc.
The Dallas Foundation	Mr. and Mrs. Clint Lawrence	George and Fay Young Foundation, Inc.
	Lawrence Family Charitable Fund	
	Mid-Cities Texas Chapter of The Links, Inc.	
	Lockheed Martin Corporation	
	The Eugene McDermott Foundation	

## What will your future hold?

Planning your legacy just got easier. For a limited time, you can establish an endowment to support Parkland for half the standard minimum of \$25,000. When you contribute \$12,500 or more, an anonymous donor will match your gift up to \$12,500. Your endowment will help keep Parkland strong today and prepared for unexpected needs in the future. Plus, your generosity will be remembered in perpetuity.

Your new endowment can:

- honor or memorialize a loved one
- provide permanent funding to a specific department or program
- be created with a current gift or through your estate
- be fulfilled with a pledge for up to five years
- be funded by a donor advised fund or with appreciated assets instead of cash

Learn more at  
[www.IStandforParkland.org/MatchingGift](http://www.IStandforParkland.org/MatchingGift)

## Board names new officers, members

The Parkland Foundation Board of Directors has elected Brad Hirsch as chair. Dr. Hirsch assumes the role from Sara Albert, who now serves as the immediate past chair. Rounding out the officers for fiscal year 2021 are Danny Tobey, vice chair; Peter Bartholow, treasurer; and Effie Dennison, secretary. The board also welcomed new members Arnold L. Greene, Brianna L. Hinojosa-Smith, Sheila Levatino (ex-officio), Veeral Rathod and Melissa D. Tonn.

See a list of all board members at [www.IStandforParkland.org/Directors](http://www.IStandforParkland.org/Directors)

The Discover Parkland event series is moving online and we hope you will join us. During the virtual events, Parkland leaders and community partners will explore new programs and initiatives that are critical to the health and wellbeing of our community.

**Dates, topics and registration information for the upcoming virtual events can be found at [www.IStandforParkland.org/Discover](http://www.IStandforParkland.org/Discover).**



If you no longer wish to receive Lifeline, please call 214-266-2000 or email [ParklandFoundation@phhs.org](mailto:ParklandFoundation@phhs.org) to be removed from the mailing list.  
Fundraising disclosures can be found at [www.IStandforParkland.org/Disclosures](http://www.IStandforParkland.org/Disclosures)

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## Social, racial health disparities call us to action

*A message from Michael A. Horne, EdD, president and CEO, Parkland Foundation*

Dear Friends,

Earlier this year Parkland released its Community Health Needs Assessment that painted a striking, irrefutable picture of the health disparities that exist in Dallas County. Weeks later we watched as our vulnerable neighbors were targeted yet again, this time with mounting cases of COVID-19.

Years of social inequity and injustice – in healthcare and in almost every other facet of life – have brought us to a point of deep reflection and an understanding that we, as both a health system and a society, need to do more.

The health disparities that disproportionately affect Black residents in Dallas County are well-documented. For example:

- between 2013 and 2017, death from heart disease, cancer and stroke exceeded rates of death from those causes for other groups.

- Black men residing in ZIP code 75215 (South Dallas) live to 62.9 years compared to 67.6 years for all racial and ethnic groups in that same ZIP code.
- With each mile traveled north along I-35 from South Dallas to Uptown, life expectancy increases 5.7 years.

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***Our success is contingent on all of us working together, as a community, to help our neighbors in all corners of Dallas County live a healthy and fulfilling life.***

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Over the last 126 years Parkland's mission – dedicated to the health and well-being of

individuals and communities entrusted to our care – has served as our True North and continues to guide us today.

Parkland's investment in community health centers, including our entry into the Red Bird and Jubilee Park neighborhoods, will provide vulnerable Dallas County residents access to the services they need to get healthy and stay healthy. And initiatives such as our new program to extend care for mothers after pregnancy will help save lives, and can serve as a model for addressing rising maternal mortality rates across our country.

Our success is contingent on all of us working together, as a community, to help our neighbors in all corners of Dallas County live a healthy and fulfilling life. Thank you for standing for Parkland.

Warm Regards,

