

Meaning of the BSWHealth Mark

THE NEW BAYLOR SCOTT & WHITE HEALTH “MARK” REPRESENTS THE COMING TOGETHER OF MANY PROVIDERS WITH ONE FOCUS THE PATIENT WE SERVE AT THE CENTER OF OUR EFFORTS. LIKE BUILDING BLOCKS OF THE IDEAL PATIENT EXPERIENCE, EACH ELEMENT OF THE MARK REPRESENTS THE CONTRIBUTIONS OF THOSE WITH DIFFERENT EXPERIENCES, BACKGROUNDS AND BELIEFS THAT FORM THE HEALTH CARE ORGANIZATION WE ARE TODAY. ITS CROSS SHAPE PAYS RESPECT TO THE CHRISTIAN HERITAGE OF THE ORGANIZATION. AND, LIKE A COMPASS, ITS FOUR DIRECTIONS POINT TO THE POTENTIAL OF BOUNDLESS EXPANSION.

