Baldrige Performance Excellence Program
National Institute of Standards and Technology ● Innovation and Industry Services
www.nist.gov/baldrige ● 301-975-2036 ● baldrige@nist.gov

Created by Congress in 1987, the Baldrige Program helps organizations improve and succeed in the global marketplace. It is the only public-private partnership and Presidential award program dedicated to improving U.S. organizations. In collaboration with the Baldrige community, the Baldrige Program offers a systems approach to organizational excellence, award-winning leadership development, self-assessment tools, organizational assessments by trained experts, workshops on how to improve, and events that showcase best management practices.

Baldrige in Maryland

- 27 Maryland applicants for the Baldrige Award (2005–2019)
- 3 Maryland award applicants in 2016–2019 represent 10,378 jobs, 13 work locations, more than $1.1 billion in revenues/budgets, and over 284,000 customers served.
- 20 Baldrige examiners from Maryland volunteered about $450,000 in services in 2019.

Maryland National Role Models
Howard Community College, education, 2019
Montgomery County Public Schools, education, 2010

Success Story

Howard Community College is an open-access, public community college offering associate degrees and certificates, as well as workforce development training and continuing education classes, that help students attain new skills, and prepare for careers or transfer to four-year institutions. With 2,724 employees, the college educates about 30,000 students annually through a main campus in Columbia, Maryland, in addition to two other locations.

Highlights
- Outperforms local and national comparators for attainment of associate degrees and certificates by more than 200%
- Tripled graduation rates for Black/African American and Hispanic/Latino first-time-to-college students within two years of entry
- 100% graduate placement rate for health sciences students from seven out of eight of health sciences programs
- Best in the state for full-time-equivalent enrollment growth over the past 10 years

Maryland Performance Excellence Foundation
The Alliance for Performance Excellence (www.BaldrigeAlliance.org) is a nonprofit national network of Baldrige-based organizations with a mission to grow performance excellence in support of a thriving Baldrige community. Alliance members include Baldrige-based programs that use the Baldrige Excellence Framework to serve organizations from all sectors in their region, state, or a specific industry. These programs annually evaluate and recognize over 1,000 organizations and serve as the feeder system for the national Baldrige Award.

The vision of the Maryland Performance Excellence Foundation (MPEF; www.marylandexcellence.org) is that Maryland is the home to the nation’s highest-performing organizations, elevating the quality of life for all who live and work there. To fulfill that vision, having already supported Maryland organizations to readiness to apply for the national Baldrige Award, MPEF provides outreach and training to organizations that are beginning a Baldrige journey.
2012–2019 Maryland Performance Excellence Award Recipients

**Platinum**
MedStar St. Mary’s Hospital

**Gold**
GMBC Healthcare, Inc.

**Silver**
Adventist Health Care, Shady Grove Medical Center

**Bronze**
Food and Drug Administration, Center for Devices and Radiological Health, Office of Compliance (Bronze)

**Mastery Award, Mid-Atlantic Alliance for Performance Excellence**
Western Maryland Health System

---

**Success Story**

MedStar St. Mary’s Hospital is a community hospital that delivers state-of-the-art emergency, acute inpatient and outpatient care in Leonardtown, Maryland. With innovative technology and a dedication to excellence, its associates and medical staff members are committed to providing the highest-quality care to patients through the hospital and extensive outreach programs. Its guiding vision is to be the trusted leader in caring for people and advancing health.

**Highlights**

- Market leader in areas of patient satisfaction, the ability to serve its local community, market share, and financial performance; lowest operational costs in the region
- Hospital quality-based reimbursement scores consistently higher than other hospitals in the region
- Average length of stay consistently better than state average and area competitors

---

**AHCA/NCAL National Quality Award Recipients in Maryland**
The AHCA/NCAL National Quality Award Program provides a pathway toward performance excellence for providers of long-term and postacute care services. The program is based on the core values and criteria of the Baldrige Performance Excellence Program.

- Allegany Health Nursing & Rehab (Bronze, 2019)
- Arlington West Nursing Rehab. Center (Bronze, 2018)
- Brighton Gardens of Columbia (Bronze, 2016; Silver, 2019)
- Brighton Gardens of Friendship Heights (Bronze, 2016; Silver, 2019)
- Brinton Woods Post-Acute Care Center (Silver, 2017)
- Charlotte Hall Veterans Home (Silver, 2017)
- Cherry Lane Nursing Center (Silver, 2017)
- Deer’s Head Hospital Center (Bronze, 2019)
- Forest Hill Health & Rehab. Center (Bronze, 2017)
- FutureCare-Courtland (Bronze, 2019)
- Genesis-Chesapeake Woods Center (Bronze, 2019)
- Sunrise of Severna Park (Silver, 2017)
- Sunrise of Silver Spring (Bronze, 2016)
- HCR ManorCare—Largo (Bronze, 2017)
- Hebrew Home/Charles E. Smith LC (Bronze, 2017)
- Landow House/Charles E. Smith LC (Bronze, 2017)
- Maplewood Park Place (Silver, 2017)
- Signature Healthcare at Mallard Bay (Bronze, 2018)
- Sunrise at Fox Hill (Silver, 2019)
- Sunrise at Montgomery Village (Bronze, 2016; Silver, 2019)
- Sunrise of Annapolis (Silver, 2018)
- Sunrise of Columbia (Bronze, 2016; Silver, 2019)
- Sunrise of Frederick (Bronze, 2019)
- Sunrise of Pikesville (Bronze, 2016; Silver, 2019)
- Sunrise of Rockville (Bronze, 2016; Silver, 2019)