



Baylor Scott & White Health Frisco Health Community

Community Health Implementation Strategies 2022

An Action Plan for the Community Health Needs Assessment



Frisco Health Community hospitals

- ▼ [Baylor Scott & White Medical Center - Centennial](#)
- ▼ [Baylor Scott & White Medical Center - Frisco](#)
- ▼ [Baylor Scott & White Institute for Rehabilitation - Frisco](#)

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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 Frisco Health Community is home to a number of these hospitals with overlapping communities, including:

- ▶ Baylor Scott & White Medical Center – Centennial
- ▶ Baylor Scott & White Medical Center – Frisco
- ▶ Baylor Scott & White Institute for Rehabilitation – Frisco

The community served by the hospital facilities listed above is Collin and Denton counties. The community served was based on the contiguous ZIP codes within the associated counties that made up nearly 80% of the hospital facilities' 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 Frisco 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 facilities 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 Frisco 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,

Frisco Health Community Hospitals

Frisco Health Community implementation strategies

The overall purpose of the implementation strategies is to align the hospitals' 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

Frisco 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	Access to mental healthcare	Mental health
2	Mentally unhealthy days/depression Social isolation	Mental health/ environment
3	Access to primary care	Access to care
4	Diabetes/obesity	Conditions/diseases
5	Female breast cancer	Conditions/diseases

The facilities 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 respective facilities.

Community needs addressed

Facility	Access to mental healthcare	Access to primary care	Female breast cancer
Baylor Scott & White Medical Center - Centennial			
Baylor Scott & White Medical Center - Frisco			
Baylor Scott & White Institute for Rehabilitation - Frisco			

Implementation strategies

Baylor Scott & White Medical Center – Centennial

Priority need 1: Access to mental healthcare

<p>Planned programs/ strategies</p>	<ul style="list-style-type: none"> ▼ Mental health screening in the emergency department; tele-psych services available for evaluations ▼ Provide sitters as needed for patients with mental and/or behavioral needs ▼ Collaborating with mental health authorities in the area for proper patient placement and accessing the right level of care ▼ Telehealth services addressing mental health needs available virtually 24/7 via the MyBSWHealth app ▼ Referrals to mental health providers ▼ Partnering with primary care to create resources (i.e., access to mental health providers, more robust referral network of social workers) in an effort to give primary care physicians support in caring for mental health patients ▼ Support nurses enrolled in advanced practice provider programs ▼ Cash and in-kind contributions to other not-for-profit community organizations ▼ Provide free and/or discounted care to financially or medically indigent patients as outlined in the financial assistance policy
<p>Anticipated impacts</p>	<ul style="list-style-type: none"> ▼ 24/7 access to appropriate psych evaluation ▼ Appropriate care provided to and referrals for behavioral health patients ▼ Improved ease of access ▼ Improved patient knowledge around mental health
<p>Hospital resources</p>	<ul style="list-style-type: none"> ▼ Financial support ▼ In-kind donations ▼ Outreach/health education materials ▼ Staff time ▼ Supplies
<p>Community partner(s) involved in the work</p>	<ul style="list-style-type: none"> ▼ LifePath ▼ Treasured Vessels ▼ Area colleges and universities ▼ Other not-for-profit organizations that provide mental health resources
<p>Outcome measures</p>	<ul style="list-style-type: none"> ▼ Referrals to community resources ▼ Number of tele-psych referrals and visits ▼ Number of behavioral health telehealth referrals and appointments via the MyBSWHealth app ▼ Amount of financial and in-kind contributions ▼ Number of people receiving financial assistance; unreimbursed cost of care

Priority need 1: Access to mental healthcare

<p>Planned programs/ strategies</p>	<ul style="list-style-type: none"> ▼ Hire an additional neuropsychologist as part of the clinical team to educate, assess, diagnose inpatients and assist in developing strategies for treatment plans ▼ Mental health education focusing on identification of symptoms, management and treatment strategies ▼ Provide referrals to uninsured/underinsured patients for appropriate community resources ▼ Provide free and/or discounted care to financially or medically indigent patients as outlined in the financial assistance policy
<p>Anticipated impacts</p>	<ul style="list-style-type: none"> ▼ Improve patient experience ▼ Improve health outcomes over time ▼ Improve quality of life
<p>Hospital resources</p>	<ul style="list-style-type: none"> ▼ Financial support ▼ Outreach/health education materials ▼ Staff time ▼ Supplies
<p>Community partner(s) involved in the work</p>	<ul style="list-style-type: none"> ▼ AssuraSOURCE ▼ Hope Works Consulting ▼ Prime Psychiatry
<p>Outcome measures</p>	<ul style="list-style-type: none"> ▼ Appropriate staff hired ▼ People served by neuropsychologist ▼ Referrals to community resources ▼ Completion of suicide risk assessment tool ▼ Number of people receiving financial assistance; unreimbursed cost of care

Priority need 3: Access to primary care

<p>Planned programs/strategies</p>	<ul style="list-style-type: none"> ▼ Recruitment of new primary care physicians ▼ Clinical training program to prepare nurses for the medical workforce ▼ Support on-site continuity clinic for BSWH Family Practice Residency ▼ HealthTexas Physician Network (HTPN) OB/GYN Primary Care established and continued expansion planned ▼ Supported growth of pediatrics with Village Health Partners at two different locations ▼ Continued evaluation of the Frisco market to address needs of the community, positioning clinics to address future needs of the patient population ▼ Participate in local health fairs, including Frisco Employee Health Fair and Frisco Senior Health Fair ▼ Primary care available 24/7 via the MyBSWHealth app ▼ Cash and in-kind contributions to other not-for-profit community organizations ▼ Provide free and/or discounted care to financially or medically indigent patients as outlined in the financial assistance policy
<p>Anticipated impacts</p>	<ul style="list-style-type: none"> ▼ Increased access to care ▼ Improve community health and wellness
<p>Hospital resources</p>	<ul style="list-style-type: none"> ▼ Financial support ▼ In-kind donations ▼ Outreach/health education materials ▼ Meeting space/virtual platform ▼ Staff time ▼ Supplies
<p>Community partner(s) involved in the work</p>	<ul style="list-style-type: none"> ▼ Collin College ▼ Health Texas Provider Network ▼ Village Health Partners
<p>Outcome measures</p>	<ul style="list-style-type: none"> ▼ Number of physicians recruited and hired ▼ Number of appointments via the MyBSWHealth app ▼ Number of community events ▼ Number served at health fairs ▼ Amount of financial and in-kind contributions ▼ Number of people receiving financial assistance; unreimbursed cost of care

Baylor Scott & White Medical Center – Frisco

Baylor Scott & White Institute for Rehabilitation – Frisco

Priority need 3: Access to primary care

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

Baylor Scott & White Medical Center – Centennial

Priority need 5: Female breast cancer

Planned programs/ strategies	<ul style="list-style-type: none">▼ Opening new women’s breast imaging center in 2023▼ Actively recruiting new breast cancer treatment team, including physicians, to support program▼ Provider speakers at support groups for National Breast Cancer Foundation▼ Direct access to patient scheduling without a referral to multiple services, including ultrasounds, guided biopsies and digital mammography▼ Cash and in-kind contributions to other not-for-profit community organizations supporting treatment and prevention of female breast cancer
Anticipated impacts	<ul style="list-style-type: none">▼ Providing breast imaging for more patients in the Frisco area▼ Advanced detection of breast cancer▼ Patient education about early detection and screenings
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">▼ National Breast Cancer Foundation▼ Blue Star Imaging at The Star
Outcome measures	<ul style="list-style-type: none">▼ Completion of women’s breast imaging center▼ Number of physicians recruited and hired▼ Appropriate staff hired▼ Outcomes provided by community partners▼ Amount of financial and in-kind contributions

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:

- ▼ Mentally unhealthy days/social isolation/depression
- ▼ Diabetes/obesity

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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