# East Baltimore Medical Plan offers varied health services

AFRO Photo by Roma an Hankewycz

MEDICAL CENTER EXECS — Among those persons responsible for the daily operations at the East Baltimore Medical Plan are Thomas Dean, administrative controller; Robert Mascon, marketing director and Robert Gregory, assistant administrative controller who are pictured outside the new complex at Eager and Ensor Streets.

The East Baltimore Medical Plan is a community owned comprehensive prepaid health plan financed by enrolled members known as a Health Maintenance Organization (HMO).

The plan's basic concept is to overcome discontinuous, uncoordinated impersonal medical care by offering comprehensive quality ambulatory health care. It represents a relatively new concept of health care delivery which attempts to organize manpower and resources, along with some realistic possibilities for maximum community input and control.

The delivery system promotes health maintenance as opposed to treating patients only in a time of evident need.

Opening its doors in November 1971, it primarily served the residents of four area low-income housing projects. In July 1972 the medical plan contracted with the State of Maryland to offer the health maintenance program to all medicaid eligibles in the service area on a prepaid basis.

Then, in October 1973 the medical plan contracted with Blue Cross Blue Shield to offer the health maintenance program to all of its group subscribers.

With the signing of this contract, the medical plan became the only HMO in Baltimore City to offer its services to the total population on a prepaid and equal basis.

The health care system at the medical plan differs from the traditional health system in several ways. First, the medical plan places the emphasis on preventive care. Each member of the plan is encouraged to receive care on a regular basis while they are well and not to wait until they become ill.

Second, the plan has all of the physician specialties that are necessary for total ambulatory health care at one facility. This includes internists for adult and general medicine, pediatricians and developmental psychologists for child care, OBGYN, optometry, orthopedics, minor surgery, dental care, dermatology, outreach, audiology and other specialties.

The plan also has its own pharmacy, lab and x-ray facilities. Major surgery and hospitalization are provided by the Johns Hopkins Hospital at no additional cost to plan members.

Staffing of the East Baltimore Medical Plan has been structured on a Health Team concept, which offers continuity of care and the personal relationship of the traditional family physician.

Third, the plan provides 24 hours access to a medical plan physician for emergency situations when the center is closed. This means that members of the plan have health care available at all times.

When the plan is closed and an emergency arises, all the member has to do is call the medical plan physician for assistance.

Fourth, because the physicians are located in one facility, all of the members's medical records are centrally

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# Dorothy Brunson, Ragan Henry both own local radio stations

Within the past eight months, blacks have purchased two Baltimore radio stations.

AFRO Photo by Mark Gail

SUCCESSFUL BUSINESSWOMAN — Ms. Dorothy Brunson, owner of Baltimore's WEBB radio station, at work in her office.

Ms. Dorothy Brunson became the first black woman in the United States to own a radio station when she bought WEBB for $450,000 in December 1979.

Ragan Henry, a black attorney and president of a minority broadcasting firm, purchased WITH-AM for $750,000 in May 1980.

Ms. Brunson, who puts her age at "40 plus," has more than 16 years of broadcast experience.

After she received her bacheior's degree from Empire College, a branch of the State University of New York system, she joined the accounting staff of Sonderling Broadcasting Corporation in 1963.

She eventually was promoted to the position of assistant general manager of WWRL and responsible for the financial direction of the station and consolidation of finances of other Sonderling stations. She also designed an accounting computer system which is still in use.

In 1973, Ms. Brunson joined the staff of WBLS. She became general manager of that station and six others in the Inner City Broadcasting group On New York's Madison Avenue, the Afro American Association of Advertising Agencies.

She has received numerous awards, including being named one of the 50 outstanding American women from the National Council of Christians and Jews and one from the Black Citizens for a Fair Media.

Ms. Brunson is also a board member for The First Women's Bank of New York, the Harlem Commonwealth Council, the Greater New York Fund Special Allocations Committee and the Institute for Mediation and Conflict Resolution.

Ms. Brunson said her sex has not caused any problems in business dealings because she learned early to use her intellect to "throw the male-female relationship off balance" and stick at the business at hand.

"I'm a bull in business

Ragan Henry

ventures and I make it clear that my gender has nothing to do with that," she said.

A single parent with two pre-teenage sons, Ms. Brunson said she is able to maintain a high energy level because she enjoys her work and does not fragment her life.

"I am not depleted because I am not bored," she said. "So many lives into too many parts - work, home, etc. I deal with everything I do on a continuing cycle."

Her two children are just part of her daily life.

"I learned a long time ago the importance of a stable pattern at home," she said. She found the best time to communicate with Edward, 12, and Daniel, 11, is in the early morning over breakfast.

Sunday mornings are devoted to tennis, biking, roller skating or a visit to a museum with the two children.

Henry is president of Philadelphia based Broadcasting Enterprises National Inc.

BEN was formed in 1974 by its current president for the purpose of acquiring broadcast properties. Henry had invested in other broadcast entities prior to 1974, having developed an interest in the industry through his legal

(Continued on page 16)

HOT STUFF — Sandy Dotson, owner of Some Like It Hot, is shown at her establishment in the lower level of the Light Street Pavilion in Harborplace.

Those with a taste for hot food can find such items as liger sauce, mustard, and tabasco sauce.

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# Family cleaning business still grows after 35 years

By Portia E. Badham
AFRO Staff Writer

What started out as a small business located in the basement of a building has since become one of the largest black - owned dry cleaning establishments in West Baltimore.

This business, Dinkins Cleaners was founded more than 35 years ago by Woodrow Dinkins and includes his wife, Lila and his son, Gregory in the operation.

Dinkins' experience in the dry cleaning business began in 1940 after he moved to Baltimore from Sumter, S.C. with his wife and took a job with the Stein Uniform Company.

"I thought I was going to be fired," said Dinkins. "I didn't want to work for anyone else and I looked into the possibilities of opening my own store."

He reports that it was very hard then to get financing for his business and that "I couldn't get a loan over $300." But using his own capital, Dinkins rented space in the basement of a building in the 1800 block N. Pulaski St. and within five years his operation had grown to five new locations.

"When we started out, my wife and I did all the work," stated Dinkins who added that his wife also had experience in the dry cleaning business.

In 1968, Dinkins secured a $10,000 loan from the Small Business Administration and consolidated his five locations into a new establishment at North Avenue and Smallwood Street. This facility includes three buildings along North Ave.

Dinkins stated that his reason for success was "work, work, work" and that while he maintained his business, he kept his job at Stein Uniform Company for 36 years. He now devotes all of his time to the family business.

Since he graduated from City College in 1971, Gregory, Dinkins' son has joined the business. "I always wanted to work for myself," he said. "I love self-employment."

Gregory who serves as manager of the operation plans to add an additional 6,000 square feet to the facility and purchase more equipment.

Plans include adding a full service laundromat next door to the dry cleaning store. Gregory predicts that the project will cost at least $110,000 for the building renovation and new equipment.

Other plans include opening a location in a shopping center and establishing a uniform rental and cleaning operation.

DINKINS CLEANERS — Gregory Dinkins and his father, Woodrow who began his dry cleaning operation in a basement store more than 30 years ago, work together in the business, which is located in the 2100 block of W. North Avenue.

AFRO Photos by Mark Gail

# Ted Coates buys realty firm

Ted Coates started in real estate as a part-time agent with Associated Realty Company in 1973 and recently purchased the firm.

He was a sales representative for Miles Laboratory before beginning a full time career in real estate in 1975. Coates advanced to sales manager within one year with Associated and by April 1979 he purchased the firm.

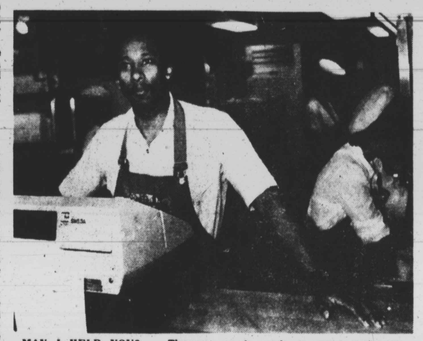
He is a member of the Greater Baltimore Board of Realtors, serves on its board of directors, is director for

Ted Coates

the Realtors State Association, a member of the Baltimore Plan for Affirmative Marketing Employment Committee and the Liberty Road Real Estate Homeowners Council.

A graduate of Catonsville Senior High, Coates received an associate's degree in business administration from Catonsville Community College.

His advice to anyone having the desire to be successful in a real estate career is to "have specific goals in life." He says, "Obstacles are those things we see only when we take our eyes from our goals."



MAY I HELP YOU? — Thomas Goines, one of the owners of just Burgers, a minority-owned hamburger operation in Harborplace, stands ready to serve customers. Goines is the executive director of the National Banking Association in Washington, D.C.

# Minority business offices merge for better service

In an effort to provide greater support through more efficient operations for minority small businesses, the Minority Small Business Development Agency of the Department of Commerce and the U.S. Small Business Administration Region III have signed a joint agreement to pool their resources and programs.

The agreement that will encourage joint projects between the two agencies thus eliminating duplication was signed by Richard E. Barber, regional administrator of the SBA's Region III and Luis G. Encinias, regional director of MBDA's Washington Regional Office.

Under the provisions of the agreement designed to make readily available programs of both agencies to help minority small business loan programs, certification of 8a small businesses, management assistance and training all will be implemented to provide greater access for minority firms.

The agreement is another step to improve the status of the minority small business program that started in 1968 when seven companies received eight contracts worth $10,493,524.

Nationally for the first seven months of the fiscal year a total of 1,358 contracts have been awarded to 703 companies valued at $438,020,591.

During the same period in Region III, 927 contracts with 383 companies worth $200,406,330 have been awarded and Barber said, "By the end of the fiscal year, I forecast that over $400,000,000 in contracts will be awarded in Region III."

Region III covering the states of Pennsylvania, Delaware, Maryland, Virginia, West Virginia and the District of Columbia has the largest portfolio with 507 companies participating in the program. A comparison with other regions shows California in Region IX the closet with 276 companies listed.

Information for this program should be directed to the Assistant Regional Administrator for Minority Small Business, Small Business Administration, 1 Bala Cynwyd Plaza, Bala Cynwyd, Pa. 19004 or Regional Director, Minority Business Development Agency, 1730 K Street, N.W., Suite 420, Washington, D.C. 20006.

# Mother-daughter team work at Cox Shoes

Carol Ann Lee knows what it's like to move up in the ranks on her job. In 1964, she began as a cashier with the Herbert Cox Shoe Company.

She later took on the job as bookkeeper and was soon promoted to office manager. During that time she also studied shoes and shoe-fitting and became a part-time shoe fitter.

Needing some relief at her desk, she sought the help of her mother who joined the staff as a cashier. This gave Ms. Lee more floor time and she soon advanced to buyer.

Now the mother and daughter team share the office work at Herbert Cox shoes.

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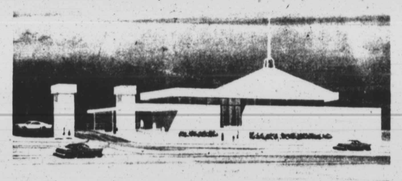

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