

**Physician  
Relations &  
Strategic  
Development**  
Physician Recruitment &  
Provider Placement

**UAMS**<sup>®</sup>

ANNUAL REPORT  
**2019**



# 2019 STATISTICS

**540,050** Epic patient notes faxed  
(vs. 382,764 in 2018)



**24,966** Epic Failed Faxes  
Epic patient notes mailed to providers (vs. 31,201 in 2018)



**5,746**

Referring Physician  
Quick References  
mailed to referring  
providers



**3,724**

Provider on the Fly -  
referring physician updates  
(vs. 3,166 in 2018)



## PHYSICIAN RECRUITMENT

**230,680**

Job views  
by potential  
candidates

**11,572**

Opportunity  
emails to potential  
candidates

**305**

Candidates  
referred for  
consideration

**13**

Contracts with  
outside facilities

**9**

Job Fairs/Meetings  
attended

**4**

Resident  
Presentations  
(Placement &  
Professional  
Development)



**1,114**

Providers  
enrolled in  
EpicCare Link  
(1,612 clinic staff  
enrolled; 2,726  
total users)

**2,600+**  
Referring  
physicians  
& providers  
visited  
(1,900+ in 2018)



**2,441**

Online  
appointments  
requested  
(vs. 2,418 in 2018)



**642** Letters and *Quick References* sent to  
new Arkansas licensees



**167** Little Rock Family Practice online  
referrals scheduled (vs. 145 in 2018)



**110**

Referring issues resolved



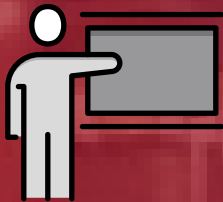
**70**

Outreach CME and LearnOnDemand lectures scheduled



**60**

Providers visited by faculty for introduction



**23**

Medical meetings attended representing UAMS

PHOTO COURTESY WESLEY HITT PHOTOGRAPHY



**Rural Student Summit • Winthrop Rockefeller Institute**

Dr. Mark Jansen leads panel discussion with Dr. Amanda Deel (NYIT) and Dr. Tony Little (ARCOM).



**Regional Programs**

Intern Dinner & Mixer



**American Academy of Family Physicians**

National Conference of Residents & Students

# NEW IN 2019

## Rural Health Association of Arkansas

The Winthrop Rockefeller Institute's Rural Health Summit COMMITtee submitted HRSA planning grant for the association's first year and was awarded \$100,000. Bylaws and budget are being developed. Board of Directors being formed and a Blue & You Grant has been submitted for years two and three. 2020 is the final year of the Rural Health Summit as initiatives transition to the Association. Inaugural Association meeting being planned for September 3, 2020. Melanie Meyer serves on the COMMITtee.

## Rural Health Summit - Medical School Consortium

ARCOM, NYIT & UAMS Medical Schools leadership met and began discussion on ways to increase collaboration and connections. Currently, shared wellness is a focus (soft launch February 2020): The group will continue to work together on ways to underscore Wellness for faculty and students throughout the year. Post-Summit, re-examine ways for the GME, UME and student guidance staff at the schools to work together. Moving forward, plans are to bring in more student involvement.

## Rural Health Student Field Trip

This is an initiative of the Winthrop Rockefeller Institute's Rural Health Summit and was the second trip.

This year, the fieldtrip was expanded to include students from ARCOM, NYIT and UAMS. Arkansas Farm Bureau joined the fieldtrip and created a short video on the importance of the fieldtrip to the students and rural Arkansas. 27 students participated

### Monticello – Mainline Health System

(host Allen Nichols)

### Crossett – Ashley County Medical Center

(host Phillip Gilmore/Dr. Brad & Lori Walsh's for dinner)

### Fordyce – Dallas County Medical Center

(host Ken Sanders)

## Rural Health Summit

The Winthrop Rockefeller Institute hosted the third Rural Health Summit in partnership with Dr. Mark Jansen, (AR BC/BS, George K. Mitchell, M.D., Endowed Chair in Primary Care). Participants created a smaller COMMITtee to carry work forward. The COMMITtee narrowed focus to the following initiatives:

- GME and Workforce Development: Collaborative agreements between Arkansas GME programs
- Community Health Concerns: Community Health Workers Certificate program & best practices
- Non-emergent transport and care
- Rural Physician Recruitment and Retention
- Early education outreach for health care professions



*Winthrop Rockefeller Institute*



*Crossett – Ashley County Medical Center*

# PROJECTS & PROGRAMS

## Physician Visitation Program

Physician Relations & Strategic Development made 2,600+ visits to Arkansas referring providers. Staff delivers UAMS resources and assists with referral issues. A monthly report is emailed to leadership and faculty.

## American Association of Physician Liaisons

The AAPL is a professional association of liaisons representing healthcare systems to community hospitals and providers. Carla Alexander served on the Board of Directors from 2013-2018 and was the Communications Committee Chair. Melanie Meyer is a founding board member, Past-President. 600+ liaisons from 48 states

## Automated fax notifications to referring providers

IT Development helped Physician Relations create an automated fax to referring providers when appointments are scheduled or when UAMS is unable to contact the patient to schedule.

## The Consult

The quarterly clinical newsletter mails to Arkansas providers and contains new services, CME, technology and faculty updates with a medical case study. It is emailed internally, distributed at meetings or during visits and posted on Physician Relations website.



## EpicCare Link

EpicCare Link is the, web-based portal for referring physicians to track patient progress and treatment at UAMS. Enrolled: 1,114 physicians & 1,612 clinic staff

## Epic Failed Fax Mailing Process

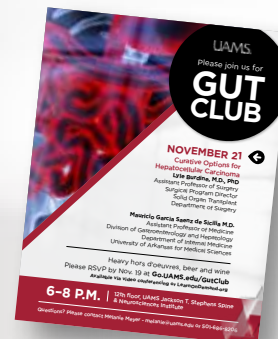
Epic had no process for mailing patient care failed faxes. IT Development, Creative Service and Mail Processing helped recreate the program used for the previous RapidFax system. Failed faxes mailed: 24,966

## Faculty Visits to Community Providers

UAMS faculty visits were coordinated with statewide providers to discuss referrals and provide a fast-track to services. Scheduled: 60 visits with 110 external providers.

## Gut Club

Gastroenterology, Colon & Rectal Surgery and Physician Relations re-launched the quarterly Gut Club meeting hosting community physicians, featuring case presentations and continuing education lectures presented by national leaders in their field.



## HIPAA Fax Error Notification & Auditing

Physician Relations developed a Physician Fax Correction system for the HIPAA office to notify associated areas regarding patient care communication fax errors and to audit fax errors. Last year, there were 24,966 errors out of 540,050 faxes (> 1%).

## LearnOnDemand - Tuesday Noon Telecourse

In partnership with the Center for Distance Health, the CME Outreach Program now offers Tuesday telecourses with LOD functionality. Topics are multi-disciplinary with quarterly Trauma/ER lectures, Pharmacy and Professional Development topics to help residents with Core Competencies. Lectures scheduled in 2019: 49



## Little Rock Family Practice Concierge Appointment Scheduling

Little Rock Family Practice has an online fast-track to Appointment Center nurses to expedite request. The Appointment Center and IT Development assisted with this initiative. Online referrals: 167

## medjobarkansas.com

This website houses the Job Board database for the Physician Recruitment & Provider Placement Program.

# PROJECTS & PROGRAMS *(continued)*

## Online Appointment Request

The Appointment Center and IT Development assisted in upgrading online appointment request functionality that is marketed to providers. Online appointments requested: 2,441

## Outreach Program

The CME Outreach Program coordinates continuing medical education speakers to community healthcare professionals and offers CE credits to providers who attend. Outreach Program speakers scheduled: 21

## Physician Recruitment & Provider Placement

The Physician Recruitment & Provider Placement Program serves the recruitment needs of UAMS, UAMS Regional Programs and partner communities by:

- Developing profiles of available opportunities
- Promoting opportunities to residents and physicians
- Utilizing national & local internet job boards
- Referring candidates to partnering providers
- Providing professional development training
- Promoting candidates at regional recruitment meetings (Kansas City, LR, Memphis, Nashville)

The program is contracted with PracticeMatch, PracticeLink, CareerMD for recruitment services. Follow on LinkedIn, Facebook Twitter, & Instagram. Physician candidates identified: 305



## Referring provider contacts (phone, email & web feedback)

Contacts are triaged, resolved and documented. They are reported to campus leadership in the monthly travel report. Issues resolved in 2019: 110

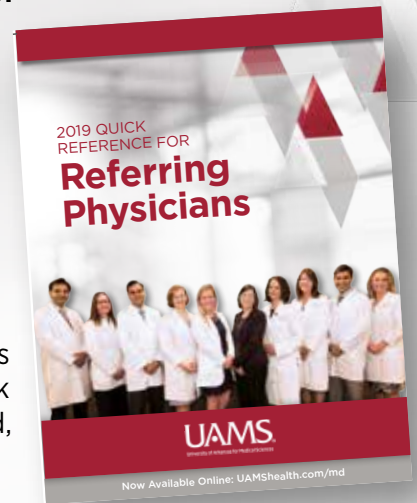
## Systems Updates

Provider on the Fly is the process used to update Epic referring provider demographics and are made based upon clinical staff requests, bi-monthly state licensees and returned marketing mailings. Updates in 2019: 3,724

## UAMS Referring Physician Quick Reference

### Now Available Online!

The Quick Reference is annually updated and mailed to community providers. It includes: Physician Call Center, Appointment Quick Reference, online appointment scheduling, clinic fax numbers, Physician Relations services and web-site, EpicCare Link & SHARE, LearnOnDemand, UAMS Library information, and a UAMS campus map.



## UAMS Physician Call Center

1-866-UAMS-DOC or 501-686-6080

The Physician Call Center facilitates transfers and consults with UAMS faculty. Physician Relations manages its marketing and assists staff with physician complaints. PCC's direct number promoted this year: 501-686-6080

## Welcome Letter to New Arkansas Physicians

Bi-monthly, a welcome letter and a *UAMS Referring Physician Quick Reference* are mailed to new Arkansas Medical licensees. Number sent in 2019: 642

## [www.uamshealth.com/md](http://www.uamshealth.com/md)

This website includes: a feedback function, EpicCare Link, online appointment request, The Consult, CME information with schedules, Find-a-Doc, UAMS Library, LearnOnDemand the Referring Physician Quick Reference and UAMS Physician Recruitment & Provider Placement.

## Regional Programs Intern Dinner & Mixer

UAMS Regional Interns attended a two day orientation in Little Rock. UAMS Physician Recruitment & Provider Placement hosted a dinner & mixer at Four Points by Sheraton. Interns were provided an overview of the recruitment program. 49 interns attended.



# WHAT'S NEW IN 2020?

- **Cardiac Club Meeting**
- **NWA Initiatives**
- **Referring Physician Assessment Team:** Readjourn
- **Referring Physician Quick Reference:** Create a phone application
- **Rural Health Association:** Inaugural Meeting is September 3
- **Transplant Satellite Clinics in Jonesboro & Texarkana**

## FACULTY VISITS TO PROVIDERS

*\*multiple visits*

Camilo Barreto, M.D.\*  
Lyle Burdine, M.D., Ph.D.\*  
Mauricio Garcia, M.D.

Mudassar Kamran, M.D.  
David Walker, M.D.\*

## MEDICAL MEETINGS

*Physician Relations represents UAMS at 23 annual meetings:*

AAFP, AMS, AOMA, AAFP Student & Resident Reception, AAFP National Conf. for Students & Residents, AR Chapter American College of Surgeons, Diabetes Update, FP Intensive Review Course, Family Medicine Update, Gradfest, Geriatrics Conference, Gut Club (4), ICARE, Orthopaedic Update, RASCO Symposium, Rural Health Summit, Rural Interest Student Summit, State of the Science Summit, Take Steps for Crohn's and Colitis Walk & Trauma Update

## OUTREACH SPEAKERS

*\*presented more than one lecture*

Shahryar Ahmadi, M.D.  
C Lowrey Barnes, M.D.  
J Camilo Barreto, M.D.  
Avi Bhavaraju, M.D.  
Amy Buckley, LCSW  
Alexander Burnett, M.D.  
Michael Cash, MHSA, FACMPE  
Jeffrey Clothier, M.D.  
Denise Compton, M.D.  
Alicia Cook, APRN  
Ryan Dare, M.D.\*  
Rohit Dhall, M.D., MSPH  
Gina Drobena, M.D.\*  
Ehab Elthahawy, M.D.  
Masil George, M.D.  
Mark Hagemeyer, JD  
D Micah Hester, PhD  
Melony Hinton, M.D.  
Dawn Hughes, M.D.  
Kedar Jambhekar, M.D.  
Mudassar Kamran, M.D.  
Katie Kimbrough, M.D.  
Stephen King, M.D.  
Kim Lamb, Assistant Director  
Bruno Machado, M.D.  
Alexandra Marshall, PhD, MPH, CPH, CES  
Erick Messias, M.D.\*  
Collin Montgomery, APRN\*

T Whit Morris, III M.D.  
Janice Nottenkamper, BA  
Daniela Ochoa, M.D.  
Seanjeeva Onteddu, M.D.  
Viktoras Palys, M.D.  
Hakan Paydak, M.D.  
Martin Radvany, M.D.  
Regis Renard, M.D.  
Gloria Richard-Davis, M.D.\*  
Brant Sachleben, M.D.  
Rohan Samant, M.D.  
John Savage, M.D.  
Rawle Seupaul, M.D.  
Kevin Sexton, M.D.  
Aparna Sharma, M.D.  
Manisha Singh, M.D.\*  
Megan Smith, PharmD, BCACP  
David Strain, M.D.  
JR Taylor, M.D.  
Benjamin Tharian, M.D.  
Kaci Thiessen, PharmD  
Ozlem Tulunay-Ugar, M.D.  
UAMS POWER Team  
Misty Virmani, M.D.  
Keyur Vyas, M.D.  
Wendy Ward, PhD  
Theresa Wyrick, M.D.

## Physician Relations & Strategic Development



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Physician Call Center:  
866-UAMS DOC (826-7362) or  
501-686-6080.

[www.uamshealth.com/md](http://www.uamshealth.com/md)