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Senator Paul G. Pinsky
Chairman
Education, Health, and Environmental Affairs Committee
2 West
Miller Senate Office Building
Annapolis, Maryland 21401

Dear Chairman Pinsky and Members of the Education, Health and Environmental Affairs Committee:

As Dean of the University of Maryland's School of Medicine I am writing to respectfully ask for the committee's favorable consideration of ***SB589-University of Maryland, Baltimore Campus – Employees-Authorization to Fund-Raise***.

In 1984, the Maryland General Assembly passed legislation that created the University of Maryland Medical System Corporation as a separate entity from the University of Maryland, Baltimore, "while assuring a compatible and mutually beneficial relationship with the University." (Maryland Code, Education 13-302(7)). In particular, Maryland Code, Education 13-303 (j) requires that the UMMS "*Board of Directors will coordinate with University fundraising efforts all Medical System Corporation campaigns and solicitations for private gifts and proposals for private or federal grants.*"

The University of Maryland School of Medicine (UMSOM) and University of Maryland Medical Center (UMMC) are committed to transforming healthcare and to elevating our status as one of the nation's top academic medical centers. It has been a priority of mine to seek best practices to enhance this effort in the area of philanthropy for our joint mission. In order to achieve greater levels of fundraising success and secure larger gifts with greater impact on research, patient care, and education, UMSOM and UMMC must work together and shift the fundraising structure. This structure would focus on disease-based thematic efforts that integrate research and patient care priorities without regard to organizational structures.

This priority is also supported by the UMSOM Board of Visitors (BOV). In March 2021, a BOV task force engaged with a consulting firm and produced a Philanthropy Initiative Taskforce Report. This report recommended to UMSOM and UMMC to "Consolidate the advancement efforts for UM Medicine into a single organization under a chief development officer to create a unified advancement function with common goals and priorities."

This joint fundraising model is not a radical concept. Data from the American Association of Medicine Colleges (AAMC) identified over 25 public institutions with closely affiliated academic



research hospitals that operate in a “joint” fundraising model. When comparing data for similar size institutions, the consultants identified that UMSOM and UMMC as an UM Medicine collective entity is leaving over \$25M on the table by not embracing a “joint” fundraising model. Here are some examples:

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| Ohio State University College of Medicine | Ohio State University Wexner Medical Center |
| Oregon Health & Science University School of Medicine | OHSU Hospital |
| Robert Larner, M.D., College of Medicine at the University of Vermont | University of Vermont Medical Center |
| UCLA David Geffen School of Medicine | Ronald Reagan UCLA Medical Center |
| State University of New York Upstate Medical University | Upstate University Hospital |
| University of Arkansas for Medical Sciences College of Medicine | UAMS Medical Center |
| University of California, Irvine, School of Medicine | UCI Medical Center |
| University of Alabama School of Medicine | University of Alabama Hospital |
| University of California, Davis, School of Medicine | University of California, Davis Medical Center |
| University of California, San Francisco, School of Medicine | UCSF Medical Center |
| University of Cincinnati College of Medicine | University of Cincinnati Medical Center |
| University of Colorado School of Medicine | University of Colorado Hospital |
| University of Florida College of Medicine | UF Health Shands Hospital |
| University of Iowa Roy J. and Lucille A. Carver College of Medicine | University of Iowa Hospitals and Clinics |
| University of Kentucky College of Medicine | University of Kentucky Albert B. Chandler Hospital |
| University of Michigan Medical School | University of Michigan Hospital |
| University of Minnesota Medical School | University of Minnesota Medical Center, Fairview |
| University of Missouri-Columbia School of Medicine | University of Missouri Hospitals and Clinics |
| University of North Carolina at Chapel Hill School of Medicine | University of North Carolina Hospitals |
| University of Texas Medical Branch School of Medicine | University of Texas Medical Branch Hospitals at Galveston |
| University of Utah School of Medicine | University of Utah Hospital |
| University of Virginia School of Medicine | University of Virginia Medical Center |
| University of Washington School of Medicine | University of Washington Medical Center |
| Virginia Commonwealth University School of Medicine | VCU Medical Center |

Currently, philanthropy staff from UMB and the University of Maryland School of Medicine are prohibited from soliciting gifts on behalf of the University of Maryland Medical Center. Under the General Provisions Article – Sections 5-505 and 5-506 of the State Ethics Law, UMB

employees are not allowed to solicit private gifts and proposals on behalf of a private, non-profit entity such as UMMC.

HB907/SB589 seeks an exemption to Section 5-505 and 5-506 of the State Ethics Law in the General Provisions Article in order for UMB employees to work as fundraisers seeking support for projects of UMB and the Medical System Corporation. This would allow for a combined fund-raising office which will manage fundraising priorities for the UMMC and the UMB and UMSOM through a single coordinated approach for a seamless, integrated and uniform gift solicitation and acceptance policies.

This change would align with current best practices for grateful patient fundraising and position major gift officers to work more closely with interdisciplinary academic efforts. Through this integrated approach, development officers are able to present donors and prospects with an array of opportunities which include basic, translational, and clinical research, patient care facilities and projects, community outreach, and education. Finally, there will be guiding principles for efficient fund management policies and procedures that follow best practice financial guidelines; and integrated reporting systems and donor database management that follow industry best practices, State law and policies of the Board of Regents.

On behalf of UMB and SOM, I respectfully ask for the committee's favorable report of **SB589 - University of Maryland, Baltimore Campus – Employees-Authorization to Fund-Raise.**

Sincerely yours,



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John Z. and Akiko K. Bowers Distinguished Professor, and
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