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COLLEYVILLE
**ECONOMIC
DEVELOPMENT**
NEWSLETTER



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MEDICAL SPECIAL EDITION

New investment in Colleyville from several major medical projects is bringing quality health care and development to the community. Read about it in this Medical Special Edition of our Economic Development News.



Colleyville Gets First Hospital with Baylor - Emerus Emergency Medical Center

A partnership between Dallas-based Baylor Healthcare and Emerus, The Woodlands, Texas operator of emergency facilities, is bringing Colleyville its first hospital.

Construction is underway on the Baylor-Emerus Emergency Medical Center located at the southwest corner of Colleyville Boulevard (SH26) and Church St. The hospital, scheduled to open in August, 2014, is a 16,719 square foot facility with seven exam room beds and eight inpatient beds. The facility will provide high quality emergency room care with on-site X-ray, CT scan and ultrasound capabilities. According to

Emerus officials, approximately 25 patients will visit the facility daily, and it is estimated that 75% of patients are within 18 minutes of the location.

The service model that Emerus desires focuses on efficiency in delivery of emergency care, with an average wait for a patient to see an ER physician at 15 minutes. Emerus says that 30-40 associates will be employed at the hospital.

"We at Baylor are excited to be able to begin serving the people of Colleyville. We saw a need for emergency services there as it is clearly an area of growth. We believe in providing the level of care we would want for our own families. This will be hospital - level care in a convenient location close to home." comments Gary Brock, chief operating officer, Baylor Health Care System.



Elevation rendering of the new Baylor-Emerus Emergency Medical Center under construction in Colleyville.

www.emerus.com

Medical News from Colleyville's Economic Development Department



Healthy Living Colleyville Style

Colleyville named "Healthiest Neighborhood" in North Texas In Report by *The Dallas Morning News*

A trademark of the Colleyville brand is that it is a health conscious community.

This healthy lifestyle was brought to light in a recent "Best Neighborhoods" profile in *The Dallas Morning News*.

In a study of the Healthiest Neighborhoods in North Texas by *The Dallas Morning News*, **Colleyville not only took the number one spot as North Texas' Healthiest Neighborhood, it took #2 as well**, as the study split the community up into sections, Western Colleyville and Eastern Colleyville.

The Dallas Morning News identified these areas as part of a 12 month study of neighborhood livability in Dallas, Collin, Denton, Rockwall and sections of Tarrant counties. The paper rated each census tract on 11 issues affecting quality of life. How much significance to give to each issue was determined by a poll of North Texas participants.

In *The Dallas Morning News'* report, the 10 healthiest neighborhoods in North Texas are:

1. Western Colleyville
2. Eastern Colleyville
3. West Plano
4. Southlake
5. Lakewood

6. Spring Creek Preserve area
7. Turtle Creek
8. Allen (west of U.S. 75)
9. Oak Lawn
10. Lake Ray Roberts/Aubrey

To read the complete story by *The Dallas Morning News* staff writer Leslie Barker, Google "*The Dallas Morning News* Colleyville healthiest cities".



Colleyville has 15 miles of trails and no buildings over three stories.



A resident exercising in one of Colleyville's 13 parks.



Colleyville Farmers Market Expands Healthy Eating Leadership in the Community

At festivals and outdoor events in Colleyville and Northeast Tarrant County, there is now the option of choosing fruit over funnel cakes. That's because Colleyville Farmers Market (CFM) is bringing fresh fruit, snacks and other food items to the people with their Portable Units of Produce, or PUPs. Since purchasing the Colleyville Farmers Market a little over a year ago, owners Robert Sonnen and Jim Gardetto have been going about the business in a non-traditional manner. The Colleyville Farmers Market PUP, a wooden building on wheels with pop up doors, is now a common site at events and at locations throughout Colleyville offering healthy alternatives to

typical food truck or festival foods.

Additionally, Colleyville Farmers Market has recently partnered with Fort Worth-based Cuisine for Healing which prepares food and meals for people combating disease. CFM is carrying and selling the Cuisine for Healing healthy meals in their store and on their website as the organization's first wholesaler. Sonnen says the two entities are committed to educating others about the "power of healing food."

For more information see:

www.colleyvillefarmersmarket.com and www.cuisineforhealing.org

Medical News from Colleyville's Economic Development Department



U.S. Memory Care Launches "Next Generation" Memory Care at new Colleyville facility

Dallas-based U.S. Memory Care thought long and hard about where to build the first center to introduce their "next generation" memory care. Colleyville with its excellent, central location in North Texas and the city's strong demographics made it an easy decision according to Chris Sykes, Regional Director for U.S. Memory Care.

The \$15 million dollar, 58,000 square foot flagship facility opened in the Spring and is located in Colleyville at Precinct Line Rd. and Lavaca Trail. There are 60 employees at the center with a ratio of six residents to one caregiver.

U.S. Memory Care has raised the bar in long-term memory care with their model which focuses exclusively on providing an upscale environment for memory care residents.

The Colleyville facility accommodates 75 memory care residents in large private and semi-private rooms within self-contained "neighborhoods." Each neighborhood has an interior courtyard garden which provides peaceful surroundings for residents to visit with each other and their families. Sykes explains that there are varying levels of memory loss disease and the three neighborhood concept allows residents to be with their peers at the same cognitive levels. Sykes also says that their medical staff and management team are all from the assisted living and extended care industries so the level of experience is the highest possible.

The concept is revolutionary in memory care. The neighborhoods have a centralized "Main Street" style common area designed to stimulate memories and provide a higher level of amenities and quality of life for the residents that is not typically offered



The new U.S. Memory Care in Colleyville.

in other memory care facilities. Amenities include a Beauty and Barber Shoppe, Relaxation Suite, Theatre, Music Hall, Arts and Crafts Studio and Paula's Sweet Shoppe (designed to look like a 50's Diner). It is a secured community equipped with an advanced multi-layer fire and security network for the protection of residents.

Privately-held U.S. Memory Care is expanding quickly. There are currently two centers under construction in North Dallas and Greater Houston that will open in early 2014. U.S. Memory Care plans to build and open at least 20 new communities in the next four to five years in the southern U.S. See more on the Colleyville facility and the company at www.usmemorycare.com.



The "Main Street" and "neighborhood" areas at the Colleyville facility. U.S. Memory Care has created an upscale and unique alternative unlike any other memory care facility.



Cheryl Clark, LVN

*Resident Wellness Director
US Memory Care Colleyville*

Cheryl Clark, LVN nurse, oversees the care and well being of residents at U.S. Memory Care's sparkling new facility in Colleyville. Since 2006, Cheryl has been a specialist in memory care and she is one of the most experienced nurses in the field. "Once I started working as a care giver to seniors, I knew this was my calling, what I was meant to do," says Cheryl.

A native of Virginia, Cheryl and her family moved to the D/FW area 23 years ago. She was actually a late bloomer in becoming a nurse. After a successful career in sales and marketing, Cheryl made the decision to go to nursing school in her early 40's and transition her professional life. She became an LVN in 2004 and began working at assisted living facilities in D/FW.



Cheryl Clark, LVN

"In my experience with senior memory care patients, I have seen the industry steadily improving the level of care, but what U.S. Memory Care is doing is taking it to a whole new level," notes Cheryl. "The three neighborhood concept and how residents live among their peers at the same cognitive levels is genius. The ambiance, interior colors, the lighting, gourmet food and every single detail of our building has been meticulously thought out to provide a lifestyle and level of memory care not found anywhere," she adds.

Chris Sykes, U.S. Memory Care Regional Director, comments: "Cheryl is specifically trained and experienced as a memory care nurse and is very in-tune with the needs of our residents at all levels of memory loss stages. She is very caring and spends a lot of time with the families of our residents helping them understand the disease process and behavior patterns."

Colleyville Medical Analysis

Marketing data from a recent study by Catalyst on the medical industry climate in Colleyville shows:

3 Mile Service Area

- Currently, there are 77 physicians & 47 specialists.
- Over the next 5 years there will be a growth of 7% in office visits, 8% in outpatient procedures, and 11% in inpatient procedures.
- According to estimates, a 3 mile service area has the ability to support 7 additional specialists (2 Cardiologists, 2 Gastroenterologists, 1 Plastic Surgeon, 1 Oncologist, and 1 Respiratory Physician)
- The five specialties with the highest practice survival rate are dermatology, cardiology, urology, orthopedics, and ENT (ear, nose, and throat).

10 Mile Service Area

- Currently, there are 530 physicians & 326 specialists.
- Over the next 5 years there will be a growth of 11% in office visits, 12% in outpatient procedures, and 14% in inpatient procedures.
- According to estimates, a 10 mile service area has the ability to support 34 additional specialists (16 Cardiologists, 10 Gastroenterologists, and 4 Allergy Specialists).
- The five specialties with the highest practice survival rate are plastic surgery, ophthalmology, dermatology, neurology, and hematology/oncology.



New First Choice ER Opening in September

First Choice Emergency Room, the leading freestanding emergency room system in the United States, is opening its sixth D/FW facility in Colleyville on September 27. First Choice is redeveloping a former 6,000 square foot Blockbuster store at 5000 SH 121 and Glade Rd. into a state-of-the-art emergency room.

The facility will employ 40, which includes four full time board-certified emergency physicians and emergency trained registered nurses. The Medical Director at the new Colleyville ER is Dr. Nick Musso.

All First Choice Emergency Room facilities are open 24 hours per day, 7 days a week. The facility is equipped with high tech diagnostic technology (CT Scanners, Ultrasound, Digital X-ray) and on-site COLA and CLIA accredited laboratories to handle emergency needs on the spot.

www.FCER.com

*First Choice
Emergency Room*



The First Choice Colleyville ER is equipped with state-of-the-art diagnostic equipment.

Medical Practice Relocates To Colleyville

The Endocrine & Thyroid Center, formerly known as Endocrinology & Reproductive Medicine of Tarrant County, has moved the practice from Grapevine to Colleyville. The Center, led by physicians Dr. Henry Prost, Dr. Roopa Sathyaprakash and Certified Physician Assistant Trang Truong, has invested in Colleyville with the construction of their new 4,696 square foot medical building at 7141 Colleyville Blvd. in the Longwood Plaza Office Park.

"Hwy. 26 through Colleyville is an emerging medical corridor. We were drawn here for the high traffic and visibility from Hwy. 26 and the new road improvements are going to make it even better," says Dr. Prost. "Another key factor to the new location was that there are no medians on Hwy. 26 which makes it easy to get into and out of our office and our patients very much appreciate this," he adds.

Additionally, Dr. Prost comments: "Colleyville has the reputation of being very easy to work with on new construction projects and this was certainly the case with us. They made the entire process very efficient and pleasant."

See more on Endocrine & Thyroid Center at www.etcdocs.com.



(left to right) Dr. Roopa, Dr. Prost and P.A. Truong