

Lifeline



Healthcare has a new home

Imagine a place where you can go to work, do some shopping and visit the doctor – all within a few steps from each other. That’s the vision behind a new development bringing Parkland’s quality, compassionate care close to home for residents in the Red Bird neighborhood. A collection of advocates spanning different corners of Dallas County are working together to make the development a reality, while making a difference in the lives of those who call Red Bird home.

(continued inside)

*Future site of Parkland’s
RedBird Health Center*

Parkland's RedBird Health Center

PARKLAND WILL PROVIDE CARE CLOSE TO HOME BY opening a new health center in the Reimagine RedBird development. Reimagine RedBird is a mixed-use development initiative where Parkland will provide the following services:

- Adult and geriatric primary care
- Specialty care for women
- Today Clinic for walk-in appointments
- Pharmacy
- Behavioral health for all ages
- Breast cancer screenings
- Pathology
- Radiology
- Social work
- Nutrition
- Physical medicine and rehabilitation
- Patient Financial Services

The health center will also include the technology needed to provide virtual methods of care such as telehealth, e-consults and virtual shared medical appointments. Projections indicate the new health center, once fully staffed, will provide 40,000 preventive and primary care visits each year and 23,000 women's specialty health visits each year for people who reside in southern Dallas County, including Duncanville, DeSoto and Cedar Hill.

Learn more about Parkland's RedBird Health Center and how you can help at www.IStandforParkland.org/RedBird



(continued from cover)

Dr. Brenda Richardson-Rowe has lived in the Red Bird neighborhood her whole life. Terrence Maiden grew up in Oak Cliff and remembers going to the Red Bird Mall. Peter Brodsky moved to Dallas 25 years ago. While they all grew up at different times and in different places they are aligned around the same goal—to bring prosperity back to the Red Bird community.

“It’s not just retail and restaurants that are needed,” explained Brodsky, co-developer of Reimagine RedBird. “It’s offices, hotels and medical services. There is a deficit of all of these types of amenities serving this community. Reimagine RedBird will be a center for everything the community needs to create an ecosystem where people will gather to go to the doctor, to go to work, go to a restaurant, to go shopping. There’s a reason for everyone to be here which in turn creates a very vibrant environment.”

In the planning stages Brodsky and Maiden, co-developer, asked themselves what would draw people to the new development. Medical services quickly rose to the top of the list.

“Because we are in a community that has such a dearth of amenities such as medical and offices there was a huge amount of demand for those services,” Brodsky added. “We approached the major hospitals in Dallas about opening up clinics in this area. Parkland was the first that really got it.”

“When we say medical, it’s both physical health and behavioral health services that are needed in this area,” said Richardson-Rowe, a registered nurse and minister of counseling at Concord Church. “Having Parkland come in and provide that spectrum of care will bring synergy and start to drive people to a central area for the things that they need.”

Many residents who live in southern Dallas County do not have access to the care they need to get healthy and stay healthy. In fact, Parkland sees a high number of patients from these ZIP codes who come to the ER for basic primary care, need specialized care to manage diseases like diabetes, and who are diagnosed with cancer at later stages because they lack screening and early interventions.

That’s why Parkland is building the RedBird Health Center as part of its plan to increase access to healthcare services close to home.

“We are trying to fill gaps with the tenants we bring into this new development,” said Brodsky. “Parkland is a perfect example. There is currently a lack of medical services. Having Parkland in the community will uplift the community, improve people’s health, and improve people’s lives.”



Responding to the call

Collaboration with first responders brings behavioral health expertise to the front lines



THE RIGHT CARE TEAM prepares to respond to a behavioral health emergency in south central Dallas County.

“It could be a call from a worried mom saying ‘my son is using drugs.’ Or it could be someone reporting their neighbor is acting strangely. We’re prepared for the unpredictable because we’re responding to crisis situations,” said Jana Creech, LCSW.

Creech is a seasoned psychiatric social worker with Parkland assigned to the RIGHT Care team, a collaboration that includes a Parkland behavioral health expert, a Dallas Fire-Rescue paramedic and a Dallas Police Department patrol officer. The team of three responds to behavioral health-related 911 calls to help stabilize individuals on the scene and get them to the appropriate services that can meet their healthcare needs.

The results from the pilot project in south central Dallas are impressive: during 30% of the calls, individuals have been diverted from hospitals and jails to behavioral health resources in the neighborhood.

“Before the RIGHT Care program, outpatient, inpatient and emergency treatment were the only options available,” said Kurtis Young, MSSW, LCSW, social work director at Parkland. “We looked at the spectrum of care and needed more

options for people in a behavioral health emergency, understanding there are specialized needs in a time of crisis. We needed to be involved with that first response, that first interaction with a patient. RIGHT Care is the first time police have been matched with a team to respond to these situations on the front line meeting patients where they are in the community.”

Parkland is working closely with organizations such as Metrocare and Homeward Bound to provide services to those experiencing a behavioral health emergency that prompted a call to 911.

Now Parkland is expanding the program to more areas of Dallas County in need of behavioral health services that were identified in a recent Community Health Needs Assessment by Parkland and Dallas

County Health and Human Services. In addition to the current RIGHT Care team in south central Dallas, a second team will be added to respond to calls in northwest and northeast Dallas County, and a third team will be centrally located to respond to calls anywhere in the county that require their expertise.

The additional response teams are only one part of the expansion. The other critical component in the RIGHT Care program is expanding collaboration with behavioral health service providers in the community.

Parkland is working closely with organizations such as Metrocare and Homeward Bound to provide services to those experiencing a behavioral health emergency that prompted a call to 911. Services include medication refills or a visit with a doctor. Often the individual can be seen the same day, getting them the care they need close to home and enrolled to receive services in the future.

“The impact of working with partners throughout the community is monumental,” Young added. “These partnerships – from first responders to non-profit organizations – are the linchpin that allows the RIGHT Care program to change lives.”

Leaders recognized with Community First Award



Fourteen leaders in the Dallas community have been recognized with the Community First Award: Sponsored by Parkland Foundation. The 2020 class is the third to be honored with the award, created to shine a light on individuals who use their time and talent to help their neighbors in need.

Throughout the year, recipients will attend a series of events to gain a better understanding about Parkland's history, its responsibility as the only public health system in the county, and how affordable, accessible care is being delivered in every corner of the community.

Meet the 2020 class at www.IStandforParkland.org/AwardRecipients

Thank you

Patients express gratitude to Parkland caregivers

"SEVERAL YEARS AGO NOW MY MOTHER WAS A PATIENT AT YOUR HOSPITAL TO TREAT HER CANCER. Because we are poor, she was signed up with your indigent insurance program. Her care and treatment while with you was impeccable and her cancer went into full remission, for which we thank you most sincerely. In the years since her treatment I have had loved ones dealing with other serious health issues in Nevada and in Florida. As I have watched my loved ones struggle to get adequate care, I have come to appreciate even more the level of care your hospital provided. The patient advocate system that Parkland has made dealing with all of my mother's appointments and medications extremely easy. We didn't have to fight to understand what she needed, or what was expected of her or where she needed to go and when. Thank you so very much for all the work that you do to make sure even the poor patients receive not just basic care, but are treated with dignity and communicated with clearly. I live in the Las Vegas area now and the difference between the quality of care available here, even with good insurance, and what my mother received while at Parkland is so stark. Your staff took care of us in a way that I have not seen anywhere else. And from the bottom of my heart, I thank you."

"MY DAUGHTER WAS RUSHED TO PARKLAND WITH A COMPOUND FRACTURE IN HER RIGHT LEG. She spent several hours in the ER before being moved to a room. I can't say enough about the nurses in your ER department. They were kind and attentive and kept my daughter laughing through her fear. They were amazing! The staff on the orthopedic floor is top notch as well. They have given excellent care to my daughter and I couldn't be more grateful!"

"I AM A DISABLED VETERAN, and I was at Parkland for about a month after surgery. As I was there, I saw your staff clean my room, feed me, take blood and help with my rehabilitation, and I'm sure I'm missing some. Sometimes it was like a blur of time when I was there. I've seen and been through a lot in my time and combat in the military as I live with PTSD and other disabilities. The time I spent at Parkland was comforting and I felt SAFE there. Thank you very much!!!"



Honoring generosity

The following made a gift or pledge of \$10,000 or more, included Parkland in their estate plans or created endowments between Oct. 1, 2019 and March 31, 2020:

Anonymous (5)	Mr. and Mrs. Anthony C. De Bruyn	One Wing Foundation
Mr. and Mrs. Peter B. Bartholow	Mr. George Engdahl	Parkland Auxiliary
Dr. Enrico and Suzanne Bartolucci	Epic	Dr. and Mrs. Karl Rathjen
Ms. Phyllis Bernstein	Mr. and Mrs. Thornton Hardie, III	The Rees-Jones Foundation
Jo Ellen Bogert, EdD	Dr. Ronald C. Jones	The Rosewood Foundation
Drs. Maureen Murry and A. Compton Broders, III	Junior League of Dallas, Inc.	Rupe Foundation
M&A Brown Family Foundation	Mark Cuban, Luka Doncic, Dwight Powell and the Mavs Foundation	Mr. and Mrs. William T. Solomon
Mason Brown Family Foundation, Inc.	Moody Foundation	Sons of the Flag
Mrs. Susanne G. Carrico	National Breast Cancer Foundation, Inc.	Speedway Children's Charities
The Children's Health Fund	North Texas Ace Foundation	Texas Capital Bank
Serena and Tom Connelly		West Coast University, Inc.
		G. R. White Trust

View the list of our Fiscal Year 2019 donors online at www.IStandforParkland.org/HonorRoll

Plan today to help family and patients tomorrow



Through your will, you can benefit your loved ones as well as help sustain the future of Parkland to ensure we're ready to care for anyone in need. In addition to including Parkland in your will, there are several other ways you can make a planned charitable gift:

- Create an endowment
- Designate Parkland as a beneficiary
- Donate from an IRA
- Transfer stocks, securities and mineral rights

To get your free planning guide, go to www.IStandforParkland.org/PlanToday

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Follow us on social media and sign-up to receive email updates to learn how Parkland is keeping the community healthy.



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Community health report identifies significant health disparities in portions of Dallas County

A conversation with Michael A. Horne, EdD, president and CEO, Parkland Foundation

Parkland Health & Hospital System and Dallas County Health and Human Services (DCHHS) have partnered to develop a Community Health Needs Assessment (CHNA) to identify the geographic areas and populations that experience the most significant health disparities in Dallas County. The report outlines health disparities and incidence of diseases across racial and ethnic minorities, socio-economic factors, underserved populations and access to care.

Q: What does the CHNA tell us about the health of Dallas County?

A: One does not have to look deep into the health data of Dallas County to recognize that significant disparities exist among the population and the geography of these

“The only way to effectively address health disparities in Dallas County is to employ a collective impact approach that brings together community stakeholders with a common mission.”

disparities is readily apparent. For example, people living in ZIP codes in southern and southeastern Dallas County have more cancer, heart disease and diabetes. The consequences are dire: 23 fewer years of life, on average, in southern Dallas than in the Park Cities/Turtle Creek area.

While much of Dallas County benefits from a strong economy, there are several geographic areas that struggle with severe poverty or pockets of economic instability and the social ills that accompany a lack of resources, including significant health disparities. Many of the ZIP codes within these underserved areas have suffered from the disparities for decades.

Q: What are the key findings from the report?

A: Emerging from the report were findings related to access to care, demand for health services for special populations, leading causes of chronic conditions such as hypertension, cancer and diabetes, among others. The report also outlines socio-economic factors that contribute to poor health outcomes among at-risk

populations such as lack of transportation, inflexible work schedules and a need for child care.

Q: How will Parkland work to address these findings?

A: Parkland and DCHHS have developed an implementation plan to address key priorities identified in the report. But, given that many of the contributing factors to health disparities are not clinical in nature, we recognize that we cannot tackle these disparities alone. The only way to effectively address health disparities in Dallas County is to employ a collective impact approach that brings together community stakeholders with a common mission. Neither Parkland nor the health department can solve all of the issues contributing to health disparities in Dallas County. This effort will require collaboration among multiple government agencies, as well as community-based organizations and private industry.

Read the report and learn more about the implementation plan at www.parklandhospital.com/CHNA2019

