

2021

UAMS Health

PHYSICIAN RELATIONS  
& STRATEGIC  
DEVELOPMENT  
**ANNUAL REPORT**



# 2021 STATISTICS

**691,306** Epic patient notes faxed  
(vs. 670,704 in 2020)

**14,286** Epic Failed Faxes

Epic patient notes mailed to providers (vs. 16,280 in 2020)



## PHYSICIAN RECRUITMENT

**230,680**

*Job views by potential candidates*

**45,679**

*Opportunity emails to potential candidates*

(vs. 32,893 in 2020)

**530**

*Candidates referred for consideration*

(vs 416 in 2020)

**18**

*Contracts with outside facilities*

**135**

*Job Fairs/ Meetings attended (virtual meetings)*

**28**

*Faculty placed to date*

**10**

*CV Reviews*

**3**

*Resident Presentations (Placement & Professional Development)*



**5,746**

*Referring Physician Quick References mailed to referring providers*



**4,196**

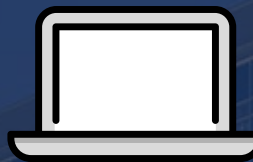
*Provider on the Fly - referring physician updates*  
(vs. 3,982 in 2020)



**1,347**

*Physicians enrolled in EpicCare Link end of 2020*  
(4,090 total users)

**4,210**  
*Referring physician & health care provider contacts and visits*  
(2,200+ in 2020)



**1,776**

*Online appointments requested*  
(vs. 1,827 in 2020)



**671**

*Letters and Quick References sent to new Arkansas licensees*



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*Little Rock Family Practice online scheduling transitioning to EpicCare Link*



**2,204**

*Health care providers subscribed to MedNews Plus*



**100**

*Top UAMS Referring Physicians received COM & Dean Smyth's Gratitude Card*



**5**

*Satellite Clinic rollouts including four transplant clinics & UAMS Baptist Health Cancer Center*



**79**

Referring issues resolved

phone, email & web feedback  
(vs. 82 in 2020)



**71**

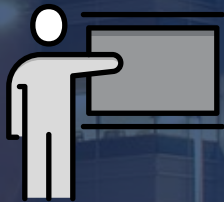
Outreach CME and LearnOnDemand lectures scheduled

(vs. 64 in 2020)



**22**

Referring physicians visited by faculty for introduction



**23**

Medical meetings attended representing UAMS



*EMMANOUIL GIORGAKIS, MD, & CHASITI AT DAVITA TEXARKANA, AR*



*UAMS HEALTH SOUTHWEST CHECK-IN STAFF IN TEXARKANA*



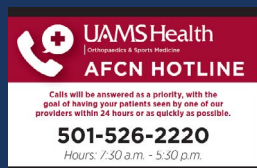
*MICHAIL MAVROS, MD, TOURING PREMIER GASTROENTEROLOGY*



*MAGNOLIA DAVITA GRAND RE-OPENING IN OCTOBER*

# NEW IN 2021

## Arkansas Family Care Network Ortho Hotline



**Clinics:** Barg Family Clinic, Bryant Family Clinic, Dermatology, Gibson Dermatology, Fertility & Gynecology Care Center; Gray Family Practice, Harper Family Practice, Little Rock Family Practice, McGowan FP, Maple

Creek Medical Clinic, Tilley Clinic & Pickett Family Practice

**Appointments scheduled: 32**

## UAMS Solid Organ Transplant Program

Dialysis Centers and Monroe & Shreveport, LA Outreach began in 2021

## Satellite Clinics at Regional Campuses

- Fayetteville live in 2019
- Jonesboro Satellite Go Live March 2021
- Texarkana Satellite Go Live March 2021
- Pine Bluff Satellite Go Live September 2021



## Grab & Go Annual Lunches

Pilot lunch held at Pine Bluff in December plans to host at all satellite clinics in 2022

## UAMS Baptist Health Cancer Center

Baptist Health North Little Rock campus - GO LIVE!  
August UAMS Baptist Health Cancer Center Meet & Greet Hosted by Stanley Keller, MD



## Saline Memorial - UAMS

### Urology Strategic Development

Timothy Langford, MD and UAMS Physician Relations met with Saline Memorial CEO Michael Stewart and Brian Mann (Director of Growth and Outreach) to explore opportunities to provide UAMS urologic services. Langford and Harrison Reed toured the hospital, OR and clinics, and also visited with several physicians.

## COM & Dean Smyth's Gratitude Card

Top 100 UAMS Referring Providers received the College of Medicine and Dean Smyth's 2021 Gratitude card.

## Faculty Visits with Community Providers

UAMS faculty visits were coordinated with statewide providers to discuss referrals and provide a fast track to services. Scheduled: Pulaski Surgery Clinic, GastroAR, ArkGI, Premier Gastroenterology, DaVita Texarkana

## LIAISON AND FACULTY MARKETING OUTREACH

### Physician Visitation Program

Physician Relations & Strategic Development made 4,210 contacts and visits to Arkansas referring physicians' clinics. Staff delivers UAMS resources, coordinates faculty visits with community providers 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

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### 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.  
Rescheduling for 2022

- 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)



### MedNews Plus

#### [uams.mednewsplus.com](http://uams.mednewsplus.com)

- Breaking Medical News specific to your specialty
- 700+ hours of FREE AMA PRA™ Category 1 credit each year with CME tracking
- Summaries of 100+ top medical conferences and meetings
- Content from over 300 sources.
- UAMS Breaking News!

# PROJECTS & PROGRAMS

## Northwest Arkansas Outreach

### NWA Orthopaedics

Physician Relations assisted NWA Orthopaedic faculty to increase awareness and market services. Efforts include in person visits to referring physicians and facilitating letters from Chad Songy, MD to providers. Distributed Consults with Orthopaedics & Sports Medicine Razorback Provider cover story.

### NWA PRI

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

### NWA Transplant Outreach

Continued marketing of the Fayetteville Transplant Satellite Clinic to local providers and Dialysis Centers.

## Public Affairs and Marketing Network (PAMN) Membership

(PAMN) is a network of academically based cancer centers as designated by the National Cancer Institute (NCI) or are members of the Association of American Cancer Institutes (AACI). The network works with the NCI's Office of Media Relations and Public Affairs to further public awareness of cancer research, prevention, detection and treatment. Melanie Meyer is a member.

## Referring health care provider contacts (visits, phone, emailed & web feedback)

Contacts are triaged, resolved and documented. Issues reported to campus leadership in the monthly travel report. Resolved in 2021: 79

## Regional Campuses Intern Dinner & Mixer

UAMS Regional Interns attend a two day orientation in Little Rock. UAMS Physician Recruitment & Provider Placement hosts a dinner & mixer. Interns provided an overview of the recruitment program. Cancelled in 2021 due to COVID. Rescheduling 2022.

## 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 website, EpicCare Link & SHARE, LearnOnDemand, UAMS Library information, UAMS Physician Recruitment information, and a UAMS campus map. **New in 2021 – COVID web resources, ARConnect Now.**

## 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: 501-686-6080

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

## Welcome Letter to New Arkansas Physicians

Bi-monthly, a welcome letter and a UAMS Referring Physician Quick Reference mailed to new Arkansas Medical licensees. Number sent in 2021: 626

## PHYSICIAN RECRUITMENT & PROVIDER PLACEMENT

### Physician Recruitment & Provider Placement

#### [www.MedJobArkansas.com](http://www.MedJobArkansas.com)

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

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

- Assisting with faculty recruitment (28 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

#### Contracts with outside facilities in 2021: 18

The program is contracted with PracticeMatch, PracticeLink, and CareerMD for recruitment services.

Follow on LinkedIn, Facebook  
Twitter, & Instagram.



**Questions**, contact [carla@uams.edu](mailto:carla@uams.edu)

**Physician candidates identified in 2021: 530**

Carla Alexander is a member of the **Association for Advancing Physician and Provider Recruitment** (AAPPR) and the **Academic In-House Recruiter** (AIR) organization.

# PROJECTS & PROGRAMS *(continued)*

## CME OUTREACH & LEARNONDEMAND

### 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 multidisciplinary with quarterly Trauma/ER lectures, Pharmacy and Professional Development topics to help residents with Common Core Competencies. To participate, email [wendy@uams.edu](mailto:wendy@uams.edu)  
**Lectures scheduled 2021: 46**

### Outreach Program

The CME Outreach Program coordinates continuing medical education speakers to community health care professionals and offers CE credits to providers who attend. To participate, email [wendy@uams.edu](mailto:wendy@uams.edu)  
**Outreach Program speakers scheduled 2021: 7**

### COVID-19 Lectures Series

- **Inaugural speaker 2019**  
**Dr. Indraneil Mukherjee (Northwell NYC)**
- **Wesley Ely, MD, MPH** - "A New Frontier in Critical Care: Saving the Injured Brain"
- **José R. Romero, MD** - "Current Status of COVID-19 Vaccines and Vaccination in Arkansas"
- **Nate Smith, MD, MPH** - "CDC Update on COVID-19"
- **Nirvana Manning, MD & Robert Hopkins, Jr., MD** - "Safety of COVID-19 Vaccines and Pregnancy"
- **Puru Thapa, MD** - "Mindful or Mind Full? An Introduction to Mindfulness"
- **Ryan Dare, MD** - "COVID-19 Monoclonal Antibody Treatment: The Infusion Solution"
- **Jennifer Dillaha, MD** - "Bi-Weekly COVID-19 Update" - ADH Lecture Promoted

**COVID Lectures scheduled in 2021: 18**

## EPIC & INFORMATION TECHNOLOGY PROJECTS

### 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.

### 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.

### EpicCare Link

EpicCare Link enrollment drive October  
New functionality - Users will be able to enter referral requests in EpicCare Link **Enrolled: 1,347 physicians & 4,090 total users**

### Epic Failed Fax Mailing Process

Epic had no process for mailing patient care failed faxes. IT Development, Creative Services and Mail Processing recreated the program used for the previous RapidFax system.  
**Failed faxes mailed: 14,286**

### 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 **14,286 errors out of 691,306 faxes (> 1%)**.

### Little Rock Family Practice Concierge Appointment Scheduling

Little Rock Family Practice has an online fast track to Appointment Center nurses to expedite requests. The Appointment Center and IT Development assisted with this initiative.

### Online Appointment Request

The Appointment Center and IT Development assisted in upgrading online appointment request functionality that is marketed to providers. **Online appointments scheduled: 1,776**

### Referring Physician & Health Care Provider Systems Updates

**Provider on the Fly** is the process to update Epic referring physician & health care providers demographics. Updates are made from clinical staff requests, bi-monthly state licensees and returned marketing mailings. To make updates, please ask your clinic staff to update **Provider on the Fly. Updates in 2021: 4,196**

## MEDICAL MEETINGS

### Arkansas Academy Family Physicians Annual Conference - Embassy Suites, LR (August 4-7)

Newly installed President Eddy Hord, M.D. presented Bala Simon, MD a recognition plaque for service.

### Arkansas Osteopathic Medical Association Annual Conference - Branson, MO (August 11-15)

- **Lyle Burdine, MD** - "Liver Cancer Update"
- **Chelsea Wakefield, MD** - "Strengthening the Medical Marriage"
- **Jonathan Laryea, MD** - "Colon Cancer"
- **Gaurqv Dhar, MD** - "Structural Cardiac Interventions"

## RURAL HEALTH ASSOCIATION OF ARKANSAS • ARCOM, NYIT & UAMS STUDENT INITIATIVES

### Winthrop Rockefeller Institute Rural Health Summits

#### Rural Health Summit Reports 2018-2020

The 2020 Rural Health Summit represented the culmination of years of work. Invited back were rural health stakeholders who attended the past summits to see the two-year results from working groups. The 2020 Summit was an exciting chance to hear about successes and discuss lessons learned. Attendees looked to the future on final decisions and planning for the Rural Health Association of Arkansas.

#### Rural Health and the Rockefeller Ethic - Video

Describes how Winthrop Rockefeller Institute ethic helped create Rural Health Summit and how its work culminated into the Rural Health Association of Arkansas formation and the basis of the ARCOM, NYIT & UAMS Rural Interest Student Summit and Fieldtrips.

#### Rural Health Association of Arkansas - RHAA Website

The Rural Health Association of Arkansas (RHAA) provides a neutral, coordinating and unifying entity serving as an advocacy voice to improve health and health care access for rural Arkansans. Its goal is not to replace or duplicate existing efforts but to support and complement such organizations. It began as a small informal network of like-minded rural advocates but has now expanded to a broad-based statewide coalition. The association allows Arkansas rural health stakeholders to coalesce into a united voice promoting a more accessible and equitable system of health care for rural Arkansans.

#### Rural Health Association of Arkansas – Community Profiles

The RHAA created five community videos based upon best practices research for rural physician recruitment & retention. Physician Relations coordinated the Helena-West Helena video shoot.

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

#### Rural Health Summit Reports 2018-2020

- ARCOM, NYIT & UAMS Rural Interest Student Summit & Fieldtrip
- Student Summit & Fieldtrip combined into one event
- WRI Student Summit • March 31-April 1, 2022

## Faculty Visits with Referring Physicians

*\*multiple visits*

J. Camillo Barreto, MD	Michail Mavros, MD*
Emmanouil Giorgakis, MD*	Molly Meek, MD
	Raj Patel, MD

## Coordinated faculty visits with Baptist Liaisons

*\*multiple visits*

Rang Govindarajan, MD*	Leslie Harrell, MD
Konstantinos Arnaoutakis, MD*	Richard Crownover, MD
Saira Hassan, MD	Gary Lewis, MD
Sindhu Malapati, MD	Sanjay Maraboyina, MD
	Christina Porter, APRN

## Outreach Speakers

*\*presented more than one lecture*

Konstantinos Arnaoutakis, MD	Collin Montgomery, APRN*
Betty Jayne Bellando PhD	Creshelle Nash, MD
Lyle Burdine, MD, PhD	Raj Patel, MD
Karan Burnette	Hakan Paydak, MD
Ryan Dare, MD	Danita Pitts, MS
Gaurav Dhar, MD*	Elizabeth Pulliam, PsyD
Steve Dickins, JD,	Luann Racher, MD
Jennifer Dillaha, MD*	Sue Ellen Rail-Wilkerson PD
Mark Edwards, PhD	Molly Reeves, MD
E Wesley Ely MD, MPH	Jose Romero, MD
Rodney Farley	Kyla Shelton, MD
Jaimie Flor, MD	Christian Simmons, MD
Masil George, MD*	Manish Singh, MD
Emmanouil Giorgakis, MD	Nate Smith, MD
Iris Goacher	Chad Songy, MD*
Amy Goddard, MS	Renee Speight, PhD
Laura Guidry-Grimes, MD*	Puru Thapa, MD
Mark Hagemeyer, JD	Billy Thomas, MD
Amy Hess	Lindsay Van Parys
Micah Hester, MD	Diana Varady
Melanie Hinton, RN, MBA, CMPE	Tuhin Virmani, MD
Robert Hopkins, MD	Chelsea Wakefield, MD
Erika Horta, MD	Jamie Carlin Watson PhD
Jalessa Jackson, MD	Janine Watson
Jonathan Laryea, MD	Heather Williams, MD
Nirvana Manning, MD	Ramon Ylanan, MD
Michail Mavros, MD	

## Physician Relations & Strategic Development



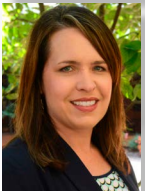
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Physician Call Center:  
866-UAMS DOC (826-7362) or  
501-686-6080.

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



## WHAT'S NEW IN 2022?

- **UAMS Inaugural Cardiac Club Meeting Re-launch in 2022**  
J Paul Mounsey, MD  
Director, UAMS Cardiovascular Medicine
- **Grab & Go Lunches – Rollout to all Satellite Clinics**
- **Online Appointment Request**  
Transition to EpicCare Link Referral Request
- **2022 Referring Physician Quick Reference**
  - Interpreter Services
  - AR Research
- **UAMS/Baptist Health Cancer Center**  
Innovative Networking Initiatives Rollout