

Community Health Implementation Plan 2025

An Action Plan for the Community Health
Needs Assessment

North and West Emergency Hospitals





North and West Emergency Hospitals community

- Baylor Scott & White Emergency Hospital - Aubrey
- Baylor Scott & White Emergency Hospital - Colleyville
- Baylor Scott & White Emergency Hospital - Keller
- Baylor Scott & White Emergency Hospital - Murphy
- Baylor Scott & White Emergency Hospital - Rockwall
- Baylor Scott & White Geode JV, LLC



Table of contents

| | |
|---|----|
| Executive summary | 4 |
| Letter to the community | 6 |
| North and West Emergency Hospitals community needs..... | 7 |
| Implementation strategies for prioritized needs | 9 |
| Community needs not addressed | 11 |
| Program evaluation | 11 |



Executive summary

As the largest not-for-profit healthcare system in Texas, and with a bold vision of empowering individuals and communities to live well, Baylor Scott & White Health (BSWH) understands the importance of addressing the health needs of its communities. In 2023, the BSWH Community Benefit Department was charged with leading the 2025 Community Health Needs Assessment (CHNA) to assess the health and social needs of the community. Metopio, a community health intelligence company, analyzed the data for the process and prepared a final report made publicly available in June 2025.

The North and West Emergency Hospitals CHNA Community is home to a number of hospitals with overlapping service areas, including Baylor Scott & White Emergency Hospital – Aubrey, Baylor Scott & White Emergency Hospital – Colleyville, Baylor Scott & White Emergency Hospital – Keller, Baylor Scott & White Emergency Hospital – Murphy and Baylor Scott & White Emergency Hospital – Rockwall. The community served by the hospital facilities listed above includes Collin, Rockwall, Denton and Tarrant counties. BSWH has at least one hospital facility or a provider-based clinic in each of these counties, and together, they comprise more than 70% of admitted patients, according to the hospital facilities' inpatient admissions over the 12-month period of FY22.

BSWH and Metopio examined more than 200 public health indicators and conducted a benchmark analysis of this data, comparing the community to the 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. Community surveys and key informant interviews also provided an in-depth understanding of the community's health and social needs as well as gaps in care and services. Any community needs that did not meet state benchmarks were included in the initial findings to hospital and community leaders. 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 surveys, focus groups and key informant interviews to elicit a list of health needs in the community.

The top health needs were presented in a data analysis and prioritization session comprised of both hospital and community leaders who were charged with identifying and prioritizing significant health needs. The session included an overview of the community demographics, a summary of health data findings, and a review of health disparities and disproportionately affected populations/ZIP codes. Those health needs with higher rates compared to the state and national rates were considered the most significant. Each session attendee voted on the most significant health needs, and that vote was also used to prioritize health needs. As a result of this process, chronic disease and access to care were identified as significant and prioritized.

Letter to the community

Baylor Scott & White is committed to empowering individuals and communities to live well. 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. In addition, we work with our community partners and hospital leaders to develop comprehensive and impactful Implementation Plans that outline community health strategies to address priority health needs.

We are pleased to present the 2025 Implementation Plan for the North and West Emergency Hospitals CHNA Community. The CHNA incorporates input from community organizations, leaders and residents, faith-based organizations, healthcare providers, 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 North and West Emergency Hospitals CHNA Community very seriously. Through a partnership with community organizations and residents, we have identified and will focus on some of the toughest problems plaguing our most vulnerable residents.

Sincerely,

North and West Emergency Hospitals

North and West Emergency Hospitals community needs

The overall purpose of the Implementation Plans is to align the hospitals' charitable strategy, programs, investments and 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 Plans include the following:

- A list of the prioritized needs the hospital plans to address.
- 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

After a comprehensive analysis of data and thorough discussions with community and hospital leaders, the two health needs listed below were identified as significant.

- Chronic disease
- Access to care












The significant health needs listed above were prioritized and will be addressed through the North and West Emergency Hospitals Implementation Plan detailed below. The significant health needs listed below were prioritized in the following order.

1. Chronic disease
2. Access to care

The facilities and entities listed below collaborated to develop these joint implementation plans addressing the significant prioritized health needs identified above. Hospital leadership selected health needs to address in collaboration with the community based on the anticipated impact and the expertise of the respective facilities and entities. The following facilities and entities form a joint Implementation Plan to address the prioritized health needs listed above.

- **Baylor Scott & White Emergency Hospital - Aubrey**
- **Baylor Scott & White Emergency Hospital - Colleyville**
- **Baylor Scott & White Emergency Hospital - Keller**
- **Baylor Scott & White Emergency Hospital - Murphy**
- **Baylor Scott & White Emergency Hospital - Rockwall**
- **Baylor Scott & White Geode JV, LLC**

Community needs addressed

| Facility | Chronic disease | Access to care |
|---|---|---|
| Baylor Scott & White Emergency Hospital – Aubrey |  |  |
| Baylor Scott & White Emergency Hospital – Colleyville |  |  |
| Baylor Scott & White Emergency Hospital – Keller |  |  |
| Baylor Scott & White Emergency Hospital – Murphy |  |  |
| Baylor Scott & White Emergency Hospital – Rockwall |  |  |
| Baylor Scott & White Geode JV, LLC | |  |

Implementation plan

- Baylor Scott & White Emergency Hospital – Aubrey
- Baylor Scott & White Emergency Hospital – Colleyville
- Baylor Scott & White Emergency Hospital – Keller
- Baylor Scott & White Emergency Hospital – Murphy
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Priority need 1: Chronic disease

Baylor Scott & White Emergency Hospital – Aubrey

Baylor Scott & White Emergency Hospital – Colleyville

Baylor Scott & White Emergency Hospital – Keller

Baylor Scott & White Emergency Hospital – Murphy

Baylor Scott & White Emergency Hospital – Rockwall

| Strategies | Community partners | Anticipated impact | Outcome measures | Hospital resources |
|--|---|--|---|---|
| Provide nutrition and chronic disease management education to patients | <ul style="list-style-type: none"> • Local non-profits and community institutions addressing physical activity, nutrition and chronic disease management | <ul style="list-style-type: none"> • Increased knowledge of nutrition • Increased physical activity • Improved chronic disease management | <ul style="list-style-type: none"> • Number of patients who receive health/nutrition education | <ul style="list-style-type: none"> • Health education and community outreach materials |
| Promote the MyBSWHealth app, which provides access to FindHelp, a community resource referral tool that provides social service and economic resources | | <ul style="list-style-type: none"> • Increased access to healthcare services and resources | <ul style="list-style-type: none"> • Number of users • App downloads | <ul style="list-style-type: none"> • Staff time |

Priority need 2: Access to care

Baylor Scott & White Emergency Hospital – Aubrey

Baylor Scott & White Emergency Hospital – Colleyville

Baylor Scott & White Emergency Hospital – Keller

Baylor Scott & White Emergency Hospital – Murphy

Baylor Scott & White Emergency Hospital – Rockwall

| Strategies | Community partners | Anticipated impact | Outcome measures | Hospital resources |
|--|---|--|---|---|
| Provide free and/or discounted care to financially or medically indigent patients outlined in the financial assistance policy | | <ul style="list-style-type: none"> Increased access to healthcare | <ul style="list-style-type: none"> Total charity care dollars | <ul style="list-style-type: none"> Funding Staff time Medical supplies |
| Collaborate with local community and free clinics to refer uninsured/underinsured patients to primary care services in the community | <ul style="list-style-type: none"> Local non-profits and free/charitable clinics | <ul style="list-style-type: none"> Increased access to primary care | <ul style="list-style-type: none"> Number of patients referred to primary care within the CHNA community | <ul style="list-style-type: none"> Staff Referral and community outreach tools/software |

Priority need 2: Access to care

Baylor Scott & White Geode JV, LLC

| Strategies | Community partners | Anticipated impact | Outcome measures | Hospital resources |
|--|--|--|---|---|
| Increase access to behavioral health services through Geode Health | <ul style="list-style-type: none"> Local non-profits addressing social/economic needs | <ul style="list-style-type: none"> Increased access to behavioral health services and resources | <ul style="list-style-type: none"> Number of individuals receiving Geode Health services | <ul style="list-style-type: none"> Funding Staff time |

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.

There are no significant health needs that are not being addressed in the North and West Emergency Hospitals 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 Plans. The hospitals evaluate programs and activities on a regular basis so that BSWH is effectively addressing priority health needs.

To support each 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 the programs 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. Partnership with community organizations and feedback on community outreach plans and strategies enhance the impact of our community benefit programs and services. 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.

