

Community Health Implementation Plan 2025

An Action Plan for the Community Health
Needs Assessment

Frisco Region





Frisco Region community

- Baylor Scott & White Medical Center - Centennial
- Baylor Scott & White Medical Center - Frisco
- Baylor Scott & White Institute for Rehabilitation - Frisco
- Baylor Scott & White Medical Center - Frisco at PGA Parkway
- Baylor Scott & White Geode JV, LLC
- Baylor Scott & White Health Plan



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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 Frisco Region CHNA Community is home to several hospitals, including Baylor Scott & White Medical Center - Centennial, Baylor Scott & White Medical Center - Frisco, Baylor Scott & White Institute for Rehabilitation - Frisco and Baylor Scott & White Medical Center - Frisco at PGA Parkway.

The community served by the hospital facilities listed above is Denton and Collin 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, access to care and non-medical drivers of health 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 Frisco Region 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 Frisco Region 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,

BSWH Frisco Region Hospitals

Frisco Region 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.

- Access to care
- Non-medical drivers of health











The significant health needs listed above were prioritized and will be addressed through the Frisco Region Implementation Plan detailed below. The significant health needs listed below were prioritized in the following order.

1. Access to care
2. Non-medical drivers of health

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, available hospital, clinic, enterprise and corporate resources, and the expertise of the respective facilities. The following facilities and entities form a joint Implementation Plan to address the prioritized health needs listed above.

- **Baylor Scott & White Medical Center – Centennial**
- **Baylor Scott & White Medical Center – Frisco**
- **Baylor Scott & White Institute for Rehabilitation – Frisco**
- **Baylor Scott & White Medical Center – Frisco at PGA Parkway**
- **Baylor Scott & White Geode JV, LLC**
- **Baylor Scott & White Health Plan**

Community needs addressed

Facility	Access to care	Non-medical drivers of health
Baylor Scott & White Medical Center - Centennial		
Baylor Scott & White Medical Center - Frisco		
Baylor Scott & White Institute for Rehabilitation - Frisco		
Baylor Scott & White Medical Center - Frisco at PGA Parkway		
Baylor Scott & White Geode JV, LLC		
Baylor Scott & White Health Plan		

Implementation plan

- **Baylor Scott & White Medical Center – Centennial**
- **Baylor Scott & White Medical Center – Frisco**
- **Baylor Scott & White Institute for Rehabilitation – Frisco**
- **Baylor Scott & White Medical Center – Frisco at PGA Parkway**
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Priority need 1: Access to care

Baylor Scott & White Medical Center – Centennial

Baylor Scott & White Medical Center – Frisco at PGA Parkway

Strategies	Community partners	Anticipated impact	Outcome measures	Hospital resources
Participate in local health fairs to provide screenings, physical activity classes, and health and wellness resources	• City of Frisco	• Increased access to health screenings and health and wellness resources/ services	• Number of health fairs • Number of community screenings	• Staff time • Community outreach resources and materials
Provide in-kind and cash donations to non-profit organizations	• Local non-profit organizations	• Increased non-profit capacity to address critical social and health needs within the CHNA region	• Total dollar amount of in-kind and cash donations to local non-profits	• Funding • In-kind donations
Promote the MyBSWHealth app, which provides access to primary and specialty care		• Increased access to healthcare services and resources	• Number of users • App downloads	• Staff time
Provide free and/or discounted care to financially or medically indigent patients as outlined in the financial assistance policy		• Increased access to care	• Total charity care dollars	• Funding
Partner with Ride Health for transportation services to and from health services and appointments	• Ride Health	• Increased access to transportation for medical services	• Number of patients receiving transportation services • Number of rides completed	• Funding

Priority need 1: Access to care

Baylor Scott & White Medical Center – Frisco

Baylor Scott & White Institute for Rehabilitation – Frisco

Strategies	Community partners	Anticipated impact	Outcome measures	Hospital resources
Provide free and/or discounted care to financially or medically indigent patients as outlined in the financial assistance policy		<ul style="list-style-type: none"> Increased access to care 	<ul style="list-style-type: none"> Total charity care 	<ul style="list-style-type: none"> Funding Staff time Medical supplies

Priority need 1: 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-profit organizations addressing social and 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

Priority need 1: Access to care

Baylor Scott & White Health Plan

Strategies	Community partners	Anticipated impact	Outcome measures	Hospital resources
Provide up to 24 one-way trips (or 12 round trips) per year up to 50 miles each way for BSW SeniorCare Advantage members in the Frisco Region community		<ul style="list-style-type: none"> Increased access to healthcare services and appointments 	<ul style="list-style-type: none"> Number of individuals who receive transportation services 	<ul style="list-style-type: none"> Funding Staff time
Provide virtual urgent care and behavioral healthcare in the Frisco Region community	<ul style="list-style-type: none"> Teladoc 	<ul style="list-style-type: none"> Increased access to urgent care and behavioral health services 	<ul style="list-style-type: none"> Number of individuals who receive Teladoc services 	<ul style="list-style-type: none"> Staff time Technical supplies and equipment

Priority need 2: Non-medical drivers of health

Baylor Scott & White Medical Center – Centennial

Baylor Scott & White Medical Center – Frisco at PGA Parkway

Strategies	Community partners	Anticipated impact	Outcome measures	Hospital resources
Partner with educational institutions to provide pathways for students interested health sciences	<ul style="list-style-type: none"> Local school districts Collin College 	<ul style="list-style-type: none"> Increased awareness and access to careers within the healthcare sector 	<ul style="list-style-type: none"> Number of educational institution partnerships Number of students served 	<ul style="list-style-type: none"> Outreach and educational tools and materials Staff time
Provide in-kind and cash donations to non-profit organizations	<ul style="list-style-type: none"> Local non-profit organizations 	<ul style="list-style-type: none"> Increased non-profit capacity to address critical social and health needs within the CHNA region 	<ul style="list-style-type: none"> Total dollar amount of in-kind and cash donations to local non-profits 	<ul style="list-style-type: none"> Funding In-kind donations
Host food drives within the hospital to support local food pantries in tackling food insecurity within the Frisco Region	<ul style="list-style-type: none"> Local food pantries and banks 	<ul style="list-style-type: none"> Increased food supply for food-insecure individuals and families 	<ul style="list-style-type: none"> Total amount of food collected/donated through food drives 	<ul style="list-style-type: none"> Staff time Food supply
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"> Local non-profits 	<ul style="list-style-type: none"> Increased access to community resources and services 	<ul style="list-style-type: none"> Number of visits to the FindHelp feature in the MyBSWHealth app 	<ul style="list-style-type: none"> Staff time
Increase screenings for non-medical drivers of health/ social determinants of health among hospital patients		<ul style="list-style-type: none"> Increased awareness of needs related to non-medical drivers of health 	<ul style="list-style-type: none"> Number of patients screened for needs related to non-medical drivers of health 	<ul style="list-style-type: none"> Staff time Technical supplies and equipment

Priority need 2: Non-medical drivers of health

Baylor Scott & White Medical Center – Frisco

Baylor Scott & White Institute for Rehabilitation – Frisco

Strategies	Community partners	Anticipated impact	Outcome measures	Hospital resources
Improve understanding of barriers related to non-medical drivers of health through screenings for non-medical drivers of health/ social determinants of health		<ul style="list-style-type: none"> Increased awareness of needs related to non-medical drivers of health 	<ul style="list-style-type: none"> Number of patients screened for needs related to non-medical drivers of health 	<ul style="list-style-type: none"> Staff time Technical supplies and equipment

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 Frisco Region.

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.

