



Baylor Scott & White Health Denton Health Community

Community Health Implementation Strategies 2022

An Action Plan for the Community Health Needs Assessment





Denton Health Community hospital

▼ [Baylor Scott & White The Heart Hospital - Denton](#)

Table of contents

Executive summary	4
Letter to the community	5
Denton Health Community implementation strategies	6
Denton Health Community needs	7
Implementation strategies addressing:	
Priority need 1: Diabetes	8
Priority need 2: Population under age 65 without health insurance	9
Priority need 4: Access to mental healthcare (providers/resources)	10
Community needs not addressed	11
Program evaluation	12

Executive summary

As the largest not-for-profit healthcare system in Texas, Baylor Scott & White Health (BSWH) understands the importance of serving the health needs of its communities. To do that successfully, BSWH is constantly surveying patients, their families and neighbors to understand the issues they face when it comes to making healthy life choices and healthcare decisions.

In early 2022, a BSWH task force led by the community benefit, tax compliance and corporate marketing departments began assessing the current health needs of all the communities served by BSWH hospitals. IBM Watson Health analyzed the data for this process and prepared a final report made publicly available in June 2022.

The Denton Health Community is home to Baylor Scott & White The Heart Hospital – Denton. The community served by the hospital includes Cooke, Denton and Wise counties. The community served was based on the contiguous ZIP codes within the associated counties that made up nearly 80% of the hospital facility's inpatient admissions over the 12-month period of FY20.

BSWH and IBM Watson Health examined more than 59 public health indicators and conducted a benchmark analysis of this data, comparing the community to overall state of Texas and US values. A community focus group, including a representation of minority, underserved and indigent populations, provided input for a qualitative analysis. Group interviews with key community leaders and public health experts provided depth and context to the report.



Any community needs that did not meet state benchmarks were included in a magnitude analysis index. Understanding the degree of difference from the benchmark helped determine the relative severity of the issue. The outcomes of this quantitative analysis were aligned with the qualitative findings of the community input sessions to elicit a list of health needs in the community. These health needs fell into one of four quadrants within a health needs matrix: high data/low qualitative, low data/low qualitative, low data/high qualitative or high data/high qualitative.

Hospital and clinic leadership, along with community leaders, reviewed the matrix in a session that established a list of significant prioritized needs. The session included an overview of the community demographics, a summary of health data findings and an explanation of the quadrants of the health needs matrix.

Those health needs falling into the “high data/high qualitative” quadrant were considered the most significant and in need of the most attention. Each session attendee identified and prioritized six needs. The most significant health needs emerged from this process.

Letter to the community

Baylor Scott & White is committed to improving health in the communities we serve. As part of that commitment, we conduct a Community Health Needs Assessment (CHNA) every three years and report on our community's current health needs. We also provide the Community Health Implementation Strategies report, which is our plan for addressing the identified needs.

We are pleased to present the 2022 implementation strategies for the Denton Health Community, a companion piece to the CHNA that provides plans for addressing our most pressing health needs. The CHNA for the health community hospital incorporates input from influencers such as key stakeholders, area residents, faith-based organizations, healthcare providers, neighborhood association leaders, elected officials, health professionals, hospital and system leaders, the medically underserved, and others.

The full report can be found at BSWHealth.com/CommunityNeeds.

As part of the largest not-for-profit health system in Texas, we take our commitment to the Denton Health Community very seriously. By working with community organizations and residents, we have identified and will focus on some of the toughest problems plaguing our most vulnerable residents.

Sincerely,

Baylor Scott & White The Heart Hospital - Denton

Denton Health Community implementation strategies

The overall purpose of the implementation strategies is to align the hospital's charitable mission, program services and limited resources with the findings of the CHNA. To meet the requirements under IRC Section 501(r)(3) and the Texas Health and Safety code Chapter 311, the written implementation strategies include the following:

- ▼ A list of the prioritized needs the hospital plans to address and the rationale for not addressing other significant health needs identified
- ▼ Actions the hospital intends to take to address the chosen health needs
- ▼ The anticipated impact of these actions and the plan to evaluate such impact (e.g., identify data sources that will be used to track the plan's impact)
- ▼ Identification of programs and resources the hospital plans to commit to addressing the health needs
- ▼ Description of any planned collaboration between the hospital and other facilities or organizations in addressing the health needs

Denton Health Community needs

The following health concerns are identified in priority order based on the results of the CHNA.

Priority	Need	Category of need
1	Diabetes	Conditions/diseases
2	Population under age 65 without health insurance	Access to care
3	Access to primary healthcare providers	Access to care
4	Access to mental healthcare (providers/resources)	Access to care/ mental health

The facility listed below collaborated to develop these joint implementation strategies addressing the significant health needs identified above. Hospital leadership selected the following health needs to confront in collaboration with the community and based on the anticipated impact, available hospital and clinic resources, and the expertise of the hospital facility.

Community needs addressed

Facility	Diabetes	Population under age 65 without health insurance	Access to mental healthcare (providers/resources)
Baylor Scott & White The Heart Hospital - Denton	✓	✓	✓

Implementation strategies

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Priority need 1: Diabetes

Planned programs/ strategies	<ul style="list-style-type: none">Community health education focusing on nutrition, diabetes prevention and disease managementOnline diabetes support class available on BSWHealth.comReferrals for uninsured/underinsured patients to appropriate community resourcesCash and in-kind contributions to other not-for-profit community organizations
Anticipated impacts	<ul style="list-style-type: none">Improved patient experienceImproved health outcomes over timeReduced readmissions for patients with a diabetes diagnosis
Hospital resources	<ul style="list-style-type: none">Financial supportIn-kind donationsOutreach/health education materialsMeeting space/virtual platformStaff timeSupplies
Community partner(s) involved in the work	<ul style="list-style-type: none">Serve DentonFirst Refuge MinistriesHealth Services of North Texas
Outcome measures	<ul style="list-style-type: none">People servedReferrals to community resourcesOutcomes reported by partnering organizationsAmount of financial and in-kind contributions

Priority need 2: Population under age 65 without health insurance

Planned programs/ strategies	<ul style="list-style-type: none">▼ Provide free and/or discounted care to financially or medically indigent patients as outlined in the financial assistance policy
Anticipated impacts	<ul style="list-style-type: none">▼ Increase access to free and low-cost healthcare
Hospital resources	<ul style="list-style-type: none">▼ Financial support▼ Staff time▼ Supplies
Outcome measures	<ul style="list-style-type: none">▼ Number of people receiving financial assistance; unreimbursed cost of care

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Priority need 4: Access to mental healthcare (providers/resources)

Planned programs/strategies	<ul style="list-style-type: none">▼ Provide depression screenings for all emergency department patients▼ Telehealth appointments for behavioral/mental health via the MyBSWHealth app▼ Cash and in-kind contributions to other not-for-profit community organizations
Anticipated impacts	<ul style="list-style-type: none">▼ Increased access to mental healthcare providers and resources▼ Improved health outcomes over time▼ Increased likelihood for early diagnosis and referrals for depression
Hospital resources	<ul style="list-style-type: none">▼ Financial support▼ In-kind donations▼ Outreach/health education materials▼ Meeting space/virtual platform▼ Staff time▼ Supplies
Community partner(s) involved in the work	<ul style="list-style-type: none">▼ Serve Denton▼ First Refuge Ministries▼ Health Services of North Texas
Outcome measures	<ul style="list-style-type: none">▼ Referrals to community resources▼ Number of mental health appointments via the MyBSWHealth app▼ Number of depression screenings▼ Amount of financial and in-kind donations

Community needs not addressed

BSWH provides a wide range of needed healthcare services and community benefits through adherence to its mission, using its resources and capabilities, and remaining a strong organization. By focusing on our strengths and allocating our resources appropriately, we can achieve a greater impact in the communities we serve.

Needs not addressed:

- ▼ Access to primary healthcare providers

There are multiple community and state agencies whose expertise and infrastructure are better suited for meeting the needs not addressed in the Community Health Implementation Strategies. Therefore, BSWH leadership has opted to focus its resources on the listed priorities for the betterment of the community.

Program evaluation

All community benefit activities align with community benefit goals by adhering to BSWH's policies and procedures. This ensures appropriate governance of the activities outlined in these Community Health Implementation Strategies. The hospitals evaluate programs and activities on a regular basis to ensure the appropriate use of staff time and hospital resources.

To support the hospital's community benefit objectives, requests for contributions from other unrelated 501(c)(3) charitable organizations managed by the community benefit department are considered, and those activities addressing a priority need in the community are given preference. All charitable giving is reviewed and approved annually by hospital leadership and the BSWH governing board.

BSWH regularly assesses, evaluates and reports on the programs addressing the significant needs found in identified communities. Regular conversations with community members, feedback on this plan, and modifying programs and services enhance the opportunities patients have to connect to community resources. As a result, these hospital facilities achieve a reduction in unnecessary healthcare costs and improved delivery of overall quality of care.

Please direct any feedback on the assessment or implementation plan to CommunityHealth@BSWHealth.org.

This document may be accessed at BSWHealth.com/CommunityNeeds.



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