



2022

UAMS Health

PHYSICIAN
RELATIONS
& STRATEGIC
DEVELOPMENT



ANNUAL
REPORT

2022 STATISTICS

674,650 Epic patient notes faxed
(vs. 691,306 in 2021)

15,135 Epic Failed Faxes
Epic patient notes mailed to providers (vs. 14,286 in 2021)



PHYSICIAN RECRUITMENT

230,680
Job views by potential candidates

26,621
Online appointments discontinued in 2022: Moving users to EpicCare Link

239
Online appointments discontinued in 2022: Moving users to EpicCare Link

22
Contracts with outside facilities

13
Job Fairs/ Meetings attended (virtual meetings)

33
Faculty placed to date

12
CV Reviews

6
Resident Presentations (Placement & Professional Development)



5,746
Referring Physician Quick References mailed to referring providers



87
Referring issues resolved phone, email & web feedback (vs. 79 in 2021)



4,348
Provider on the Fly - referring physician updates (vs. 4,196 in 2021)



22
Referring physicians visited by faculty for introduction



1,347
Physicians enrolled in EpicCare Link end of 2022 (4,090 total users)

4,175
Referring physician & health care provider contacts and visits



Online appointments discontinued in 2022: Moving users to EpicCare Link



598
Letters and Quick References sent to new Arkansas licensees



57
Outreach CME and LearnOnDemand lectures scheduled



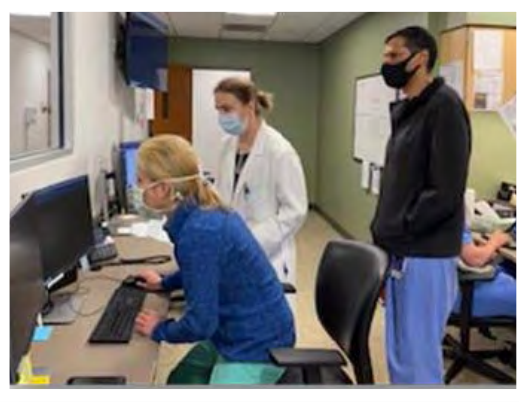
2,675
Health care providers subscribed to MedNews Plus



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



*MOLLIE MEEK, M.D., AND RAJ PATEL, M.D.
AT PINE BLUFF SATELLITE*



*EMMANOUIL GIORGAKIS, M.D. AT
TWIN CITIES DIALYSIS CENTER*



UAMS FAMILY MEDICAL CENTER, TEXARKANA



*BENJAMIN STRONACH, M.D. AT
MAUMELLE URGENT CARE*



*STEFAN HOLUBAR, M.D.,
GUEST SPEAKER AT GUT CLUB*



LUNCH AT PULASKI SURGERY CLINIC



*SHERRY TURNER, D.O., SCOTT DICKSON, M.D., AND
AMANDA DEEL, D.O., AT WINTHROP ROCKEFELLER
INSTITUTE STUDENT SUMMIT*

NEW IN 2022

UAMS Solid Organ Transplant Program

- Dialysis Centers outreach began in 2020
- Expanded to Oklahoma
- Redbird Dialysis Clinic, Sallisaw
- Fresenius Medical Care, Shawnee
- DaVita Dialysis, Shawnee
- SNG Dialysis, Seminole

Grab & Go Annual Lunches for Dialysis Centers

- Pilot lunch held at Pine Bluff
- Plans to host at all satellites in 2023

Satellite Clinics at Regional Campuses

- Fort Smith Go Live December 2022
- Jonesboro and Texarkana opened March 2021
- Pine Bluff satellite opened September 2021
- Fayetteville opened 2019



UAMS Baptist Health Cancer Center

UAMS expertise now north of the river!

UAMS Medical and Radiation Oncology services are available at Baptist Health Springhill Medical Plaza. Full-time faculty started July 2022

- Anusha Jillella, M.D., and Sunny Singh, M.D. - Medical Oncology
- Mausam Patel, M.D., and Santanu Samanta, M.D. - Radiation Oncology



Anusha Jillella, M.D.



Sunny Singh, M.D.



Mausam Patel, M.D.,



Santanu Samanta, M.D.

LIAISON AND FACULTY MARKETING OUTREACH

Physician Visitation Program

Physician Relations & Strategic Development made **4,175** 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**

COM & Dean Smyth's Gratitude Card

Top 100 UAMS Referring Providers received the Collage of Medicine and Dean Smyth's 2022 Gratitude card.

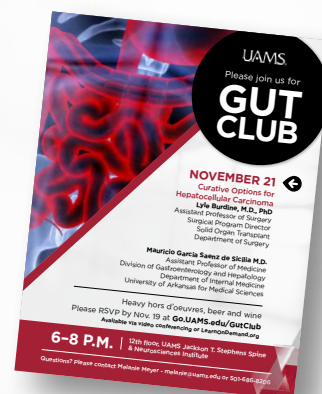
Faculty Visits with Community Providers

UAMS faculty visits were coordinated with statewide providers to discuss referrals and provide a fast track to services. Scheduled: Fresenius & DaVita Forrest City; UAMS East Regional Campus, Helena-West Helena; Fresenius, Helena-West Helena; King Dermatology, Mountain Home; Arkansas Dermatology, Russellville; Pulaski Surgery Clinic, North Little Rock; Davita Miller County, Texarkana, Arkansas; DaVita & DaVita Twin Cities, Texarkana, Texas; Texarkana Gastroenterology; UAMS Neighborhood Clinic on Rahling Road; UAMS Neighborhood Clinic in Maumelle; UAMS Neighborhood Clinic on Financial Parkway; UAMS Neighborhood Clinic on Capital Mall; and Sherwood Urgent Care.

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



PROJECTS & PROGRAMS

MedNews Plus

uams.mednewsplus.com

- Breaking Medical News specific to your specialty
- 700+ hours of FREE AMA PRA™ Category 1 credit each year with CME tracking
- 63% email open rate, which is 5.3x the industry standard.
- 22,597 total articles read (since 2018)
- 2,750 total CME earned (since 2018)
- 1,152 physician survey responses - 87% report MedNews Plus positively impacts their opinion of UAMS

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 providing marketing materials promoting Lauren Poindexter, M.D. Distributed issues of **Consult** with cover story on Orthopaedics & Sports Medicine being the health.

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 2022: 87

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 to guide in 2022 – UAMS Transplant Satellite Clinics; UAMS Baptist Health Cancer Center at Baptist Health Springhill Medical Plaza.**

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

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 2022: 598

PHYSICIAN RECRUITMENT & PROVIDER PLACEMENT

Physician Recruitment & Provider Placement

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 2022: 21

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 in 2022: 239

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

Lectures scheduled 2022: 44

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

Outreach Program speakers scheduled 2022: 12

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 and 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 in 2022: 15,135

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 **15,135 errors out of 674,650 faxes (> 1%)**.

Online Appointment Request

Online appointments discontinued in 2022: Moving users to EpicCare Link.

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

American College of Surgeons Arkansas Chapter Meeting & Trauma Update July 29-31



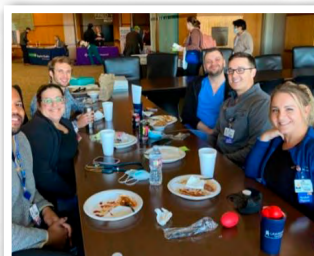
Arkansas Osteopathic Medical Association Annual Conference – Branson, MO (August 11-15)

- **Gloria Richard-Davis, M.D.** “Food as Medicine: Paving the Way to Health through Your Fork”
- **Rohit Dhall, M.D.** “Parkinson’s Disease”
- **Kalaivani Sivakumar, M.D.** “UAMS Heart Restoration Program”
- **Masil George, M.D.** “Complex PTSD: Experience of the Doctor Who Became the Patient”
- **Navin Kilambi, M.D.** “Evaluation of Knee pain for Primary Care Physician”
- **Erica Petersen, M.D.** “Pain Management”



UAMS Community Hospital and Expo October 19, 2022

UAMS students and residents met with hospitals and clinics from throughout Arkansas to learn about job opportunities.



UAMS Physician Recruitment & Provider Placement Event Little Rock - August 3-5

Arkansas Academy Family Physicians (AAFP) Regional Campuses Intern Dinner and Mixer

UAMS Regional Interns attend a two-day orientation in Little Rock. Physician Relations hosted the dinner and mixer.

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.

ARCOM, NYIT and UAMS Rural Interest Student Field trip

Video from the 2020 field trip: [Arkansas Farm Bureau Video](#)

Rural Health Association of Arkansas - RHAA Website

The RHAA incorporated in 2020. It is 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 and 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. The RHAA coordinates ARCOM, NYIT and UAMS Student Summits and Field trips. Melanie Meyer, M.Ed., is on the Board of Directors.

2022 ARCOM, NYIT and UAMS Spring Student Summit and Field Trip

Winthrop Rockefeller Institute Student Summit • March 31-April 1, 2022

RHAA Student Field trip

Clarksville - Johnson Regional Medical Center
Eureka Springs - Washington Regional Family Clinic
Berryville - Mercy Hospital
Marshall - Boston Mountain Rural Health Clinic
[Fly through Downtown Eureka Springs - YouTube](#)
[DeVito's Restaurant and Trout Farm, Harrison - Lunch](#)
Hosts: Scott Dickson, M.D., Ronald Brimberry, M.D. and Leslie Stone, M.D.

2022 ARCOM, NYIT and UAMS Fall Student Field Trip

Oct. 1-2

Monticello - Memorial Health System
Crossett - Ashley County Medical Center
Fordyce - Dallas County Medical Center
Host: Brad Walsh, M.D.

Faculty Visits with Referring Physicians

**multiple visits*

Shelby Browder
Lyle Burdine, M.D.*
Martha Estrada, M.D.*
Zack Herrington
Crystal Huddleston
Mauricio Garcia, M.D.
Emmanouil Giorgakis,
M.D.*
Anusha Jillella, M.D.

Mollie Meek, M.D.
Sonia Orcutt, M.D.*
Raj Patel, M.D.
Christina Porter, APRN
Santanu Samanta, M.D.
Sunny Singh, M.D.
Jamie Spradling
Benjamin Stronach, M.D.*

Outreach Speakers

**presented more than one lecture*

Auras Atreya, M.D.
Betty Jayne Bellando,
Ph.D.*
Stella Bowers, RN
Michael Cash, MHSA
Jeffrey Clothier, M.D.
Catherine Corless, J.D.
Lindsey Dayer, Pharm.D.,
BCACP
Rohit Dhall, M.D.*
Dinesh Edem, M.D.*
Martha Estrada, M.D.*
Masil George, M.D.*
Micah Hester, Ph.D.
Melony Hinton, RN, MBA
Renee Holmes, RN
Faiza Khan, M.D.
Adrienne Koder, M.D.
Antonio Laudito, M.D.
Mary "Mollie" Meek, M.D.
Skye Morris
Gretchen Napier
Sonia Orcutt, M.D.*

Raj Patel, M.D.
Hakan Paydak, M.D.
Erica Petersen, M.D.
Lauren Poindexter, M.D.
Barbara Porchia, M.D.
Luann Racher, M.D.
Shona Ray, M.D.
Gloria Richard-Davis,
M.D.*
Ericka Santos Horta, M.D.
Jinendra Satiya, M.D.
Aparna Sharma, M.D.*
Wendy Sheridan*
Manisha Singh, M.D.
Klaivani Sivaduman, M.D.*
Gregory Smith, M.D.
Susan Smyth, M.D., Ph.D.
Joe Thompson, M.D.
Fritz Van Rhee, M.D.
AnandVenkata, M.D.
Tuhin Virmani, M.D., Ph.D.
Adam Wolfe, M.D.



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501-686-6080.

uams.health/ReferMD



WHAT'S NEW IN 2023?

- **2023 Referring Physician Quick Reference**
Statewide Transplant Satellite Clinics Outreach page
- **Cardiovascular Medicine Outreach**
Schedule J. Paul Mounsey, M.D., Ph.D., to visit Regional Centers
- **Grab & Go Tours and Lunches at Satellite Clinics**
- **NWA Liaison**
Creating a dedicated position
- **Pine Bluff Lunch & Learns**
Create webinar of series and provide to all Regional Clinics
- **UAMS Baptist Health Cancer Center**
Spring Open House with Tours
- **C. W. Rasco Symposium on GI Malignancies**
Annual meeting returning after COVID hiatus; Physician Relations is on planning committee.
- **Satellite Clinics at UAMS East Regional Campus in Helena-West Helena**
Go Live 2023