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A Journey into Advanced Healthcare

by **Lisa Dawson** in [Health, Living](#)[Bookmark](#)

Just a few steps into the Baylor Scott & White Sports Therapy & Research facility at The Star in Frisco and you know this is where athletes are made, maybe even born, albeit at a nearby Baylor hospital. The impressive 300,000-square-foot facility has the latest and most sophisticated equipment and programs for anyone with a sports injury or looking to improve their game and overall performance. Even mere mortals can benefit from the many services available at the facility, from urgent medical care to imaging, physical therapy and, if need be, orthopedic surgery.

The lobby of the center is where the impressive journey starts. The nearly 60-foot-high ceilings let in an abundance of natural light and make an enormous space seem comfortable and even homey. Dangling from the tall giant ceilings and hovering over the marble floor are aluminum composite tiles that are painted white, blue and yellow to form a deconstructed Baylor Scott & White logo. This is undeniably a world-class facility, aimed at providing the very best medical and therapeutic care. Just being in the lobby, with views of Frisco and beyond, makes a person feel special.

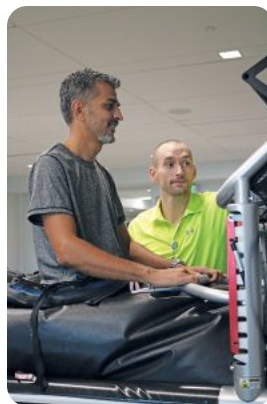


The new Center is continuing to help put Frisco on the map and assisting Baylor Scott & White on their trajectory of healthcare innovation and leadership. The organization, more than 120 years old, has a long and solid history of using research to help propel the art of medicine. As early as 1905, Dr. Arthur C. Scott, Sr. and Dr. Raleigh R. White, two founders, applied for corporate charters “for the study, prevention, relief remedy and care of any and all human disorders and diseases.” For more than 15 years, Baylor University Medical Center was named one of America’s Best Hospitals. The hospital is recognized for its orthopedic care, being named one of the nation’s top 50 hospitals for orthopedic care by U.S. News & World Report.

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The new facility in Frisco is essentially a one-stop shop for sports performance, enhancement and physical therapy. It even has a pharmacy conveniently located in the lobby. You can have your day surgery, imaging test or even urgent care visit and get your prescriptions filled on site. Experts say the future of healthcare is geared toward personalized medicine and collaboration among researchers and healthcare organizations. For many, the convenience factor is a huge draw. Why spend hours driving to different medical offices when you have everything located in one building?



Recently opened in May, the facility is one of the largest sports performance and multi-specialty medical complexes in the U.S. The unique project includes a collaboration among a healthcare system (Baylor Scott & White Health), an NFL team (the Dallas Cowboys) and a school district (the Frisco ISD). The sports performance center features an indoor and outdoor practice field, basketball court, performance diagnostic lab, open weight room, private and group training areas, a recovery zone and meeting space. The basketball court was thoughtfully dedicated to Bill Keaton and is called the Bill Keaton Memorial Basketball Court. The former CEO of Baylor Frisco, Mr. Keaton led the vision of the therapy and research center, but passed away last spring, before the center opened.

But, there is more than just basketball. The ode to football is evident wherever you look. From the molds of famous players’ hands, like Troy Aikman, in the lobby to kid-sized NFL football chairs in the lounge, you cannot mistake you are in Cowboy country. There is even a massive



true partnership between The Dallas Cowboys and Baylor Scott White.”

Jared Gillespie, the center manager, says a facility like this with access to a court and field is unprecedented. “This type of collaborative approach is great,” he says. “We have access to a basketball court, indoor football field and state-of-the-art machines like our anti-gravity treadmill. We are able to help anyone who needs to get back to their life, whether it be sport, work or just day-to-day activities. We are using a variety of modalities, like manual therapy and blood flow restriction training.”



“For athletes, the Center, powered by the Fusionetics® Performance Health System, offers individuals and athletes of all ages and skill levels services and amenities to decrease risk of injury, enhance performance and optimize recovery. Performance and healthcare practitioners use Fusionetics and other evaluation and monitoring platforms for the biomechanical evaluation of movement, detecting problem areas and assessing mechanical inefficiencies,” says Julie Smith, the director of public relations for Baylor Scott & White Health.

Fusionetics, based in Ga., is a collaborative web-based platform used by teams, colleges and healthcare facilities nationwide to improve and enhance player performance. The system tests and analyzes the performance of thousands of athletes and offers personalized programs designed for individual players. Noah McCant, 14, an FISD football player, did rehabilitation with Michael Oviedo, the Center’s director of performance health at Baylor Scott & White Sports Therapy & Research at The Star. “When I was running, I pushed it too hard and strained my hamstring. For the last couple of years, I had just been having the same problem. The app Fusionetics really helps out because it shows you what you need to do and the right way to do it and it has been really good for me.”

While inside the building people are healing, regaining mobility and improving performance, the outside is another architectural point on Frisco’s increasingly dotted map. The modern, attractive building was designed by research and design firm Perkins+Will. With plenty of parking and easy access from the Dallas North Tollway, the location has a lot to offer Frisco residents and out-of-town visitors. Situated across from the Omni Hotel at The Star, the center has already hosted some international sports players, like basketball players from China.

Shopping, dining and other amenities are within walking distance. “The design of the building evokes the spirit of sport — think about the equipment used and the need for performance and protection. A contemporary mix of glass, metal cladding and sunshades create graphic lines on the exterior to form an athletic character throughout,” says Ron Stelmarski, AIA, LEED AP Design Director at Perkins+Will. “The complex literally opens to the community using giant sliding doors and an abundance of glass to showcase what is happening inside.” Mr. Stelmarski also mentions the use of low emitting materials, like composite wood and agrifiber, which helps maintain optimal air quality and a healthy indoor environment. “We also manage the sun using deep overhangs and exterior shading devices allowing for less cooling and better quality of light inside. The outcome translated to an overall 78 percent lighting power reduction and more than 40 percent energy savings over architecture’s 2030 Commitment,” he says.

Expanding its footprint in Frisco was a natural choice for Baylor Scott & White. The organization already has four locations here. “One of the core benefits to having this facility located in Frisco is the community itself. We are incredibly excited to be collaborating with the Dallas Cowboys, who call Frisco home, as well as the City of Frisco and the FISD. The City of Frisco, known as ‘Sports City, U.S.A.,’ is the perfect location for this important work,” says Ms. Smith.

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One appetizing byproduct of Frisco's tremendous growth is more dining and drink destinations popping up everywhere you look. And when it comes to coffee, the beloved beverage of choice for so many, the local coffee scene has never been more vibrant.

Frisco now offers an abundance of unique spots to grab a cup and/or something yummy to eat, where customers can sit and soak up the vibe, often visiting with other residents and neighbors. There is a kind of community formed within every local coffee joint, especially here in Frisco. And each spot has developed its own niche through its particular products, attention to customer service and commitment to serving the community with friendliness and a warm cup of pure joy.

What's in a Name?



In April 2017, former Marine Ajay Sharma opened Salubrious Juice & More at the corner of Hillcrest and Rolater Roads, as a 100 percent organic spot for smoothies, coffee and healthy food.

How did he arrive at the name "salubrious," which means health-giving? The inspiration came from a word of the day app. "It said it meant promoting health and I was like, 'Wow, such a beautiful word. I had never heard of it. It is very unique and it sounds amazing.'"

Signs at Salubrious say "good vibes only," and with furniture built by a local artisan, walls painted by local students, a fountain, soothing plants and autographed items on the walls, Mr. Sharma has successfully created a soothing environment for his clientele that is full of local charm.

"I thought we should make this a place where people can come in and relax. They can forget about the drama in their lives ... anything that is stressing them out. We focused on creating some good energy. We want to make sure we are striving to give our community healthier options, but when they come in, they feel relaxed and good about themselves," says Mr. Sharma.



A Focus on Giving Back

In March 2009, Global Peace Factory opened on Legacy Drive near Texas State Highway 121, making this small, yet bustling spot of town the elder statesman of Frisco coffee.

Like many businesses, its name encapsulates its mission. “We are trying to manufacture peace through coffee,” Krystal Herrington, the owner, says. “That is what sets us apart. Last year, one of our most wonderful customers passed away of a sudden heart attack, so we gave our money to the American Heart Association.” In addition to lending a helping hand when needed, Global Peace Factory donates two percent of its annual profits to charity.

Ms. Herrington credits her staff for their success. “What makes us stand out is my staff and my absolute dedication to quality and service. I have a remarkable staff that is completely dedicated to every single time a drink or food item leaves here, it’s perfect,” she shares.

Global Peace Factory features Italian coffee roasted at 475 degrees, but its most unique item is a brown sugar latte.

Another reason for Global Peace Factory’s longevity is a strong bond with their customers. “We know everybody’s name. We know their drink. I always tell my people and myself, treat everybody like it is their first time here,” Ms. Herrington says. “It is all about the people around you, and I could not do it without them.”



A Rare Niche

Who could envision combining coffee with board games? The masterminds behind Nerdvana, which opened in June 2016 on Main Street across from Toyota Stadium, have found a unique way to bring neighbors and friends together around a table. Nerdvana features one area for coffee and another for spirits and late-night revelry. The constant for both is an ample supply of board games for customers to play to heighten their enjoyment and spend quality time together.

“Nerdvana is actually a board game-themed coffee shop. We are bringing a really new taste of coffee and board games to Frisco,” says Braden Flores, the Nerdvana general manager. “It really is a great spot for people to come together, enjoy coffee and bond over a multitude of things. We want everybody to have a great time, and I think we do a pretty good job of doing that. Nerdvana is great for nerds, gamers and businesspeople alike.”

Oak Cliff Coffee Roasters roasts much of Nerdvana’s coffee, but a different guest coffee is featured each quarter. Not surprisingly, iced lattes are big sellers during the summer. However, Nerdvana’s true signature beverage is its sipping chocolate.



Where Every Day is Summer

fans.

The inside and outdoor seating area is always full of people stopping in before work, studying, working on a project or just catching up with friends. It is a place where everyone knows everyone's names. Part of that appeal is the customer service and wood-fired coffee.

Summer Moon's trademark item is their Moon Milk, a proprietary blended sweet addition that can be added to your drink at varying amounts, according to how sweet you want it.

"Moon Milk is amazing," says Colleen Samuels, the manager of Summer Moon Coffee. "A little more sweet, it is more like a dessert. A little less sweet, it is more like a beverage. The foundation is the wood-fired roasted coffee. All the beans are good quality, and it is all about the quality."

Any time of day, Summer Moon features a great cross section of Frisco residents, whether it is businesspeople, families or young adults getting together to socialize over coffee and maybe a snack. Besides an impressive array of coffee-themed drinks, Summer Moon also offers great food, including breakfast tacos.

Regardless of whether you are craving a cappuccino, a latte, a macchiato or maybe even something a bit more exotic, there is a local coffee spot here in Frisco sure to satisfy your needs. Many of us are so busy, that we order our coffee to go so we can get everything on our to-do list accomplished. However, the best thing about each of these coffee shops is that they not only serve up outstanding coffee with a side of great customer service, but they also encourage their customers to pull up a chair and stay a while ... creating a great space for community to grow.

In this day and age, when we all seem to be overextended and stressed out, relaxing more is a practice we can and should all get behind, and what better way to relax than to stop and smell the coffee?

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