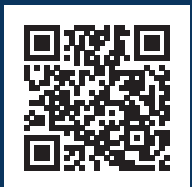


PHYSICIAN
RELATIONS
& STRATEGIC
DEVELOPMENT

ANNUAL REPORT

2023



UAMS Health

2023 STATISTICS

4,339 Referring Physicians and Healthcare Provider Visits



PHYSICIAN RECRUITMENT

24,329
Opportunity emails to potential candidates

314
Candidates referred for consideration

102
Job Fairs/ Meetings (virtual meetings)

42
Physicians placed to date

22
Contracts with outside facilities

10
CV Reviews

2
Resident Presentations



5,746
Referring Physician Quick References mailed to referring providers



140
Referring physicians visited by faculty for introduction



3,502
Provider on the Fly - referring physician updates



72
Referring issues resolved phone, email & web



3,107
Health care providers subscribed to MedNews Plus



597
Letters and Quick References sent to new Arkansas licensees



12
Physician Relations Productivity Reports provided to leadership & faculty



60
Outreach CME and LearnOnDemand lectures scheduled



22
Medical Meetings and Conferences attended



5
UAMSRP PCTE Rural Grant funded activities
- WRI Student Summit & Community Fieldtrips

4

Consult Newsletters distributed statewide



2
Satellite Clinic rollouts
Transplant - Helena & NLR Orthopaedics





UAMS GUT CLUB



"STATE OF ARKANSAS TRANSPLANTATION"
HELENA LECTURE



ARKANSAS ACADEMY OF FAMILY PRACTICE MEETING



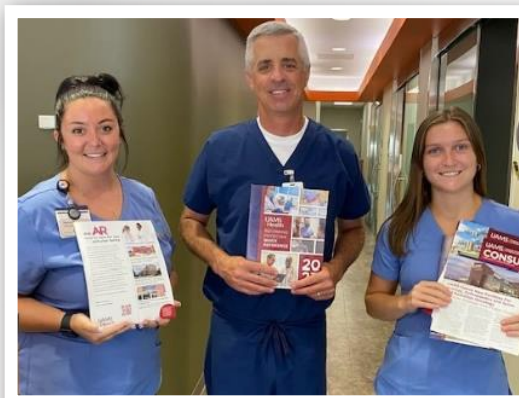
RADIATION ONCOLOGY OUTREACH DINNER



ARKANSAS CHAPTER AMERICAN COLLEGE OF
SURGEONS



ENCORE MEDICAL CENTER BENTON



MERCY URGENT CARE FAYETTEVILLE



FRESENIUS PINE BLUFF

NEW IN 2023

UAMS Solid Organ Transplant Program

- Transplant Satellite Clinic Helena-West Helena - Go Live Fall 2023
- "State of Transplantation in Arkansas" lecture with Tours & Lunches at Helena Satellite Clinic
- National Renal Conference - Memphis, TN
- Statewide Transplant Satellite Clinics added to Quick Reference



C. W. Rasco Symposium on GI Malignancies

Annual meeting returned after COVID; Physician Relations is on planning committee.

Orthopaedic NLR Clinic Launch

Visits to Cabot, Jacksonville, NLR & Sherwood FP clinics

Pine Bluff Lunch & Learn Webinar Series

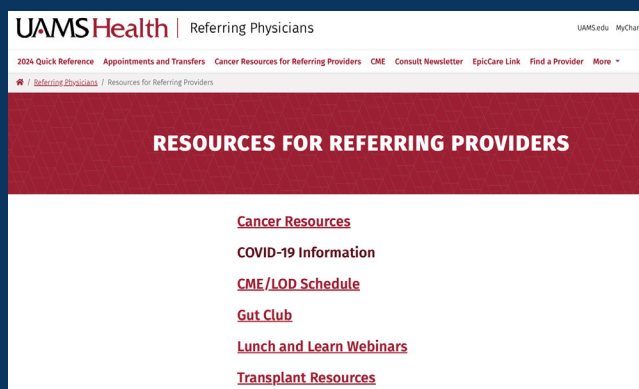
2nd Tuesday of each month

UAMS Chest Club

Inaugural meeting launched November 16th

Marketing Resources for Providers

PDF's of marketing resources and patient handouts added to uamshealth.com/md



LIAISON AND FACULTY MARKETING OUTREACH

Physician Visitation Program

Physician Relations & Strategic Development made **4,339** visits to Arkansas referring physicians and dialysis clinics. Staff delivers UAMS resources, coordinates faculty visits with community providers and assists with referral issues. A monthly report emails to leadership and credentialed clinical 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**

Consult Newsletter

UAMS Consult is a quarterly newsletter mailed to Arkansas physicians, providers & dialysis clinics. It emails internally and is distributed at meetings, provided during visits and posted on Physician Relations website. Content contains a Message from the Chief Clinical Officer, new services, LearnOnDemand, Physician Recruitment opportunities, technology and faculty updates with a medical case study.



Distributed - Four editions

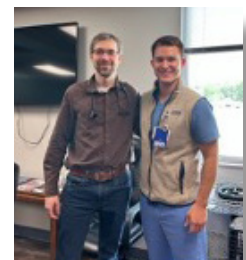
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- 800+ hours of FREE AMA PRA™ Category 1 credit each year with CME tracking
- 76,832 articles viewed (since 2018)
- 5,132 total CME earned (since 2018)
- 3,107 active subscribers

Faculty Visits with Community Providers

Arkansas Dermatology; Cabot Medical Clinic; Jacksonville Medical Care; King Dermatology; Mt. Home Dermatology; Pulaski Surgery Clinic; Sherwood Baptist Family Clinic, Sherwood Urgent Care; Texarkana Gastroenterology; US Renal Care. UAMS Rahling Road, Maumelle, Financial Parkway, Capital Ave & East Regional Campus, Helena. Fresenius: Forrest City, Helena & Pine Bluff. DaVita: Miller County; Twin Cities Texarkana, TX.



Referring Physician/Provider Visit Contacts: 140

PROJECTS & PROGRAMS

Northwest Arkansas Outreach

NWA FM & IM

Clinic flyers to Urgent Care Clinics



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. Distributed **Consults** 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 2023: 72

UAMS Solid Organ Transplant Program

Dialysis Centers Outreach began in 2020
Expanded to N. Louisiana, Oklahoma, W. Tennessee & S. Missouri

Satellite Clinics at Regional Campuses

- Helena Go Live 2023
- Fort Smith Go Live December 2022
- Jonesboro & Texarkana opened March 2021
- Pine Bluff Satellite opened September 2021
- Fayetteville live in 2019

UAMS/Baptist Health Cancer Center

UAMS expertise now north of the river!
UAMS Medical and Radiation Oncology services are available at Springhill.

- Updated outreach materials produced for UAMS & Baptist liaisons
- Proton Therapy flyers and brochures distributed

Gut Club

Gastroenterology, Transplant, Colon & Rectal Surgery and Physician Relations hosts the quarterly Gut Club lectures presented by national leaders in their field of interest.

2023 Speakers:

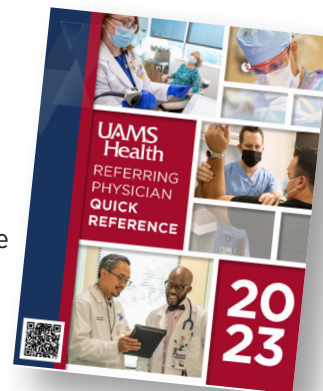
- Apr 6 - "Alcohol Liver Disease" **JP Arab, MD** (Assoc. Professor of Medicine/Division of Gastro Schulich School of Medicine, Western University, London, Ontario, Canada)
- July 20 - "Endo Bariatrics" **Vladimir Kushnir, MD** (Director of Advance Endoscopy and Innovations - Washington University at St. Louis)
- Sept 7 - "Surgical Treatment of Reflux" **Michael M. Awad, MD** (Professor of Surgery Minimally Invasive Foregut & General Surgery - Washington University at St. Louis)
- Nov 9 - "Neurogastroenterology and Motility" **Satish Rao, MD** (Professor of Medicine; Chief of Gastroenterology - Augusta University; Medical College of Georgia)

UAMS Referring Physician Quick Reference

The **Quick Reference** is updated annually, is posted online and mails to Arkansas providers & UAMS faculty.

It contains:

- Dr. Michelle Krause Letter
- UAMS Referring Physician Website; EpicCare; UAMS Physician Call Center; SHARE.
- Appointment Quick Reference - Central Arkansas; Northwest Arkansas; Regional Campuses;
- Interpreter Services; UAMS Key Telephone Numbers
- Resources - LearnOnDemand; MedNews Plus; Transplant Satellite Clinics; Preceptor Opportunities; UAMS AR ConnectNow; AR Research; MATRIARC; Physician Recruitment & Provider Placement
- UAMS Library Databases & Resources; UAMS Main Campus Map



Website for Referring Physicians

uamshealth.com/md

The website includes: the Referring Physician Quick Reference, Appointments & Transfers, CME information with LearnOnDemand schedules, The Consult, EpicCare Link, Find-a-Physician, Lunch & Learn Webinars, Resources for Referring Physicians, UAMS Physician Recruitment & Provider Placement, UAMS Library, and a feedback function.

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 2023: 597

PROJECTS & PROGRAMS *(continued)*

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 2023: 22
Physician candidates identified in 2023: 314

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

Follow on LinkedIn, Facebook Twitter, & Instagram.

Questions, contact carla@uams.edu

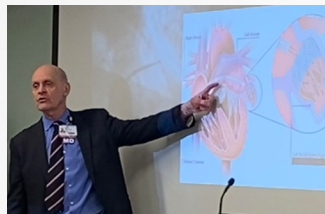
Carla Alexander is a member of the **Association for Advancing Physician and Provider Recruitment** (AAPPR) and the **Academic In-House Recruiter** (AIR) organization.

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 2023: 49



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 2023: 11

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.

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 2023: 3,502**

MEDICAL MEETINGS & CONFERENCES

Physician Relations represents UAMS at 22 annual meetings, including:

AAFP, AMS, AOMA, AR Chapter American College of Surgeons, Diabetes Update, Family Medicine Update, RASCO Symposium, Take Steps for Crohn's and Colitis Walk & Trauma Update, Regional Campuses Intern Dinner & Mixer, Rural Health Expo Resident/Student Fair, AAFP Student & Resident Reception, RHAA Annual Conference & RHAA Student Summit.

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

Winthrop Rockefeller Institute Rural Health Summit

Rural Health Summit

The 2020 **Rural Health Summit** was the culmination of years of work. Invited back were rural health stakeholders who attended the past Summits to see two-year results from working groups. It 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. Melanie Meyer, MEd lead the Medical School Consortium Work Group and initiated the ARCOM, NYIT & UAMS Student Summits and Fieldtrips.



Rural Health Association of Arkansas (RHAA)

The **RHAA** incorporated in 2020 and grew from WRI Summit work. It is a neutral, coordinating and unifying entity serving as an advocacy voice to improve health and health care access for rural Arkansans. The association provides a united voice promoting a more accessible and equitable system of health care for rural Arkansans. The RHAA coordinates ARCOM, NYIT & UAMS Student Summits and Fieldtrips. Mel Meyer was a founding Board of Directors member.

ARCOM, NYIT & UAMS Student Summit & Fieldtrips

UAMS Physician Relations, the RHAA and WRI coordinate the ARCOM, NYIT & UAMS Student SUMMIT & Fieldtrips. The WRI Student Summit hosts 60 students per event and Fieldtrip numbers vary based upon event. The goal is to recruit future physicians into rural practices, show case rural communities and their healthcare systems, expose students to rural medicine and provide networking opportunities with rural physicians.

UAMSRP PCTE Rural Grant, Physician Relations, Regional Programs and Rural Practice Board; ARCOM, NYIT, RHAA, WRI, Dr Scott Dickson's BC/ BS George K Mitchell Endowed Chair in Primary Care and other interested organizations help fund student efforts to promote rural healthcare opportunities in Arkansas. 2023 Student SUMMIT & Fieldtrips included WRI, Berryville, Clarksville, Crossett, Eureka Springs, Fordyce, Harrison, Marshall & McGehee.

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

Contacts

- **RHAA Executive Board** – Mellie Bridewell (ARHP), Joey Miller (ARcare), Frazier Edwards (OneHealth) & Ryan Kelly
- **RHAA Board Student Leadership** – Dr. Sherry Turner (ARCOM), Dr. Amanda Deel (NYIT), Dr. Brad Walsh (UAMS) & Dr. Sam Taggart (AAFP)
- **Winthrop Rockefeller Institute** – Payton Christenberry & Kimberly Bolin
- **Fieldtrip hosts & coordinators** – Dr. Leslie Stone, Tammy Henson, Carla Alexander, Wendy Sheridan & Melanie Meyer
- **UAMSRP PCTE Rural Grant** – Dr. Richard Turnage & Amber Marshall

Helpful Links

- [RHAA News on Student Summit & Fieldtrip](#)
- [WRI News on 2023 Fieldtrip](#)



2023 ARCOM, NYIT & UAMS
SPRING STUDENT SUMMIT &
FIELDTRIP

PAST PROGRAMS AND PROJECTS

*Physician Relations continues to provide marketing support

- Associate Staff Annual Meeting & Dinner
- Automated fax notifications to referring providers
- COM Faculty Bylaws Handbook
- COM Referring Physician Advisory Board
- COM Retreat with Five Year Plan Review (Dean Reece)
- Dean's CME Conference (Dean Reece)
- **EpicCare Link***
- Epic Failed Fax Mailing Process
- Faculty Satisfaction Surveys
- HIPAA Fax Error Notification & Auditing
- LRF Concierge Appointment Scheduling
- Neurosurgery Resident Reunion & CME Meeting
- OB/GYN Resident Reunion & Golf Tournament
- Online Appointment Request
- Online Call Schedule
- Physician Services Assessment Team
- Rapid Fax
- Referring Physician Survey
- **UAMS Physician Call Center***

Faculty Visits with Referring Physicians

**multiple visits*

Adam Berry, MD	Daniela Ochoa, MD*
Lyle Burdine, MD*	Sonia Orcutt, MD*
Dinesh Edem, MD	Raj Patel, MD
Michelle Estrada, MD	Andre Ramdon, MD
Emmanouil Giorgakis, MD	Lawson Smith, MD
Ryan Hill, MD	Monique Spillman, MD*
Tom Kang, MD	Benjamin Stronach, MD*
Timothy Langford, MD*	Tushar Tarun, MD
Sanjay Maraboyina, MD*	Fen Xia, MD
Chelsea Mathews, MD	William Parker, RN
Simon Mears, MD	Katrena Wilson-Gordon, APRN
Mollie Meek, MD	JaMoyne Ellington*
Paul Mounsey, MD*	

Outreach Speakers

**presented more than one lecture*

Arwa Albashaireh, MD	Gretchen Napier, MSHA
Auras ATteya, MD*	Joshua Neal
Larry Balle, II, MD	Daniela Ochoa, MD
Raven Bass, MBA	Sonia Orcutt, MD
Lauren Bunch, PhD, HEC-C	Hakan Paydak, MD
Alison Caballero, MPH, CHES	Katie Pipkin, JD
Carmen Coates	LuAnn Racher, MD*
Lindsey Dayer, Pharm.D	Daniel Robinson, CWS
Dinesh Edem, MD*	Santanu Samanta, MD*
Michelle Estrada, MD	Ericka Santos-Horta, MD*
Masil George, MD	Jarna Shah, MD
Eleanor Gilmore-Szott, PhD*	Tracy Sheridan
Amanda Gwin, PA-C	Sunny Sing, MD*
Mark Hagemeyer, JD	Gregory Lawson Smith, MD
Leslie Harrell, MD	Sheri Smith, FACMPE, SHRM-CPSVMIC
Joseph Henske, MD	Monique Spillman, MD*
Teri Imus, RN, BSN	Meredith Stogner, APRN
Faiza Khan, MD	Melody Stokes, RN, DNP, MSN, RNC-OB
Melissa Kost, MD	Benjamin Stronach, MD*
Michael Mancino, MD	Tushar Tarun, MD
Nikhil Meena, MD	Puru Thapa, MD
Skye A. Miner, PhD	Ramon Ylanon, MD
John Mounsey, MD	

Physician Relations & Strategic Development



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

uams.health/ReferMD



WHAT'S NEW IN 2024?

- **Dr. Lyle Burdine “State of Transplantation in Arkansas”**
Lecture Series
- **Inaugural UAMS State Dialysis Meeting**
- **Little Rock Air Force Base Lecture Series**
Monthly
- **NLR Orthopaedic Mixer**
May 16
- **NWA Liaison**
Creating a dedicated position
- **Texarkana Lunch & Learn Webinars**
First Thursday of each month