Baylor Scott & White Health
The Heart Hospital Baylor Plano
Annual Report of Community Benefits
1100 Allied Drive
Plano, TX 75093
Taxpayer ID #41-2101361
For the Fiscal Year Ended June 30, 2015
Table of Contents

Letter from the President
I. Effective Dates of the Report
II. Hospital Description
III. Hospital Mission Statement
IV. Description of the Community Served
V. Identified Community Health Needs by Priority
VI. Programs Addressing Identified Community Health Needs
VII. Charity Care and Government-Sponsored Indigent Health Care Provided
VIII. Government-Sponsored Health Care Provided
IX. Other Types of Community Benefits Provided
   A. Community Health and Wellness Improvement Services
   B. Physician Recruitment
   C. Community Benefit Operations
   D. Financial Donations
   E. In Kind Donations
   F. Health Care Support Services
   G. Medical Education
   H. Health Fairs/Screenings

X. Report of Community Benefits Provided During Fiscal Year 2015
December 2, 2015

Dear Fellow Texan:

Among the many organizations, strategies and resources hard at work fighting heart disease, one in particular stands as a leader on the Collin County landscape with a mission to provide safe, quality, compassionate heart and vascular care to people from all walks of life – The Heart Hospital Baylor Plano. As of January 22, 2007, it is the culminating vision of two interventional cardiologists focused on creating a unique care model in the challenging battle against heart and vascular disease.

The Heart Hospital Baylor Plano is the first and only freestanding, full-service hospital in this region dedicated solely to heart and vascular care. The hospital was created through a partnership between Baylor Regional Medical Center at Plano and 86 cardiovascular physicians and surgeons practicing in North Texas. The hospital is known for providing “Five-star treatment for your heart. And you.”

The hospital has received numerous awards and recognition since its January 2007 opening. In December 2014, Baylor Scott & White Health (BSWH) announced an alliance with Cleveland Clinic’s Sydell and Arnold Miller Family Heart & Vascular Institute. The alliance creates a collaboration involving the academic, clinical and research components of Cleveland Clinic and three BSWH hospitals, one of which is The Heart Hospital Baylor Plano. Press Ganey, the nation’s leading health care performance improvement company, awarded the hospital the 2014 Beacon of Excellence Award™ and Guardian of Excellence Award™. The Heart Hospital Baylor Plano was recognized as a “Top 10 Cardiovascular Specialty Hospital in the Country” based on volume as reported by TRG Health Care Solutions (now MedAssets).

Using data from the most recent Dallas County Needs Assessment and considering our community service area of north of 635 (LBJ Freeway), The Heart Hospital has focused its community service efforts on cardiovascular disease. The hospital provides a variety of screenings to the public at health events on- and off-campus.

The Heart Hospital Baylor Plano has chosen to deliver and measure our community benefit efforts in the broader communities of the North Texas region that can benefit from cardiovascular health education and screenings.

I encourage you to give me feedback for this report. Please address comments to me, in care of Jennifer Coleman, Senior Vice President, Public Affairs, Baylor Scott and White Health, 3500 Gaston Avenue, Suite 150, Dallas, Texas 75246.

Sincerely,

Mark A. Valentine

The Heart Hospital Baylor Plano
Community Benefit Report: FY 2015
Page 2
I. Effective Dates of the Report
The annual report of community benefits provided is for the fiscal year 2015 (July 1, 2014 – June 30, 2015).

II. Hospital Description
The Heart Hospital Baylor Plano (Hospital) is owned and operated through a joint venture partnership that is controlled by Baylor Regional Medical Center at Plano (Baylor Plano), an affiliate of Baylor Scott & White Health (BSWH). Baylor Plano has partnered with local physicians to operate the Hospital to bring quality health care services to the Hospital’s community and to further Baylor Plano’s and BSWH’s charitable purpose and mission.

In December 2014, Baylor Scott & White Health (BSWH) announced an alliance with Cleveland Clinic’s Sydell and Arnold Miller Family Heart & Vascular Institute. The alliance creates a collaboration involving the academic, clinical and research components of Cleveland Clinic and three BSWH hospitals, one of which is The Heart Hospital Baylor Plano. Press Ganey, the nation’s leading health care performance improvement company, awarded the Hospital the 2014 Beacon of Excellence Award™ and Guardian of Excellence Award™. The Heart Hospital Baylor Plano was recognized as a “Top 10 Cardiovascular Specialty Hospital in the Country” based on volume as reported by TRG Health Care Solutions (now MedAssets). Throughout 2014, The Heart Hospital Baylor Plano made several “Best of” lists published by Becker’s Hospital Review including: Top 55 Hospitals Patients Would Definitely Recommend, Top 82-Physician Owned Hospitals to Know, 100 Hospitals and Health Systems with Great Heart Programs, and One of the 150 Great Places to Work in Health Care in the Country.

The Hospital is the first and only freestanding, full-service hospital in this region dedicated solely to heart and vascular health care. Committed to providing safe, quality, compassionate care and five-star service, the 116-bed hospital offers a medical staff of over 131 physician partners -- cardiovascular physicians and surgeons -- practicing in North Texas as well as an additional 471 non-partner physicians representing multiple other specialties. The Hospital has eight operating rooms with an eighth room serving as a Hybrid operating room, four catheterization suites and four electrophysiology suites. The Hospital is located adjacent to Baylor Regional Medical Center at Plano and provides inpatient and outpatient care, including diagnostic, interventional, surgical and rehabilitation services, as well as wellness and prevention support and a 24-hour emergency department. Specialized heart and vascular services provided include:
– Cardiothoracic surgical services, including robotic surgery technology for cardiac and thoracic surgeries
– Cardiac diagnostic and interventional services
– Electrophysiology services
– Peripheral vascular services
– Vascular surgery
– Heart failure services
– Cardiopulmonary rehabilitation
– Non-invasive cardiac testing
– Comprehensive research center

In addition to providing inpatient, ambulatory and emergency services, the Hospital also offers cardiovascular outpatient services through the Center for Advanced Cardiovascular Care™ (CACC). With two locations in Plano and McKinney, this highly specialized and unique outpatient setting provides comprehensive and multidisciplinary clinic and imaging services, which offers physicians and their referred patients convenience and efficiency in diagnosis and evaluation. The CACC is owned and operated by the Hospital, is considered a department of the Hospital and follows all of its policies and procedures. The CACC offers a comprehensive and efficient structure providing:
– One-stop-setting for patients, physicians and staff
– Consolidation of resources and utilization
– Disease-specific evaluation clinics
– Educational, nutrition and social consults on-site
– Highly advanced imaging services on-site, with prompt reporting
– Laboratory services on-site
– Research participation on-site

The CACC’s Congestive Heart Failure Center™ plays a major role in helping to reduce and maintain the Hospital’s heart failure readmission rate. CACC staff work closely, and in conjunction, with in-patient Hospital staff to capture soon-to-be discharged heart failure patients to provide education and assist in coordinating a plan of post-discharge care. In determining a hospital’s heart failure readmission rate, there are 35 core measures also known as Quality Indicators developed by the Centers for Medicare and Medicaid Services (CMS) and measured by The Joint Commission. Patient outcomes and quality measures are transparent to the entire organization and publicly reported. The CACC Congestive Heart Failure Center manages initiatives in four categories measured by the quality indicators, including acute myocardial infarction, pneumonia, congestive heart failure and surgical care improvement.

In addition to the Congestive Heart Failure Center, the CACC offers the following clinic settings, some of which also offer research participation for referred patients who meet trial criteria:
– Thoracic Aortic Disease Center™
– The Heart Valve Center of Texas™
– Pulmonary Hypertension Center™
The Hospital’s cardiopulmonary rehabilitation program aids patients in recovery from a cardiovascular event and promotes the lifestyle changes needed to prevent future events. The program is nationally certified by the American Association of Cardiovascular and Pulmonary Rehabilitation — one of only 55 certified programs in Texas and draws on a multidisciplinary team including physicians, registered nurses, exercise physiologists, registered dietitians, and chaplains in a carefully designed program tailored to each patient’s specific needs. The program features monitored physical activity in which patients gradually increase the efficiency of their heart and lungs, strengthening the body's muscles while gaining the confidence needed to return to daily life.

The Hospital opened a pulmonary rehabilitation program in January 2013 focused on helping pulmonary patients breathe better and improve quality of life. The program is led by a multidisciplinary health care team made up of physicians, respiratory therapists, nurses, exercise physiologists, registered dietitians and chaplains. Pulmonary rehabilitation serves patients with a wide range of lung conditions, including chronic obstructive pulmonary disease, pulmonary hypertension, pulmonary fibrosis and other conditions of the respiratory system through monitored exercise sessions and education.

The Hospital is also committed to fostering translational research that transforms scientific discoveries arising from laboratory, clinical, or population studies into clinical applications. By integrating data types, the complex and underlying causes and outcomes of illness can be revealed. In turn, allowing for effective prevention, early detection and personalized treatments may be realized. The Hospital is involved in upcoming trials bringing advanced technology to cardiovascular disease, including new generations of trans-catheter valve replacement, bio-resorbable coronary stent, left atrial appendage plug to enable patients to stop Coumadin therapy, remote steering of catheters in treatment for atrial fibrillation, emerging mid-stage pipeline and genetic mapping. They also hold a strong focus on leading investigator-initiated trial and sharing knowledge gathered in research through publications, training and education.

The departments under Surgical Services include surgery, anesthesia services, sterile processing, post anesthesia care, day surgery, pre-admission testing, and central scheduling. Through strategically orchestrated events hospital guests are guided through each phase of the surgical experience toward an optimal outcome. The Hospital’s surgical department provides treatment for cardiac, thoracic, and vascular conditions. These conditions are treated utilizing minimally invasive, robotic, traditional and investigational techniques.

In the fiscal year ending June 30, 2015, the Hospital had 7197 total adult admits resulting in a total of 25,713 days of care. In the same period, the Hospital had 5538 emergency department visits.

The Hospital is also committed to assisting with the preparation of future nurses at entry and advanced levels of the profession to establish a workforce of qualified nurses. Through the
System’s relationships with four North Texas schools of nursing, the Hospital maintains strong affiliations with schools of nursing. In the fiscal year ending June 30, 2015, the Hospital invested in training 150 nurses. Total unreimbursed cost of these programs was $236,865. Like physicians, nursing graduates trained at a System entity are not obligated to join the staff although many remain in the North Texas area to provide top quality nursing services to many health care institutions.

As part of the Hospital’s commitment to the community, the Hospital provides financial assistance in the form of charity care to patients who are indigent and satisfy certain requirements. Additionally, the Hospital is committed to treating patients who are eligible for means tested government programs such as Medicaid and other governmental programs including Medicare, regardless of reimbursement shortfalls, and thereby relieve the state and federal government of the burden of paying the full cost of care for these patients. Often, patients are unaware of the federal, state and local programs open to them for financial assistance, or they are unable to access them due to the cumbersome enrollment process required to receive these benefits.

III. Hospital Mission Statement
The Hospital is operated as a part of a sustainable, integrated health care delivery system with BSWH and other affiliated hospitals and health care providers (System). An affiliate of BSWH, the Hospital is required to adhere to high standards for medical quality, patient safety and patient satisfaction. These standards help ensure consistency and are set forth by the System. The Hospital, along with other BSWH affiliates, provides community benefit activities reflective of the System mission: “Founded as a Christian ministry of healing, Baylor Scott & White Health exists to serve all people through exemplary health care, education, research and community service.”

IV. Description of Community Served
The System is committed to serving a vast array of neighborhoods comprising its service area and recognizes the importance of preserving a local community focus to effectively meet community needs.

Located in Collin County, the Hospital serves the Eastern Region of the System and its total service area includes ZIP codes from Allen, Carrollton, Dallas and Richardson Counties.
The total service area (TSA) is defined by the health care industry standard eighty percent rule (fifty percent of inpatient volume from the primary service area plus thirty percent of the inpatient volume from secondary service area). To ensure that a true representation of the community is served, the outlier zip codes are removed, missing zip codes adjacent to the facility are included and zip codes needed to complete the contiguous service area are included.

The service area comprises:
– An urban/suburban geographic area
– Service Area Population: 1,910,173
– Service Area Ethnicity: White Non-Hispanic = 56.8 percent; Black Non-Hispanic = 9.4 percent; Hispanic = 22.1 percent; Asian and Pacific Islanders Non-Hispanic = 9.0 percent; All Others = 2.7 percent
– Service Area Payer Mix: Managed Care = 43.9 percent; Medicaid = 13.4 percent; Medicare = 32.7 percent; Self Pay/Charity = 9.6 percent; Other = 0.4 percent
– Service Area Household Average Income = $90,938
– Service Area living below the Federal Poverty Level (FPL): 6.6 percent (compared to 10.5 percent living below the FPL in the Dallas/Fort Worth Metroplex, and 10.2 percent living below the FPL in the United States)
– Number of other hospitals serving the community: 34 hospitals other than Baylor Plano
V. Identified Community Health Needs

During the fiscal year ending June 30, 2013, the Hospital conducted a CHNA to assess the health care needs of the community. The CHNA took into account input from persons who represent the broad interests of the community served by the Hospital, including those with special knowledge of or expertise in public health. The CHNA is located on a website at the following address: BaylorHealth.com/Community. A summary of the CHNA is outlined below, including the list of the needs identified in the assessment.

Creating healthy communities requires a high level of mutual understanding and collaboration with community individuals and partner groups. The development of this assessment brings together information from community health leaders and providers along with local residents for the purposes of researching, prioritizing and documenting the community health needs for the geographies served by the Hospital. This health assessment will serve as the foundation for community health improvement efforts for next three years.

The FY 2013 CHNA brings together a variety of health status information. This assessment consolidates information from the recent community health needs assessment conducted for Texas’ Regional Healthcare Partnership Region 9 (Region 9 RHP), Regional Healthcare Partnership Region 18 (Region 18 RHP) and the Consumer Health Report conducted by the National Research Corporation (NRC) for the Hospital, each of which takes into account input from persons who represent the broad interests of the community, including those with special knowledge of or expertise in public health.

The identified community health needs as outlined below were reviewed and prioritized with input from BS&WH Senior Leadership, the BS&WH Mission and Community Benefit Committee and approved by the BS&WH Board of Trustees. The methodology for prioritization can be found in the CHNA Executive Summary. Although each identified need is prioritized as high, medium or low, the Hospital will address all identified needs in the Plan.

The importance and benefits of compiling information from other recognized assessments are as follows: 1) Increases knowledge of community health needs and resources, 2) Creates a common understanding of the priorities of the community’s health needs, 3) Enhances relationships and mutual understanding between and among stakeholders, 4) Provides a basis upon which community stakeholders can make decisions about how they can contribute to improving the health of the community, 5) Provides rationale for current and potential funders to support efforts to improve the health of the community, 6) Creates opportunities for
In developing a plan to address all identified community health needs, the Hospital and the System found that aggregating the needs allows for significant, crosscutting initiatives. Therefore, this community health implementation plan organizes the needs as follows:

A. Access to Care for Low Income/Underserved
B. Emergency and Urgent Care
C. Multiple Chronic Conditions
D. Preventive Health Screenings
E. Preventable Acute Care Admissions
F. Behavioral Health
G. Co-morbid Medical and Behavioral Health Conditions
H. Elderly At Home and Nursing Home Patients
I. Patient Safety and Hospital Acquired Conditions
J. Prenatal Care

VI. Programs Addressing Identified Community Health Needs

Program Title: Community Benefit Operations
Description: Community benefit operations include costs associated with assigned staff and community health needs and/or assets assessment, as well as other costs associated with community benefit strategy and operations. The staff may include non-clinical employees of the hospital (i.e. marketing, finance, project managers, etc.) as well as clinical staff such as RNs, patient care technicians, lab, research, cardiac rehabilitation, nutrition and other departments. Items tracked include the number of hours committees, teams or departments will spend planning the event(s) as well as execution of the event(s).

Needs Addressed Under This Program:
- Access To Care for Low Income/Underserved
- Multiple Chronic Conditions
- Preventive Health Screenings

Program Title: Community Health Education
Description: The Heart Hospital Baylor Plano participates in several major health fairs targeted at underserved communities. These events are offered annually to the community free of charge and are coordinated through a collaborative effort. Representatives of the Hospital participate on the planning committees and numerous employees volunteer at the events, providing screenings and educational information at each event. The Hospital purchases the screening supplies for these events.

The Hospital provides opportunities for the physicians on the medical staff to speak about cardiovascular disease, symptoms and treatments of disease, prevention methods and wellness on local news stations and at community events. The Hospital maintains an educational website
to provide resources on programming, events in the community, healthy coping methods, medication explanations, problem resolution to reduce risk, healthy eating and resources for those living with cardiovascular diseases.

Persons Served: 832

Needs Addressed Under This Program:
- Multiple Chronic Conditions

Program Title: Community Newsletter
Description: The Heart Hospital Baylor Plano provides periodic community-facing newsletters promoting heart healthy recipes, diet and nutrition facts and exercising tips. This complimentary newsletter is sent to over 20,000 males and females who are at a high risk of heart disease.

Persons Served: 22,180

Needs Addressed Under This Program:
- Multiple Chronic Conditions
- Access To Care for Low Income/Underserved

Program Title: Donations – Financial
Description: The Heart Hospital Baylor Plano provides in-kind cash donations to various charities, sports sponsorships/venues, not-for-profit organizations, and other local charities, such as Living for Zachary, Frisco RoughRiders, Texas Legends, Plano Sports Authority, American Heart Association, Nancy Lieberman Foundation, Children’s Advocacy Center of Collin County, CASA of Collin County, and others.

Following are recipients of financial donations for the fiscal year ending June 30, 2015:
- Living for Zachary – The Heart Hospital Baylor Plano is a major sponsor of several Living for Zachary events in the DFW area, such as the L4Z Education Forum, where The Heart Hospital provides complimentary L4Z screens at the event, offers booth space at our annual For Women For Life and It’s a Guy Thing community health events. Additionally, The Heart Hospital is a sponsor of the L4Z HeartRun (held annually in October) and the L4Z HeartBeats Gala (held annually in February). We also provide L4Z screenings through The Heart Hospital and advertise this through our website and take-one marketing collateral.
- CASA of Collin County - CASA (Court Appointed Special Advocates) of Collin County promotes and protects the best interests of children who have been abused or neglected by training volunteer advocates to improve the child’s quality of life and serves as their voice within the court system to ensure they are placed in a safe, permanent and loving home.
- Championship Sports Group - The Heart Hospital Baylor Plano partnered with the Texas Revolution (minor league football team) for a seasonal sponsorship. This sponsorship allowed The Heart Hospital the opportunity to promote various aspects of the hospital’s service lines in the Revolution's stadium through signage.
- Children’s Advocacy Center of Collin County - The Children’s Advocacy Center of Collin County mission is to provide safety, healing and justice for children victimized by abuse or neglect in our community. Their vision - a community free from child abuse. The Center utilizes a multidisciplinary team approach to facilitate the investigation, treatment and prosecution of child abuse. Working collaboratively with law enforcement and Child Protective Services, the Center brings all services to abused children under one roof to minimize additional trauma to vulnerable children.
• Dazzlers Booster Club - The Heart Hospital Baylor Plano sponsored the Plano ISD McMillen HS Dazzlers Drill Team through a financial donation at the Platinum Sponsorship level for the 2014 Dazzlers Golf Tournament, the 2015 Dazzlers Showcase and 2015 Dazzlers Spring Show. In exchange, we were allowed to display a 3’x6’ logo banner at every event and our hospital brand was verbally acknowledged and thanked in front of thousands of people.

• DFW Indian Cultural Society - DFW Indian Cultural Society (DFW ICS) is a not-for-profit organization under 501(c) 3. It was incorporated in 2006 and has held successful Diwali Melas annually from 2006 to present. DFW ICS has a strong commitment to the community which is reflected in the variety projects that it has undertaken, such as organizing the Diwali Mela, entertainment programs, sponsoring the Medical Clinics in Plano and Lewisville for the uninsured, and has recognized the contribution of teachers to the community by giving cash rewards. DFW ICS has supported multiple non-profit organizations throughout the metropolis.

• First Book - First Book is an organization providing access to new books for children in need. First Books goal is to serve low income families through schools and libraries. With our sponsorship donation, 100 books were donated with The Heart Hospital Baylor Plano name stamped inside the book to a First Book approved Title 1 school and our logo was displayed at the premiere fashion show luncheon.

• Frisco RoughRiders – The Heart Hospital Baylor Plano partners with the Frisco RoughRiders for a seasonal sponsorship. This sponsorship allows The Heart Hospital the opportunity to promote various aspects of the hospital's service lines in the RoughRiders stadium through signage on the LED boards, dugout tops, and game programs. Additionally, each season, we are able to highlight two of our former guests through the Home Run for Life events during the game.

• John Paul II High School - John Paul II High School is an exceptional place of learning, dedicated to providing a superior spiritual, academic, athletic, and artistic experience in a competitive college preparatory environment and committed to creating Catholic leaders. John Paul II High School students are college bound, focused and ready to make an impact at both the local and global levels. John Paul II High School's college preparatory curriculum is a rigorous four-year program designed to foster the highest level of readiness, preparing students for their next step in the continuous education process.

• KLIFE Hoopfest - KLIFE is a community-wide, interdenominational Christian ministry of discipleship and fellowship for youth and their families. KLIFE works alongside churches and families in the community to teach and encourage kids to be strong in the Lord in spite of all the negative pressures they face as teenagers. KLIFE is a non-profit organization impacting a youth culture for Christ focused on mentoring, coaching, and disciplining today's teenagers in North Dallas communities. Through our sponsorship, The Heart Hospital Baylor Plano received recognition through PA announcements, logo on t-shirts, etc.

• Nancy Lieberman Foundation - The Heart Hospital Baylor Plano supports Nancy Lieberman through monetary support of her charitable foundation. Guiding youngsters and helping the disadvantaged has always been a passion for Nancy Lieberman, and through this philosophy, The Nancy Lieberman Charity was born. During the summer, she hosts and coaches basketball clinics and camps for girls and boys in Dallas, Detroit and Phoenix. She hopes that through positive guidance and helpful instruction, she can propel the next generation of student athletes to success on and off the court.
• Plano Chamber of Commerce - Since its inception by a group of local business leaders in 1946, the Plano Chamber of Commerce has worked tirelessly to promote local economic growth, foster business-friendly public policies, and serve our members through exceptional programs, benefits and services. The Plano Chamber of Commerce is committed to maximizing business development and economic growth of the community through advocacy, education, innovation, and collaboration. The Heart Hospital Baylor Plano supports the Chamber through a variety of programs, primarily the Business After Hours Networking event held each February where the hospital is the host of this event, receiving prominent recognition and signage.

• Plano Independent School District - The Heart Hospital Baylor Plano sponsors a Health Sciences Academy, a health care curriculum program for high school students who are interested in exploring career options in health care.

• Plano Sports Authority - PSA was established in 1970 by several Plano civic leaders to provide management of youth sports for the youth of Plano. At that time, these city leaders made the decision that a non-profit, “non-city” organization was the best direction for youth sports in the city of Plano. PSA is an independent, non-profit corporation with a charter to provide youth sports to Plano and the surrounding areas. PSA has four buildings with 38 courts and four multi-purpose turf arenas serving soccer, flag football and other turf sports.

• Plano Symphony Orchestra - The mission of the Plano Symphony Orchestra is to inspire, educate, entertain and involve the children, youth and adults of the Plano community in the enjoyment of great music. The Heart Hospital Baylor Plano provides a sponsorship amount that allows for marketing and advertising purposes at the concerts.

• Special Olympics Texas - The mission of Special Olympics is to provide year-round sports training and athletic competition in a variety of Olympic-type sports for children and adults with intellectual disabilities, giving them continuing opportunities to develop physical fitness, demonstrate courage, experience joy and participate in a sharing of gifts, skills and friendship with their families, other Special Olympics athletes and the community. The Heart Hospital Baylor Plano participates in the Corporate Challenge, which benefits Special Olympics Texas.

• Texas Legends – The Heart Hospital Baylor Plano partners with the Texas Legends for a seasonal sponsorship. This sponsorship allows The Heart Hospital the opportunity to advertise in the Dr Pepper Stadium through signage on the scoreboards, sideline tables, backlit signage and game programs. Additionally, each season, we are able to highlight two of our former guests through the Legend of the Night events during two games.

Needs Addressed Under This Program:
• Multiple Chronic Conditions

Program Title: Blood Drives
The Heart Hospital Baylor Plano works to increase the availability of blood and blood products by assisting with blood drives through the Red Cross. This includes educating potential donors about healthy habits that will reduce referrals for conditions such as low iron, improve the yield from platelet donors and educate on the importance of using containers that extend the time that blood can be safely shipped. Increasing diverse blood donor recruitment is critical to the future of our community's blood supply. The Red Cross is implementing initiatives throughout the country to increase the number of blood donors in diverse communities and raise
awareness of the need to give blood. Through its 39 laboratories, offering support to hospitals across the country, and its collaboration with AABB on the American Rare Donor Program, the Red Cross helps ensure that patients will get the blood they need at any time of the day or night.

Persons Served: 64

Needs Addressed Under This Program:
- Multiple Chronic Conditions
- Preventive Health Screenings

Program Title: For Women for Life™
Description: This annual complimentary health event provides community health services consisting of a cholesterol screening, blood pressure screen, physician presentations and other information for the greater community of women. The goal is to provide access to quality health care information, prevention, diagnosis and treatment to individuals who lack a primary care physician to raise awareness of heart disease among women in the general public.

Needs Addressed Under This Program:
- Multiple Chronic Conditions
- Preventive Health Screenings

Program Title: Health Screenings - Blood Pressure
Description: The Heart Hospital Baylor Plano provides complimentary blood pressure screens and other health care information for the greater community. The goal is to provide access to quality health care information, prevention, diagnosis and treatment to individuals who lack a primary care physician to raise awareness of heart disease among the general public due to high blood pressure.

Persons Served: 305

Needs Addressed Under This Program
- Preventive Health Screenings
- Elderly and Nursing Home Patients

Program Title: Health Screenings - Cardiovascular Disease
Description: Provide health screenings in the community in an effort to prevent disease and alert individuals to health risks at an earlier stage. Offer public service announcements, regarding the availability of preventive health screenings, and maintain an online calendar of community events on the Hospital website. Host preventive health screenings open to the community at locations across Collin County, including For Women for Life™ and It’s a Guy Thing™. Provide preventive health education, such as stroke/heart disease screening profiles, to patients and the public to change health behaviors and reduce preventable Hospital admissions or readmissions.

Persons Served: 429

Needs Addressed Under This Program:
- Preventive Health Screenings

Program Title: Health Support Services
Description: The hospital utilized ECI contract services in FY 2015 to support and assist those individuals who do not have insurance and need government means tested programs like Medicare, Medicaid and SCHips in many ways: providing access and application to government
programs, such as Medicaid and to BHCS financial assistance programs to patients of many languages; providing assistance with application to the Crime Victim’s Compensation Fund of Texas; providing information and assistance with application to the Texas Rehabilitation Assistance Program and providing information to those Texans who may qualify for the Federal Immigrant Funding.

Needs Addressed Under This Program:
• Access to Care for Low Income/Underserved

Program Title: Heart Failure Education Series
Description: The Heart Hospital Baylor Plano provides a quarterly series on the topic of heart failure. Physicians who specialize in cardiology present topics related to heart failure, the disease process, treatment and how to live with heart failure. The seminars are held at the Hospital once each quarter from 6:00 p.m. to 7:00 p.m.
Persons Served: 101

Needs Addressed Under This Program:
• Preventable Acute Care Admissions

Program Title: Nutrition Workshop Series
Description: The Heart Hospital Baylor Plano participates in several nutrition workshops annually targeted at the underserved. These events are offered monthly (for the most part) to the community free of charge, and are coordinated through a collaborative effort with our CACC - Center for Advanced Cardiovascular Care - and nutritionists. Representatives of the hospital participate on the planning committees and numerous employees volunteer at the events, and nutritional educational information is distributed at each event. The hospital maintains an educational website to provide resources on programming, events in the community, healthy coping methods, medication explanations, problem resolution to reduce risk, healthy eating and resources for those living with cardiovascular diseases.
Persons Served: 151

Needs Addressed Under This Program:
• Multiple Chronic Conditions

Program Title: It’s A Guy Thing™
Description: This annual complimentary health event provides community health services consisting of a cholesterol screening, blood pressure screen, physician presentations and other information for the greater community of men. The goal is to provide access to quality health care information, prevention, diagnosis and treatment to individuals who lack a primary care physician to raise awareness of heart disease among men in the general public.
Needs Addressed Under This Program:
• Multiple Chronic Conditions
• Preventive Health Screenings

Program Title: Medical Education – Nursing
Description: The Heart Hospital Baylor Plano provides supervision of nursing students, both precepts and non-precepts, as they work to complete their nursing education. The students are not employees of Baylor Scott & White Health or The Heart Hospital Baylor Plano, nor are they
required to become employees when their education is complete. The Hospital provides continuing nursing education (CEU) opportunities for nursing staff both locally and through Baylor Scott & White Health.

Persons Served: 196

Needs Addressed Under This Program:
- Access to Care for Low Income/Underserved

Program Title: Physician Recruitment
Description: The Heart Hospital Baylor Plano provides recruitment assistance to physicians and other allied health professionals in order to relocate their practice into the community to satisfy a documented shortage of physicians in the TSA and other medically underserved areas. The objective is to satisfy a documented shortage of physicians in the TSA and other medically underserved areas.

Needs Addressed Under This Program:
- Access to Care for Low Income/Underserved

Program Title: Donations In Kind – Faith in Action Initiatives
Description: One of the primary goals is to mobilize staff to address the needs of our communities and world through education, missions, repurposing and reallocation of resources and disaster relief by equipping staff members as they volunteer in a wide variety of local and international mission contexts that provide medical care, disease prevention and education to communities in need.

Needs Addressed Under This Program:
- Multiple Chronic Conditions

Program Title: News Media Generated Community Health Education
Description: The Heart Hospital Baylor Plano uses news media and social media efforts to equip the community with the latest health and wellness information as well as information on when and how to connect with health care professionals, hospitals, and other health care institutions. The scope of the efforts includes but is not limited to:
- public health
- disease-specific or injury-specific information
- identifying community resources for meeting health needs
- the development of tools and resources needed to get credible information to patients

This is accomplished through:
- publishing educational and diagnostic opportunities
- providing timely, relevant health content on social media sites
- hosting electronic education events
- maintaining health education blogs
- promoting the System health library
- monitoring and engaging government agencies and industry associations relative to connecting providers and patients
- promoting the tools and resources needed to improve the quality, cost-effectiveness, efficiency, patient-centeredness, safety and access to health care.
The hospital produces opportunities for free health and wellness education for all people—whether they are insured, uninsured or under insured patients—through well-developed relationships with news media outlets. The goal of the team’s work is to educate the public about health issues.

Following are the stories related to this program for fiscal year ending June 30, 2015:

- **Two Baylor Hospitals Involved In Thoratec LVAD Study** - D Healthcare Daily (4/7, Goodman) reported that Baylor Dallas and The Heart Hospital Baylor Plano are the "only locations in North Texas that will take part in a "Thoratec" clinical trial for a magnetized continuous-flow left ventricular assist device.

- **The Heart Hospital Baylor Plano ‘150 Great Places to Work in Healthcare’** - 6/29/2015 - Employees at The Heart Hospital Baylor Plano (THHBP) already know they work at an remarkable place, so being named to the Becker’s Hospital Review “150 Great Places to Work in Healthcare” was just icing on the cake. The 150 Great Places list is developed through a combination of nominations and editorial research. The organizations on the 2015 list were chosen for their benefits offerings, wellness programs, commitment to diversity and inclusion, professional development opportunities and environments that promote employee satisfaction and work-life balance.

- **Cleveland Clinic and Baylor Scott & White Health to Serve Cardiac Patients** - The Heart Hospital at Baylor Plano, Baylor Heart and Vascular Hospital and Baylor University Medical Center at Dallas have formalized a clinical and research affiliation agreement with Cleveland Clinic to become a Texas-based partner with Cleveland Clinic’s Heart and Vascular Services. As part of its preferred network, Cleveland Clinic’s heart patients can travel to our hospitals to receive the same kind of high-quality treatment they would have in Cleveland, while also having beneficial access to clinical trials and advances in cardiac care. Cleveland Clinic is well regarded as one of the top health care systems in the country. Our relationship with them is very positive news on the national level. This development is important for a number of reasons:
  - It gives us the ability to change the way health care is delivered on a national level
  - It allows us to serve more new patients covered by Cleveland Clinic
  - It helps position us as a Top 3 health care system
  - We will be co-branding and co-marketing our services with Cleveland Clinic

- **Consumer Reports Lists The Heart Hospital Baylor Plano in its Top 15** - In an effort to help patients make informed choices, Consumer Reports rates (for the first time) hospitals based on outcomes of heart surgery. The Heart Hospital Baylor Plano scored in the top 15. Based on data from the Society of Thoracic Surgeons (STS), Consumer Reports rates more than 400 hospitals in 45 states, plus Washington, D. C. and Puerto Rico. More than 1,000 hospitals report data to the STS. However, only about 400 elected to share their information with Consumer Reports.

- **Cardiovascular network provides benefits beyond patient referrals** - Candace Stuart - Jun 11, 2015 - Quality_Measures ATLANTA—If the alliance between his health system in Texas and the Cleveland Clinic didn’t bring a single new patient through their doors, it would still be a victory, said Michael Mack, MD. “We’ve already received enough value that we view this as a success.” Mack, chair of the cardiovascular governance council and director of cardiovascular surgery at Baylor Scott & White Health based in Dallas and director of cardiovascular research at The Heart Hospital Baylor Plano, spoke about adjustments in
healthcare under the Affordable Care Act on June 10 at the Med Axiom Cardiovascular Service Line Symposium in Atlanta.

“The Affordable Care Act will have the biggest impact on healthcare since Lyndon Johnson signed the Medicare Act in 1964,” he said. “I don’t think that is an overstatement by any means. In many ways it may surpass the impact of the institution of Medicare in the United States.” Mack listed areas of focus at Baylor Scott & White and its two heart hospitals: quality, service, research and business. Among their initiatives is the affiliation in December of 2014 with the Cleveland Clinic’s Cardiovascular Specialty Network, which then included North Shore LIJ Health System in New York and the MedStar Heart Institute in Washington, D.C. Through the deal, Baylor Scott & White became Cleveland Clinic’s exclusive provider for Texas and Oklahoma referrals.

• News Conference Gives Insights into the Cleveland Clinic Alliance - 12/18/2014 - They said we are the best kept secret in the United States. We said, 'We don’t want to be a secret anymore.' Thursday, Dec. 18 at 11 a.m., Baylor Scott & White and Cleveland Clinic leaders held a news conference at the Sammons Cancer Center to announce the alliance of three of our heart hospitals with the Cleveland Clinic Foundation. The panel included Toby Cosgrove, MD, president and CEO of Cleveland Clinic; Joseph Cacchione, MD, cardiologist and chairman of operations and strategy at Cleveland Clinic’s Heart & Vascular Institute; Michael Mack, MD, Baylor Scott & White Health medical director of cardiovascular services, North Texas; and Joel Allison, CEO, Baylor Scott & White Health.

Needs Addressed Under This Program:
• Multiple Chronic Conditions

VII. Charity Care and Government-Sponsored Indigent Health Care Provided
For Fiscal Year 2015, The Heart Hospital Baylor Plano provided $8,790,160.00 in unreimbursed costs of charity care and government-sponsored indigent health care.

VIII. Government-Sponsored Health Care Provided
For Fiscal Year 2015, The Heart Hospital Baylor Plano provided $27,521,255.00 in unreimbursed costs of government-sponsored health care.

IX. Other Types of Community Benefits Provided

$1,197,870

The Heart Hospital Baylor Plano is committed to improving the quality of life for the many citizens living and working in its area. The Heart Hospital Baylor Plano was pleased to allocate funds to the following community benefit activities:

A. Community Health and Wellness Improvement Services
   $110,775

B. Physician Recruitment
   $147,854

C. Community Benefit Operations
   $39,080

D. Financial Donations
   $576,997

E. In Kind Donations
   $1,004

The Heart Hospital Baylor Plano
Community Benefit Report: FY 2015
Page 17
XI. Report of Community Benefit Provided During Fiscal Year 2015

In a commitment to fulfill its mission, The Heart Hospital Baylor Plano benefit to the community, conservatively estimated, was $37,509,285.00 for Fiscal Year 2015. The Heart Hospital Baylor Plano is filing its Annual Statement of Community Benefits Standard (Statement) as a consolidated system with the other affiliated hospitals of BSW excluding those that qualify as Medicaid disproportionate share hospitals).

Through community benefit activities, BSW-affiliated hospitals provided: quality patient care and subsidized services otherwise not available in the community; medical education, training for medical technicians, hospital chaplains, nurses, and future physicians; and medical research that will speed the time between scientific finding and its application to improving medical care. Any comments or suggestions in regard to the community benefit activities are greatly welcomed and may be addressed to Jennifer Coleman, Senior Vice President, Consumer Affairs, Baylor Scott and White Health, 3600 Gaston Avenue, Suite 150, Dallas, Texas 75246.

F. Health Care Support Services $17,696

G. Medical Education $236,865

H. Health Fairs/Screenings $67,599