



# Maryland's Central Connector

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Maryland Information Network  
ANNUAL REPORT  
FISCAL YEAR 2024



**2-1-1**

**Maryland**

POWERED BY MARYLAND  
INFORMATION NETWORK



**MARYLAND**  
**Information  
Network**

POWERING 211 MARYLAND



# Making Connections, Improving Lives

The Maryland Information Network (MIN) is a 501(c)3 nonprofit that connects Marylanders to the health and human services they need to achieve a more stable life, through technology and programming.

As part of this mission, we manage 211 Maryland, which operates a statewide network of call centers and maintains a comprehensive health and human services resource database. MIN is able to leverage this infrastructure and technology to benefit our partnerships with state agencies and community-based organizations across Maryland. We are working continuously to innovate our approach to support our partners and connect Marylanders to the help they need when they need it.

## 211 Maryland At a Glance

24/7/365 access

7 call centers across Maryland

150+ languages available

7,500+ resources in our database

Coming Soon: Live Support

## Our Call Center Network

**BCRI** BALTIMORE CRISIS RESPONSE INC

**CCSI** Community Crisis Services, Inc

**GRASSROOTS** CRISIS INTERVENTION

**Life Crisis Center**

**MHA** Mental Health ASSOCIATION

**SANTÉ** AFFILIATED SANTÉ GROUP

**United Way**

United Way of Central Maryland

# Our Impact

**211**

**873,000+**  
total connections  
(phone, text, or website)

## Top Needs:



HOUSING

**137,198 calls**



UTILITY ASSISTANCE

**53,676 calls**



FOOD

**41,811 calls**

## Health Check

**24,486** supportive calls were made to prevent suicide and provide proactive behavioral health services

More than **1,900** new participants **enrolled** in FY 24.

**41%** increase in calls in the first 6 months of FY 24 compared to the previous six months.

## Midshore

In 2023, 211 Maryland engaged in a grassroots effort in partnership with The Mid Shore Health Improvement Coalition, called “**What’s the 211, Hon?**”, to increase awareness and usage of 211 in Caroline, Dorchester, Kent, Queen Anne’s, and Talbot counties.

**3,357** total calls in FY24.  
**Up 34%** from FY23.

## Top Needs:



MENTAL HEALTH AND  
SUBSTANCE USE DISORDERS

**1,252 calls**



UTILITY ASSISTANCE

**686 calls**



HOUSING

**620 calls**



# Program Highlights

## MdReady

In partnership with the Maryland Department of Emergency Services, we've been working to enhance MdReady, the state's emergency preparedness text alert system. **Nearly 190,000 Marylanders** have opted into the program since it began in February 2020. The new enhancements will allow faster message delivery, a customized subscriber experience with translation in more than 180 languages, and county-specific emergency alerts. Maryland is the first state to offer this many individual language preferences in an emergency alert system.

Now subscribers will receive more personalized information by selecting preferences for language and location. To update user preferences, individuals can visit [211md.org/about/text-messages/mdready](https://211md.org/about/text-messages/mdready), visit [MdReady.Maryland.gov](https://MdReady.Maryland.gov), or text the words **MdReady to 211-631**.

## Improving Systems to Improve Service

We have been upgrading our data warehouse infrastructure so we can provide automated reporting features that update daily and allow for an improved, more flexible user experience by delivering data via interactive Power BI dashboards. We're currently tracking three data sources in our warehouse—care coordination, call centers, and phone data—which allows us to use the datasets in tandem with each other much more easily. This coordination paves the way for new insights and better patient journeys.

Development is ongoing for these improvements, as are efforts to continue to enhance security and single-sign-on across our data infrastructure. We continue to work to improve the reliability of our data and the user experience around our data products.

### Our Partners



# Looking Forward

When you support Maryland Information Network, you support:

- **Weekly mental health check-ins** to prevent crises. It is critical that we renew 211 Health Check so we can continue providing proactive mental health support for Marylanders.
- **A more coordinated system** that seamlessly integrates three digit dialing codes like 988, 911, and 211. With proper funding, this could also include nonemergency services through 311.
- **Ongoing updates to MIN's resource database** and the technology that powers 211 Maryland. As we continue to modernize these systems, we have the opportunity to enhance services to Marylanders.
- **Our comprehensive data warehouse**, that will provide new insights into policies and services for our government, nonprofit, and healthcare partners.

**Maryland Information Network** believes in the power of partnership. Working together with the Maryland Department of Health and other state agencies, local governments, United Way, thousands of local nonprofits and our valued 211 call centers, we are helping Maryland residents on the path to self-sufficiency every day.



MARYLAND

**Information Network**

POWERING 211 MARYLAND

Learn more about how the Maryland Information Network and 211 Maryland work with the state to support Marylanders:  
[mdinfonet.org](http://mdinfonet.org)

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