



Position Specification

Vice President – Luminis Health Anne Arundel Medical Center Foundation



Position	Vice President – Luminis Health Anne Arundel Medical Center Foundation
Company	Luminis Health
Location	Annapolis, MD
Reporting Relationship	President, Anne Arundel Medical Center
Website	www.LuminisHealthcareers.org

Company Background/Culture

Luminis Health, an integrated health system formed in 2019, serves residents of Anne Arundel County, Prince George's County, Calvert County, and Maryland's Eastern Shore. Comprised of Luminis Health Anne Arundel Medical Center (AAMC), Luminis Health Doctors Community Medical Center (DCMC), J. Kent McNew Family Medical Center, and Luminis Health Clinical Enterprise (LHCE), the health system includes 789 total licensed beds, nearly 6,100 employees, 1,800 medical staff and 1,300 volunteers. The new health system includes more entry points for coordinated care across the region, improved access to care close to home, enhanced quality and improved health outcomes. LHCE is comprised of multi-specialty practice groups, ambulatory sites and clinics, physician practices and clinical service lines.

For years, these formerly separate entities shared a dedication to compassionate care, delivered when and where people need it most. Now, our \$1.13 billion organization is carrying that same commitment into the future as Luminis Health – a health system that's here to embrace progress and awaken a new era in care for the community.

Luminis Health serves as a beacon of hope and healing for the region, reimagining community health, while igniting new possibilities for how and where health care is delivered. Luminis Health is here to make getting and staying healthy easier, more personal, and built for the community that we call home. The organization understands the community and its needs and works to give everyone access to the care they expect and deserve. Together, Luminis Health collectively lights the way to better care.

Vision 2030 – Living Healthier Together

MISSION – To enhance the health of the people and communities we serve

VISION – Living Healthier Together:

- Health and wellness are fundamental to everyone
- We work side-by-side with our community and patients to empower them to take control of their health
- Partnerships and connectivity form the foundation for care
- Evidence-based care is centered around people and family
- Access to care should be refreshingly easy
- Luminis Health will generate a positive impact for all

VALUES – “RISE”

- **Respect** - How we treat each other matters. We collaborate, foster trust, and demonstrate compassion, making each person feel like they are the only one that matters.
- **Inclusion** - Our humanity is enriched when everyone has a voice, and a diversity of perspectives is equitably represented.
- **Service** - We work side-by-side with our community, patients and each other; dedicated to providing safe care to all in our community in an efficient and seamless way.
- **Excellence** - As an agile system of care, we're creating a new force in health care, dedicated to delivering high quality care in an optimal way. This legacy of high performance will advance our vision and set the standard for innovative, clinically expert care.



Luminis Health Anne Arundel Medical Center

Headquartered in Annapolis, MD, Luminis Health Anne Arundel Medical Center (LHAAMC) is among just eight percent of U.S. hospitals to be designated a Magnet® hospital, the highest-level credential for quality patient care and nursing excellence. As a Most Wired® healthcare organization, LHAAMC is nationally recognized for using technology to enhance the patient experience. LHAAMC also holds an “A” Leapfrog Hospital Safety Grade and a five-star overall rating from the Centers for Medicare and Medicaid Services. Founded in 1902, LHAAMC includes a not-for-profit hospital on the 57-acre Annapolis campus as well as additional centers and resources, including:

- Mental health and substance use treatment services
- Accredited simulation and innovation center
- Accredited Graduate Medical Education programs in general surgery, obstetrics/gynecology and internal medicine
- A Level III Neonatal Intensive Care Unit

LHAAMC is the state’s third busiest hospital as measured by inpatient discharges. The medical center is recognized for emergency heart attack response and cancer care. A leader in joint replacement, LHAAMC consistently ranks as the highest volume joint replacement center in Maryland. The women’s and children’s services rank second in Maryland for number of births annually and include a Level III neonatal intensive care unit. LHAAMC opened a cardiac surgery program in late 2020.

In calendar year 2020, LHAAMC contributed more than \$61 million in community benefit, including subsidized programs and charity care, community outreach, health education and research activities. In addition, its 348 volunteers donated more than 29,391 hours of time to help patients, raise funds for the institution, and serve as program ambassadors.

Anne Arundel Medical Center Key Statistics

Total Licensed Beds*	453
Emergency Visits	97,200+ annually
Inpatient Admissions	23,100+ annually
Operating Revenue	\$673 million
Employees	2,900+
Medical Staff	1,200+

**Includes 40 beds at Pathway and 16 beds at the J. Kent McNew Family Medical Center*



Luminis Health Doctors Community Medical Center

Luminis Health Doctors Community Medical Center (LHDCMC), in Lanham, Maryland, was founded in 1975. In addition to being recognized by U.S. News & World Report as a high-performing hospital in specialty care areas, it is the only hospital in Prince George's County on Forbes' list of best midsize employers. Also, it earned Hospital Compare's four-star quality rating – the highest in Prince George's County.

LHDCMC was the first hospital in Prince George's County to open a comprehensive breast care center with a dedicated surgeon and has the largest lymphedema program in the area. It boasts a partnership with Children's National Medical Center to provide pediatric emergency services and is an in-network hospital with Kaiser Permanente. They have received the Healthiest Maryland Business' Wellness at Work Gold Award.

The Prince George's County Community Health Needs Assessment, and other data identified several needs that LHDCMC is working to address by:

- Building a comprehensive behavioral health program on our Lanham campus
- Developing an obstetrics program to respond to the need in Prince George's County for a labor and delivery site close to home
- Expanding surgical care services

In calendar year 2020, LHDCMC contributed more than \$18 million in community benefit, including subsidized programs and charity care, community outreach, health education, and research activities. In addition, its 100+ volunteers donated more than 4,000 hours of time to help patients, raise funds for the institution, and serve as program ambassadors.

Doctors Community Medical Center Key Statistics

Total Licensed Beds*	336
Emergency Visits	44,100+ annually
Inpatient Admissions	8,900+ annually
Operating Revenue	\$229 million
Employees	1,000+
Medical Staff	600+

**Includes 130 beds at Doctors Community Rehab and Patient Care Center*



Luminis Health J. Kent McNew Family Medical Center

Few health care needs are more misunderstood and poorly addressed in the U.S. than those involving mental health. Anne Arundel County is no exception. According to the county's Community Health Needs Assessment, mental health is one of the highest health care priorities.

In 2018, the Maryland Health Care Commission approved LHAAMC to establish a 16-bed mental health hospital for adults. Building on the legacy of care established with the Luminis Health Pathways treatment center, the opening of the Luminis Health J. Kent McNew Family Medical Center allows LHAAMC to provide comprehensive and integrated mental health care at a single location.

The number of Anne Arundel County residents seeking mental health services continues to climb. In 2017, LHAAMC's Emergency Department provided more than 4,000 mental health consults and transferred about half of those patients to mental health units outside Anne Arundel County.

The new mental health hospital is one part of LHAAMC's efforts to increase mental health services with a goal to offer the right treatment at the right time and require inpatient admissions only when necessary for the patient. The campus will provide:

- Inpatient mental health care
- A psychiatric partial hospitalization program
- Intensive outpatient programs
- Residential and outpatient substance use services
- Referral and care coordination to community-based treatment and support services

Offering a full spectrum of services at one location allows for coordinated care and better outcomes.

The 56,000-square-foot, four-story building was designed with both safety and aesthetics in mind for the care of patients and families. The goal was to provide a space that delivers a sense of light, calm, and peace. The new facility includes a courtyard, patient and family lounge space, a secure ambulance bay to allow for the safe transfer of new patients into the building, a meditation room, and a community conference room.

Luminis Health Clinical Enterprise

Luminis Health Clinical Enterprise (LHCE) formed in 2019 as the health network of Luminis Health. LHCE is comprised of physician practices and clinics, imaging centers, ambulatory surgery centers, outpatient labs, clinical service lines, an accountable care organization, and other joint ventures. With more than 1,500 employees and 550 medical providers, the

health network serves patients in more than 80 locations that span seven counties across Maryland. In 2020, Doctors Community Medical Practices and Anne Arundel Medical Group combined to form Luminis Health Medical Group, which is a subsidiary company under LHCE.

Luminis Health Pavilion – Bowie



Luminis Health Pavilion – Kent Island



Luminis Health Pavilion – Easton



Luminis Health Pavilion – Odenton



Luminis Health Clinical Enterprise Statistics

Total Operating Revenue	\$262 million annually
Total Outpatient Visits	900,000+ annually
Employed Providers (hospital & ambulatory)	485+
Lab & Outpatient Imaging	150,000+ annual studies
Physical Therapy	140,000+ annual visits

Luminis Health Pavilion – Pasadena



Luminis Health Pavilion – Waugh Chapel





Luminis Health Anne Arundel Medical Center Foundation Summary

The Vice President of the Luminis Health Anne Arundel Medical Center (LHAAMC) Foundation is responsible for all operations, goals and performance of the LHAAMC Foundation, as well as the operations of the Doordan Institute. This includes managing a team of 11 people who are charged with the front line fundraising, event management and back office operations of the LHAAMC Foundation and the Doordan Institute Conference Center.

Each year, the LHAAMC Foundation is charged with a dollars raised goal and a cash received goal that are to be achieved to support that fiscal year's healthcare operations and initiatives at LHAAMC (including the J. Kent McNew Medical Center and Pathways Treatment Center), as well as funding for future LHAAMC needs. Fundraising components within the Foundation include:

- Major Gifts
- Annual Fund
- Employee Campaign
- Events
- Donor Communications and Stewardship
- Planned Giving
- Community Events that benefit LHAAMC
- Honor and Memorial Giving
- Grateful Patient Program

It is important to note that grant fundraising is housed within the health system's Finance Department.

Within the Foundation team, there are three key lieutenants – the Director of Advancement Services, the Director of Giving, and the Special Giving Manager. The Vice President of the LHAAMC Foundation is additionally supported by an Executive Assistant who is also responsible for the day to day management of the Doordan Institute and management of all LHAAMC Foundation Board committees, events and activities.

The Vice President of the LHAAMC Foundation is a key face in the community that includes all of Anne Arundel

County, southern Maryland and Maryland's Eastern Shore. This means attending events on both sides of the Chesapeake Bay Bridge as a representative of the health system, as well as serving on at least one Board that does not present a fundraising conflict. This visibility and connection to as many people as possible in the region is a vital part of this position.

Equally as important, the Vice President should be a presence on the national stage of healthcare philanthropy, playing a role in committees and leadership groups within the Association for Healthcare Philanthropy (AHP). This may include writing articles for the AHP magazine, posting on the AHP Huddle, serving on AHP event committees, and presenting at the annual AHP International Conference.

An additional key component of this role is as a liaison between donor and donor prospects and Luminis Health providers and care services lines. The Vice President must be available to donors at all times to assist with care access issues, and when needed, service recovery. This includes coordinating meetings with donors and key clinical leaders when a donor perceives an issue within the care delivery system that they would like addressed. Similarly, the Vice President is responsible for facility tours for leading donors and prospective donors through the LHAAMC Jennifer Road campus, as well as the J. Kent McNew Medical Center and Pathways.

Finally, and of utmost importance, the Vice President of the LHAAMC Foundation is responsible for providing managerial support to the Board, organizing and supporting the Board appointment process, and any additional governance support as required in the bylaws of the organization. The Vice President oversees all Board activities, committees and goals, using key Foundation staff members to support this effort when needed and as appropriate. This includes six Board committees, Board orientation, and quarterly Board meetings.

Position Objective

Provides leadership and direction to the Luminis Health Anne Arundel Medical Center Foundation (LHAAMC Foundation), working in conjunction with the Luminis Health Anne Arundel Medical Center (LHAAMC) Executive Team. Responsible for advancing the mission of LHAAMC by integrating the Foundation, Public Relations, Communications, Volunteers and community engagement into a cohesive, efficient and proactive division.

Key Responsibilities

Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions

- Participates as a member of the LHAAMC Executive Team in the development of ongoing review of the health system's Mission, Vision, Strategic Plans, and Managed Care activities.
- Attends key leadership meetings, such as LHAAMC Executive Team, LH Executive Leadership, LHAAMC Board and LHAAMC Foundation Board meetings.
- Leads development, fundraising, public relations, retail operations, conference center operations and volunteers to maximize resources of Health System.
- Fosters and initiates development and fundraising activities that support LHAAMC and LH initiatives and community health improvement programs.
- Cultivates activities that create a positive image among various publics through media, publications, special events, personal contacts, and engagement.
- Maintains close liaison with Administration, Boards, and Medical Staff to ensure their involvement and leadership.
- Provides staff support to the LHAAMC Board and coordinates its related committees and activities.

- Oversees the management of the Doordan Institute Conference Center
- Advocates for the use of technology in its applications to improving communications throughout the Health System, advancing fundraising and public relations activities.
- Develops, implements and utilizes systems of measurement to ascertain: the needs of the community; the perception of LHAAMC, LHAAMC Foundation and the Health System in the eyes of the community.
- Champions LH and LHAAMC across our region and provide community outreach to sustain close working relationships with key leaders and allied organizations.
- Coordinates activities with the LH Doctors Community Medical Center Foundation (LHDCMCF) to optimize fundraising across the health system and present a thoughtful and cohesive community image throughout the service areas of the health system.
- This position serves as an ex-officio member for the LHAAMC Foundation.

Key Relationships

Developing effective relationships within a highly matrixed environment is a requirement to be an effective member of the leadership team at Luminis Health. Key relationships include:

- Luminis Health Chief Executive Officer
- Presidents LHAAMC, LHCE
- Chief Nursing Officer: LHAAMC
- Chief Medical Officer: LHAAMC
- Chief Operating Officer: LHAAMC
- Vice President of Marketing and Communications
- Clinical Chairs
- Service Line leadership
- Vice President of Total Rewards and HR Operations
- Vice Presidents of Finance
- Vice President of LHDCMC Foundation
- Director of Risk Management
- Director of Patient Experience
- Director of Quality

Team, Change, Business Leadership (TCB)

The LHAAMC Foundation Vice President will serve as an exemplar of Luminis Health leadership, which includes team leadership, change leadership, and business leadership (TCB).

Team

- Demonstrates and encourages collaboration and teamwork to achieve goals
- Communicates clearly and effectively with people inside and outside the system
- Role models self-wellbeing; supports organization efforts to encourage employee wellbeing
- Seeks opportunities to be present and visible in the organization

Change

- Champions change through the system; anticipates the need for change and develops and supports strategies to obtain the desired outcomes
- Has knowledge of the local and national healthcare environment and advises on the appropriate strategies to achieve success in Luminis Health market
- Demonstrates innovative and creative approaches to work
- Establishes high expectations for continuous learning, performance improvement and sustainable growth

Business

- Demonstrates good business judgment and strategic insight
- Operates with a high level of urgency
- Effectively uses data and analytics to drive decision making
- Advances Luminis Health business interests while ensuring compliance with all laws and regulations.

Educational/Experience Requirements

- Graduate degree in related field
- Minimum of 10 years of professional (paid) fundraising experience in either a healthcare or academic setting
- Five years of Foundation Leadership experience (pro bono experience may be considered if the pro bono experience includes the day-to-day management - Finance/Budget, Operations, Human Capital and Fundraising Information Systems - of the specific organization or business unit)
- Excellent written and oral communication skills must be demonstrable

Required License/Certifications

- Certified Fundraising Executive (CFRE) to be renewed every three years

Working Conditions, Equipment, Physical Demands

There is a reasonable expectation that employees in this position will not be exposed to blood-borne pathogens.

Light work

- The physical demands and work environment that have been described are representative of those an employee encounters while performing the essential functions of this position
- Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions in accordance with the Americans with Disabilities Act
- The above job description is an overview of the functions and requirements for this position. This document is not intended to be an exhaustive list encompassing every duty and requirement of this position; your supervisor may assign other duties as deemed necessary.



About the Area

One of the original 13 colonies, Maryland lies at the center of the Eastern Seaboard, amid the great commercial and population complex that stretches from Maine to Virginia. Its small size belies the great diversity of its landscapes and ways of life that they foster, from the low-lying and water-oriented Eastern Shore and Chesapeake Bay area, through the metropolitan Baltimore, its largest city, to the forested Appalachian foothills and mountains of its western reaches. Annapolis, the state capital, is also home to the United States Naval Academy. Maryland is the leading producer of blue crabs and is renowned for its crab cakes.

Though it is a state capital, Annapolis retains much of its Colonial heritage and is rich in history, having served as the nation's first peacetime capital. Maryland's four signers of the Declaration of Independence had homes there, all of which can still be visited today. The State House is where George Washington resigned as commander in chief and Congress ratified the treaty to end the Revolutionary War. More than 1,500 Colonial buildings are scattered along the narrow brick streets and alleys – more than in any other town in the country. Sites such as the Maryland State House, Historic London Town, and the Annapolis Maritime Museum and Park are just a few that contribute to the rich history of the area.

Baltimore is Maryland's largest city. It is the second-largest seaport in the Mid-Atlantic and home to about 2.8 million people. Rich in history and culture, the city of Baltimore is perhaps best known for its role as one of America's most important seaports. Today its Inner Harbor continues to serve as a bustling gateway for the arrival of goods from overseas, but it is the city's cultural landscape that has expanded far beyond its comparatively humble origins. This historic port city is now liberally scattered with antiques shops and independent boutiques, pretty cafés, and chef-driven restaurants, all tucked

into the historic buildings of its waterfront. It is not hard to find fresh local produce and seafood here. The waters teem with oysters and succulent Maryland crab, and family farms and vineyards are dotted about the city outskirts.

Washington, D.C. is just 35 miles from Baltimore. It is an easy commute by car or by Maryland's public transit system. The Maryland Transit Administration (MTA) operates the Metro, a subway system that connects the northwestern suburbs to downtown, the Light Rail, which is a 27-mile system of aboveground rail lines, and the city's bus system. It also offers the MARC Train, a commuter rail system that services Harford County, Brunswick, Washington, D.C., and other nearby areas.

Monuments and memorials, eclectic neighborhoods, true local flavor – Washington, DC is a place unlike any other. Given Washington's status as the nation's capital city and the presence of the Smithsonian Institution, there are over seventy museums scattered around the city. Washington is packed full of history and culture, making it one of the world's top tourist destinations. Walk the halls of free Smithsonian museums, paddle on the Potomac and Anacostia rivers, or sit back on a double-decker tour bus and soak up some history. Local shops, funky marketplaces and people-watching hot spots beckon by midday, as nighttime gives way to multi-course dinners and drinks from local breweries.

Washington, DC is a theater town. With theaters big (Kennedy Center, Warner Theatre and National Theatre) and intimate (Woolly Mammoth Theatre Company and Shakespeare Theatre Company), a range of performances and cultural experiences are offered up for every taste in the nation's capital.

Apply online at LuminisHealthcareers.org.