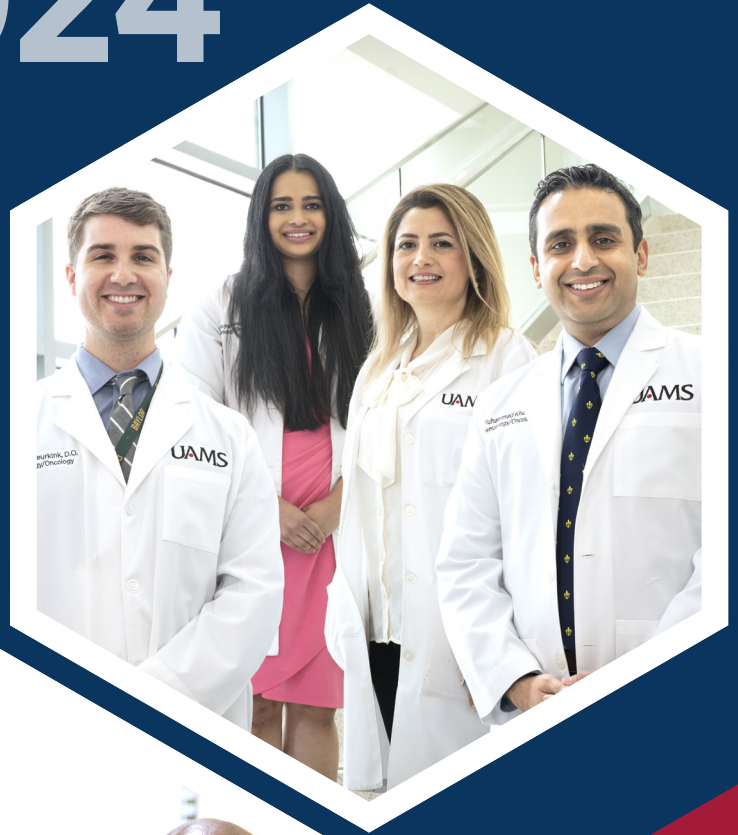


2024



PHYSICIAN RELATIONS & STRATEGIC DEVELOPMENT **ANNUAL REPORT**

UAMS Health



2024 STATISTICS

5,010 Referring Physicians and Healthcare
Provider Visits



PHYSICIAN RECRUITMENT

39,752
*Opportunity emails to
potential candidates*

204
*Candidates referred
for consideration*

128
*Job Fairs/
Meetings
(virtual meetings)*

46
*Physicians placed
to date*

20
*Contracts with
outside facilities*

9
CV Reviews

2
*Resident
Presentations
(Placement &
Professional
Development)*



5,746
*Referring Physician
Quick References mailed
to referring providers*



99
*Referring physicians
visited by faculty
for introduction*



73
*Referring issues
resolved
phone, email & web*



3,904
*Provider on the Fly -
referring physician
updates*



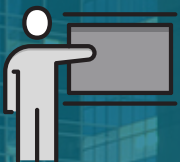
3,325
*Health care
providers subscribed
to MedNews Plus*



578
*Letters and Quick
References sent
to new Arkansas
licensees*



12
*Physician Relations
Productivity Reports
provided to leadership
& faculty*



53
*Outreach CME and
LearnOnDemand
lectures scheduled*



22
*Medical
Meetings and
Conferences
attended*



4
*UAMSRP PCTE
Rural Grant funded
activities*
*- WRI Student Summit &
Community Fieldtrips*

4

*Consult Newsletters
distributed
statewide*



2
*Satellite Clinic
rollouts
Transplant - El Dorado
& Cardiology*





DINNER WITH PREMIER



CENTRAL CLINIC FOR WOMEN, BAPTIST LR



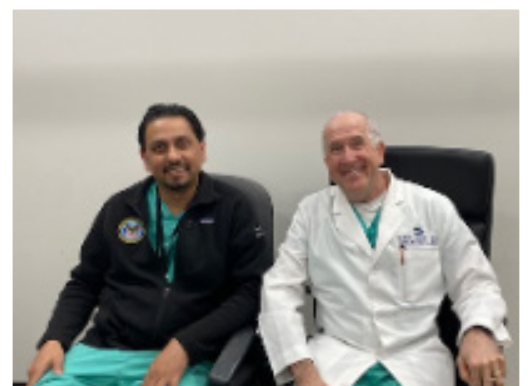
ARKANSAS CHAPTER AMERICAN COLLEGE OF SURGEONS



FRESENIUS PINE BLUFF



UAMS CHEST CLUB



MEET & GREET WITH PULASKI SURGERY CLINIC



GASTROAR BUSINESS MEETING



LUNCH WITH JPMC HOSPITALISTS

NEW IN 2024

UAMS Solid Organ Transplant Program

- Transplant Satellite Clinic El Dorado Go Live September 2024
- "State of Transplantation in Arkansas" annual lecture - Partnering with WRMC



Chest Club

Quarterly Schedule established

Lunch & Learn Webinar Series

Expanded to Texarkana

Orthopaedic NLR Clinic Open House



LIAISON AND FACULTY MARKETING OUTREACH

Physician Visitation Program

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

Referring Physician/Provider Visits: 5,010

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 clinical newsletter mails to Arkansas physician, other providers and dialysis clinics. It emails internally and is distributed at meetings or 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**

Faculty Visits with Community Providers

UAMS faculty visits to statewide providers to discuss referrals and provide a fast track to services.

Scheduled:

Conway: Conway OB/GYN

El Dorado - DaVita & Nephrology Associates; Family Care of South Arkansas; Morgan Surgery Clinic; SAMA.

LR & NLR - Central Clinic for Women at Baptist; GastroAR; Premier Gastroenterology; Pulaski Surgery Clinic; UAMS Rahling Road, Maumelle, Capitol View.

Fort Smith- Fort Smith Dialysis Centers

Pine Bluff - Fresenius; JPMC Hospitalists; US Renal Care

Texarkana - Miller County Davita (AR); DaVita & DaVita Twin Cities TX; Texarkana Gastroenterology; Collom & Carney OB/GYNs; Wadley Regional OB/GYNs.

Faculty Visit Contacts: 99



MedNews Plus

[uams.mednewsplus.com](#)

- Breaking Medical News specific to your specialty
- 800+ hours of FREE AMA PRA™ Category 1 credit each year with CME tracking
- 36,013 articles read (since 2018)
- 5,190 total CME earned (since 2018)
- 3,325 active subscribers
- 92% report MedNews Plus positively impacts opinion of UAMS

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.

NWA Transplant Outreach

Continued marketing of the Fayetteville Transplant Satellite Clinic to local providers and Dialysis Centers. Partnered with WRMC to host Dr. Lyle Burdine's "State of Transplantation in Arkansas" lecture.



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 2024: 73

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

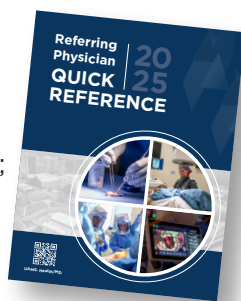
- El Dorado GO LIVE! September
- Helena opened 2023
- Fort Smith opened December 2022
- Jonesboro, Pine Bluff & Texarkana opened 2021
- Fayetteville piloted in 2019

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



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.

2024 Speakers:

- March 14 - "Autoimmune Liver Disease" - Alan Bonder M.D. Assistant Professor of Medicine-Division of Gastroenterology Hepatology; Harvard Medical School; Boston, MA
- May 9 - "Modern Hernia Care" - Ajita S. Prabhu, M.D. Associate Professor of Surgery-Division of Digestive Diseases & Surgery; The Cleveland Clinic; Cleveland, OH
- August 8 - "IBUS and IBD" - Mohammad Alomari, M.D. Assistant Professor of Medicine-Division of Gastroenterology/Hepatology; UAMS
- October 17 - "Updates in Barrett's Esophagus" Raman Muthuswamy, M.D.; Professor of Clinical Medicine-Division of Endoscopy; UCLA Health System; Los Angeles, CA



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

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 2024: 578

PROJECTS & PROGRAMS *(continued)*

UAMS 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 2024: 20

The program is contracted with PracticeMatch, PracticeLink, and CareerMD. Follow on LinkedIn, Facebook Twitter, & Instagram.

Physician candidates identified in 2024: 204

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

Questions, contact carla@uams.edu

CME OUTREACH & LEARNONDEMAND

CME Outreach Program

The CME Outreach Program coordinates continuing medical education speakers to community health care professionals and offers CE credits to providers who attend.

Outreach Program speakers scheduled 2024: 14

Lunch & Learn - Regional Programs

The Pine Bluff Regional Program piloted the Lunch & Learn series beginning in 2023 featuring UAMS faculty speakers that are recorded webinars. It was expanded to Texarkana in 2024, with plans to rollout at all other sites in 2025.

Scheduled in 2024: 17

LearnOnDemand - Tuesday Noon Telecourse

In partnership with the IDHI, the CME Outreach Program offered Tuesday telecourses with LOD functionality. The contract was not renewed for 2024-25.

Lectures scheduled 2024: 22

To participate, email wendy@uams.edu

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 & healthcare providers demographics. Updates are made from clinical staff requests. To make update, please ask your clinic staff to update Provider on the Fly. Provider on the Fly.

Updates in 2024: 3,904

MEDICAL MEETINGS & CONFERENCES

Physician Relations represents UAMS at 21 annual meetings, including: AAFP, AMS, AOMA, AR Chapter American College of Surgeons, Arkansas Dermatology Society Annual Meeting, Chest Club (4), Diabetes Update, Family Medicine Update, Gut Club (4), RASCO Symposium, Rural Health Expo Resident/Student Fair, AAFP Student & Resident Reception, RHAA Annual Conference & RHAA Student Summit, Trauma Update.



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
- LRFP 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***

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

Winthrop Rockefeller Institute Rural Health Summit

[WRI Student Summit News](#)

Rural Health Summit

The 2020 [Rural Health Summit](#) was the culmination of years of work and launched 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. Melanie Meyer, MEd is a founding member of the RHAA Board of Directors. The RHAA is a neutral, unifying advocacy voice to improve the health and health care access for rural Arkansans. 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.

ARCOM, NYIT & UAMS Student Summit & Fieldtrips

UAMS Physician Relations, RHAA and the Winthrop Rockefeller Institute coordinate the [RHAA Student Summits & Fieldtrips](#). The 2024 Summit was held in conjunction with the Community & Hospital Expo. The goal is to recruit future physicians into rural practices, to show case rural communities and their healthcare systems, to expose students to rural medicine and to provide networking with rural physicians.

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

FUNDING: UAMSRP PCTE Rural Grant, Physician Relations, Regional Programs & Rural Practice Board; ARCOM, NYIT, RHAA, WRI, Dr Scott Dickson's BC/BS George K Mitchell Endowed Chair and other interested organizations. opportunities with rural physicians.

Contacts

- **RHAA Executive Board** – Mellie Bridewell (ARHP), Ashley Anthony (Mainline Health) & 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



Faculty Visits with Referring Physicians

**multiple visits*

Lyle Burdine, MD*
JaMoyne Ellington*
Michelle Estrada, MD
Mauricio Garcia, MD
Emmanouil Giorgakis, MD*
Tom Kang, MD*
Michael Luna, MD
Raj Patel, MD*
Andre Ramdon, MD *
Jun Song, N.D. *
Monique Spillman, MD*
Katrena Wilson-Gordon, APRN*

Outreach Speakers

**presented more than one lecture*

Murat Aydin, MD	Hillary Mayberry, PA
Marcelo Bigarello, MD	Gretchen Napier, MHA, SHRM-SCP, FACMPE
Lyle Burdine, MD*	Sean Parham, MD*
Catherine Corless, JD	Raj Patel, MD
Lindsey Dayer, PharmD	Andre Ramdon, MD*
Steve Dickens, JD	Matthew Roberts, MD
Emmanouil Giorgakis, MD*	Santanu Samanta, MD
Tracy Haselow, MD	Heather Schmiegelow, JD
Ryan Hill, MD	Wendy Sheridan*
Melony Hilton, Rn, MBA, FACMPE, CPHRM, CCM	Jennifer Smith, JD, RN
Erika Santos Horta, MD	Monique Spillman, MD*
Terri Imus	Tomoka Tanaka, MD*
Shinho Kang, MD	Sharmillian Thanendrara, MD
Damon Lipinski, PhD*	Nicholas Tingquist, MD*
Paul Inclan*	Tuhin Virmani, MD*
Joseph Margolick, MD	Alexis White, MD
Katy Marino, MD*	J. Craig Wilson, JD,MPA

Physician Relations & Strategic Development



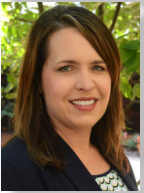
Michelle Krause, M.D.

*Senior Vice Chancellor,
UAMS Health
CEO, UAMS Medical Center Professor of
Nephrology Department of Internal
Medicine*



Melanie Meyer, M.Ed.

*Director, Physician Relations
& Strategic Development
(501) 686-8206
melanie@uams.edu*



Carla Alexander, M.Ed. Manager,

*Physician Relations
& Strategic Development
(501) 686-7934
carla@uams.edu*



Byron Jarrett

*Business Manager, Physician Relations
& Strategic Development
(501) 603-1440
byron@uams.edu*



Wendy Sheridan

*Liaison, Physician Relations
& Strategic Development
(501) 686-6051
wendy@uams.edu*

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

uams.health/ReferMD

WHAT'S NEW IN 2025?

- **2025 Physician Outreach Online Scheduling Form**
Opportunities for Faculty Outreach with Referring Providers
- **2026 Inaugural UAMS Transplant Meeting**
Planning for May 2026
- **Lunch & Learns**
Expanding to Regional Programs in Fort Smith & Jonesboro, SAMA El Dorado
- **Meet & Greets**
NWA summer & fall events with WRMC
- **NWA Liaison**
Creating a dedicated position
- **Physician Recruitment Program**
State-wide mailer for new recruitment contracts