

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

UAMS[®]

ANNUAL REPORT
2020



2020 STATISTICS

670,704 Epic patient notes faxed
(vs. 540,050 in 2019)

16,280 Epic Failed Faxes
Epic patient notes mailed to providers (vs. 24,966 in 2019)



PHYSICIAN RECRUITMENT

190,491
Job views
by potential
candidates

32,893
Opportunity
emails to potential
candidates

416
Candidates referred
for consideration

19
Contracts with
outside facilities

67
Job Fairs/Meetings
attended (virtual)

43
CV Reviews

67
Faculty placed
to date

6
Resident
Presentations
(Placement &
Professional
Development)



5,746

Referring Physician
Quick References
mailed to referring
providers



3,982

Provider on the Fly -
referring physician updates
(vs. 3,724 in 2019)



778

Physicians
enrolled in
EpicCare Link
(1,194 clinic staff
enrolled; 1,972
total users)

2,200+
Referring
physicians
& provider
contacts & visits
(2,600+ in 2019)



1,827

Online
appointments
requested
(vs. 2,441 in 2019)



626

Letters and *Quick References* sent to
new Arkansas licensees



432

Communication Audit referring
physician responses



121

Little Rock Family Practice online
referrals scheduled (vs. 167 in 2019)



177

EpicCare Link enrollment drive new users signed up • May - June



82

Referring issues resolved (vs. 110 in 2019)



64

Outreach CME and LearnOnDemand lectures scheduled (vs. 70 in 2019)



9

Providers visited by faculty for introduction



UAMS Inaugural Cardiac Club Meeting • February 13
“How Rhythm Control in Atrial Fibrillation Influences General Cardiac Care”

J Paul Mounsey, MD
Director, UAMS Cardiovascular Medicine

Joseph K. Bissett, MD honored for Lifetime Achievement
Dr. Bissett honored by colleagues.



Life and Meetings Pre-COVID



Dr. Jerakaycia Smith’s clinic
First Choice Family Care, Camden

NEW IN 2020

Public Affairs and Marketing Network (PAMN) Membership

(PAMN) is a cooperative venture of academically based comprehensive, clinical, basic and consortium cancer centers as designated by the National Cancer Institute (NCI) or that are members of the Association of American Cancer Institutes (AACI) The Network works in close association with the NCI's Office of Media Relations and Public Affairs to further public awareness of cancer research, prevention, detection and treatment. The Network was established to share information and resources among the communications and marketing professionals at cancer centers to enhance understanding of the nation's cancer research effort; and to collectively address critical issues of common concern. Melanie Meyer was invited to join the Physician Relations Affinity Group as part of PAMN's outreach, building a physician relations network.

Rural Health Association of Arkansas

The Winthrop Rockefeller Institute's Rural Health Summit COMMITtee submitted HRSA planning grant for the Rural Health Association of Arkansas' first year and awarded \$100,000. The Board of Directors formed and Melanie Meyer serves on it, co-chairing student committee initiatives, including the Student Fieldtrips and bi-monthly ARCOM, NYIT and UAMS rural interest student meetings. A Blue & You Grant was submitted for years two and three. **The 1st Annual Rural Health Association of Arkansas Conference was held virtually Sept 2-3.**



Blue & You Foundation Grant Awarded

Rural Health Association of Arkansas – Community Profiles

The Rural Health Association of Arkansas created five community videos. Physician Relations confirmed speakers and coordinated the Helena video shoot.

- [DeWitt Video](#)
- [DeQueen Video](#)
- [Forrest City/Brinkley Video](#)
- [Helena Video](#)
- [Lake Village Video](#)



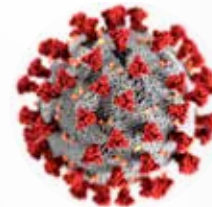
Thank You Notecards to Referring Physicians

Dr. Conan Mustain received a Thank You Note from an out-of-state physician on a shared patient and requested assistance developing a UAMS card. A pilot project has been initiated. Multiple card format options will be available to faculty and other employees when the pilot is ready to go-live.



UAMS COVID-19 Resources provided to Referring Physician

- Arkansas Medical Board PPE Request – flyer, website link & phone numbers
- UAMS Screening Options for COVID-19 – flyer, hotline & new-site link
- COVID-19 messaging added to Epic fax cover letter
- UAMS to Reopen in Phased Approach – flyer
- uams.health/covidtoolkit - flyer
- CDC - www.cdc.gov/coronavirus/2019-ncov/hcp/long-term-care.html
- UAMS research librarians created - COVID-19 resource page
- Additional info - long-term care facilities
- Quarterly COVID-19 lectures • Inaugural speaker Dr. Indraneil Mukherjee (Northwell NYC)



PROJECTS & PROGRAMS

Physician Visitation Program

Physician Relations & Strategic Development made **2,200+** contacts and visits to Arkansas referring physicians' clinics. 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, a Past-President and served as a mentor to new liaisons. **600+ liaisons from 48 states**

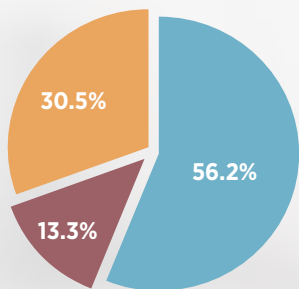
Automated fax notifications to referring providers

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.

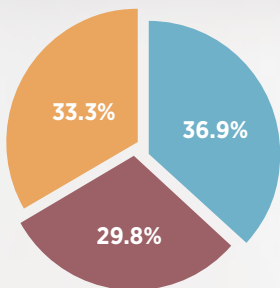
Communication Program

Physician Relations manages referring provider demographics for the medical center's various IT systems; maintains the centralized point for accurate, accessible referring physician data; and provides auditing functions. **Referring physicians audited: 432**

Do you receive timely communication from UAMS regarding your patients?



Do you receive notifications from UAMS when your patient appointments are scheduled?



Key: Yes ■ No ■ Sometimes ■

The Consult

The quarterly clinical newsletter mails to Arkansas physicians and their clinics. It contains new services, Message from the Chief Clinical Officer, LearnOnDemand, Physician Recruitment opportunities, 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 enrollment drive April-June

EpicCare Link replaced MD-Link as the secure, web-based portal for referring physicians to track patient progress and treatment at UAMS. **Enrolled: 778 physicians & 1,194 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. It has been submitted to BioVentures for copyright and patent protection. Next step is a beta testing partner. **Failed faxes mailed: 16,280**

Faculty Visits to Community Providers

UAMS faculty visits were coordinated with statewide providers to discuss referrals and provide a fast-track to services. **Scheduled: 5 visits with 9 external providers.**

Gut Club

Gastroenterology, Colon & Rectal Surgery and Physician Relations hosts the quarterly Gut Club meeting featuring case presentations and continuing education lectures presented by national leaders in their field. Speakers confirmed for 2020 **ON HOLD**

- Kara De Felice, MD • Gastroenterology, Louisiana State University School of Medicine
- Stefan D. Holubar, MD, MS, FACS, FASCRS • Colon & Rectal Surgery, Cleveland Clinic
- Brian Edward Lacy, PhD, MD • Gastroenterology, Mayo Clinic
- Bruce Johnson, MD, Alisa Petet (GastroAR) & Whit Knapple, MD (ArkGI)

PROJECTS & PROGRAMS *(continued)*

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 **16,280** errors out of **670,704** 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. **Expanded to include Northwest Arkansas Internal Medicine Residents Professional Development lecture series.** To participate, email wendy@uams.edu **Lectures scheduled in 2020: 52**

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: 121**

Medical Meetings

Physician Relations represents UAMS at these annual meetings:

2020 Diabetes Update Symposium

February 28-29

25th Year for this Annual Conference!

Chronic Disease Prevention, Diabetes Education
Dietetics & Nutrition, Endocrinology speakers & topics



2020 Diabetes Update Symposium

Arkansas Osteopathic Medical Association 35th Annual Meeting · Branson, MO August 5-9, 2020

UAMS speakers scheduled:

Larry Balle, MD

Lyle Burdine, MD

Christopher Fowler, MD

Masil George, MD

Laura Guidry-Grimes, MD



Socially Distanced following Guidelines



Postponed due to COVID:

AAFP, AMS, AAFP Student & Resident Reception, AAFP National Conf. for Students & Residents, AR Chapter American College of Surgeons, FP Intensive Review Course, Family Medicine Update, Geriatrics Conference, Gut Club (4), ICARE, Orthopaedic Update, RASCO Symposium, State of the Science Summit, Take Steps for Crohn's and Colitis Walk & Trauma 2020

PROJECTS & PROGRAMS *(continued)*

Northwest Arkansas Outreach

NWA Orthopaedics • The Physician Relations worked closely with the NWA Orthopaedic faculty to increase awareness and market their services to the area. Efforts include numerous in person visits to referring physicians and facilitating letters from both Dr. Wesley Cox and Dr. Navin Kilambi to local referring physicians.

NWA PRI • Physicians Relations worked with Dr. Jon Rubenow to increase referrals by adding mental health professionals to visitation and working on print pieces to be mailed to referring providers. Due to COVID, marketing on hold until 2021. Wendy Sheridan serves as their liaison.

Online Appointment Request

The Appointment Center and IT Development assisted in upgrading online appointment request functionality that is marketed to providers. **Online appointments scheduled: 1,827**

Outreach Program

The CME Outreach Program coordinates continuing medical education speakers to community healthcare professionals and offers CE credits to providers who attend. To participate, email wendy@uams.edu
Outreach Program speakers scheduled 2020: 12

Physician Recruitment & Provider Placement

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

- Assisting with faculty recruitment (21 hired to date)
- Developing detailed profiles of available opportunities
- Promoting opportunities to residents and physicians
- Utilizing national & local internet job boards
- Referring candidates to partnering providers
- Providing residents professional development training
- Promoting candidates at regional recruitment meetings
- Contracted in 2020 with the Arkansas Rural Health Partnership

The program is contracted with PracticeMatch, PracticeLink, and CareerMD for recruitment services. Follow on LinkedIn, Facebook Twitter, & Instagram. Questions, contact carla@uams.edu
Physician candidates identified: 416

Resources to Referring Providers

2020 Referring Physician Quick Reference
ANGELS

AR-Connect

Cardiovascular

- Dr. Suboah Devabhaktuni business cards & cell

CONSULT newsletter

COVID-19 UAMS Website Resources

Epilepsy Symposium

GI appointment scheduling forms

LearnOnDemand quarterly schedule

Liver & Kidney Transplant

- appointment scheduling forms
- patient criteria information
- website flyer & Dr. Raj Patel business cards & cell

Neurosurgery appointment scheduling forms

Ortho Foot postcard

Oncology

- new hire flyer
- Dr. Jumin Sunde announcement
- colorectal
- Dr. Michail Mavros business cards & cell

Rural Health Association of Arkansas

Referring Healthcare Provider Contacts (phone, email & web feedback)

Contacts are triaged, resolved and documented. Issues are reported to campus leadership in the monthly travel report. **Resolved in 2020: 82**

Referring Physician & Healthcare Provider Systems Updates

Provider on the Fly is the process used to update Epic referring physician & healthcare providers demographics and are made based upon clinical staff requests, bi-monthly state licensees and returned marketing mailings. To make update, please ask your clinic staff to update Provider on the Fly. **Updates in 2020: 3,982**



PROJECTS & PROGRAMS *(continued)*

Rural Health Summit – Medical School Consortium (ARCOM, NYIT & UAMS)



Rural Interest Student Fieldtrip

An initiative of the Winthrop Rockefeller Institute's Rural Health Summit and now RHAA, the fieldtrips were expanded to include students from ARCOM, NYIT and UAMS. The third fieldtrip planned for fall 2020 but on hold until RHAA Student Committee members reschedule.

- Ozark Health Medical Center – Clinton
- Boston Mountain Rural Health Center – Marshall
- North Arkansas Regional Medical Center – Harrison
- Boston Mountain Rural Health Center – Green Forest
- Boston Mountain Rural Health Center – Jasper

Rural Health Summit – Final Meeting

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: Created Medical School Consortium & Student Summit Annual Meeting
- Community Health: Community Health Workers Certificate program being finalized with Pulaski Tech
- Early education outreach for health care professions
- Non-emergent transport and care: Ongoing issue needs addressed
- Rural Physician Recruitment & Retention: Launched ARCOM, NYIT & UAMS Student Fieldtrips



2020 Winthrop Rockefeller Institute ·
Rural Health Summit Attendees

Regional Programs Intern Dinner & Mixer

UAMS Regional Interns attend a two day orientation in Little Rock. UAMS Physician Recruitment & Provider Placement hosts a dinner & mixer at Four Points by Sheraton. Interns provided an overview of the recruitment program. **ON HOLD.**

UAMS Gradfest - February 20 Now Available Online!

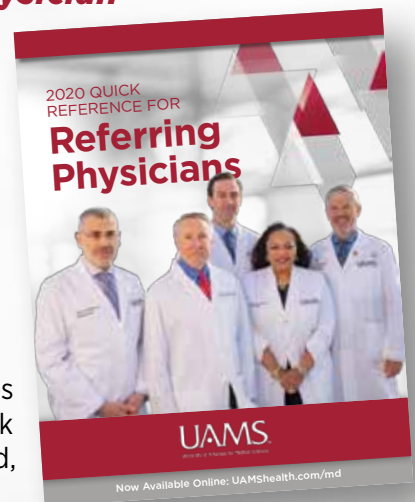
UAMS Student Center
200+ Students Attended!
Gradfest is for Juniors and Seniors for all UAMS Colleges. Graduates order regalia, invitations and diploma frames, make appointments for resume critique, debt counseling, and other campus services, sit for a free professional headshot, and go over the graduation checklist. There was music, refreshments, door prizes, and a fun photo booth. UAMS Physician Recruitment & Provider Placement participated providing information on available opportunities and resources.



Gradfest 2020

UAMS Referring Physician Quick Reference

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.



PROJECTS & PROGRAMS *(continued)*

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 2020: **626**

www.medjobarkansas.com

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

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.

FACULTY VISITS TO PROVIDERS

**multiple visits*

David Walker, M.D.*

Suboah Devabhaktuni, MD*

OUTREACH SPEAKERS

**presented more than one lecture*

Kristen Alexander, MHP, MPS

Larry Balle, MD*

Ron Beckel, MD

Betty Bellando

Jackie Boswell, MBA, FACMPE

Lyle Burdine*

Michael Cash, MHSA, FACMPE*

Steven Cherney, MD

Gina Drobena, MD

Christopher Fowler, MD*

Jill Fussell

Lindsey Dayer, PharmD, BCACP

Subodh Devabhaktuni, MD*

Jamie Flor, MD, FAAP

Masil George, MD*

William Golden, MD

Amy Grooms, MD

Laura Guidry Grimes, PhD*

Ravyn Hawkins

Bhawna Jha, MD*

Christopher Johnson, PharmD, Med, BCACP

Navin Kilambi, MD

Mary Katherine Kimbrough, MD

Kemal Kutait

Maya Lopez

Riley Lipschitz, MD

Kimberly Macferran, MD

Sara McBain, MD

Rana McSpadden, FACMPE, CPC

Sean Morrell, MD

Collin Montgomery, APRN*

Paul Mounsey, MD

Gretchen Napier, MHSA, CMC

Jani Ragon Owen, P.A.

Hakan Paydak, MD

Heather Schmiegelow, JD

Angela Scott, MD

Jeffrey Stambough, MD

Casey Stewart, MD

Jenny Tetter*

Benjamin Tharian, MD

Kaci Theissen, PharmD

Samidha Tripathi, MD

David D. Walker, MD

Brandi Whitaker, PhD

Gwen White, MD

Leigh Ann Wilson, LCSW

Justin Villines, MBA, BSM

Karen Young, MD

Melissa Zielinski, PhD

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501-686-6080.

UAMS.Health/md

WHAT'S NEW IN 2021?

- **LRFP Online Concierge Appointment Request:** Expanding to the Arkansas Family Practice Network (affiliation of 12 practices)
- **Online Appointment Request:** Add Referral & Records Fax numbers specific to clinics; update clinic listings
- **Ortho Direct Number:** Set up to fast-track Orthopaedic referrals for the Arkansas Family Practice Network
- **Referring Physician Quick Reference:** Expanded to include Regional Programs, Northwest Arkansas Clinics, Coronavirus Resources, Preceptor Opportunities, AR-Connect, and MedNews Plus.
- **Transplant Jonesboro & Texarkana Satellite Clinics:** Assisting with setup, launch & marketing
- **Transplant Outreach:** Begin outreach and visits to Monroe & Shreveport, LA