COMMUNICATION PROGRAM
Physician Relations facilitates inpatient notification to referring physicians, follows up on notes that do not auto-fax from SoftMed, manages the synchronization of the medical center’s various data-collecting systems, and is the centralized point for accurate, accessible referring physician data.

Inpatient Communication
Physician Relations conducts a daily audit of inpatient records to verify that the primary care and/or referring physician name was captured during registration. An attempt is made to contact patients that are listed as self-referrals, i.e., those who do not have a physician listed, and update their patient information in HBO/Modpac, to facilitate communication to external physicians. In 2013, 342 patient records were updated using this process.

Outpatient Program
Physician Relations provides the data for the physician tables in SoftMed and follows up on reports that error out due to incomplete or wrong fax numbers. An outpatient communication plan is being coordinated with HIM & IT. In 2013, 64 notes did not auto-fax and were sent by Physician Relations (vs. 161 notes in 2012).

Registration Staff Training
Registration staff is trained on capturing the PCP & referring physician during the patient registration process, the physician sheet workflow process, and enrolling patients in MD-Link. Physician Relations provided 2 in-services during 2013.

Outpatient Communication Audit
250 OP Progress notes were audited. 97% Outpatient notes were sent to PCP or referring physicians (vs. 83% 2012).

Inpatient Registration Audit
180 admissions were audited to verify their PCP & referring physician were accurate. 97% were correct - 5 were missing and 0 was incorrect.

Outreach Speakers
Zubair Ahmed, MD, MBBS
Jeremy Barrow, MD
Jaye Ballestros, MD
Eric L. Boone, DO, RRT
Jennings Boyette, MD, FACP
Kenneth Cavenum
Jeffrey Cikler, MD
Maura Doepel, MD
Rabin Dewan, MD
Andres Duarte-Raya, MD, FACP
Larry Evans, Psy.D
Karen Fanil, MD
Cass Tablut Fitzgerald, MD
Peter Goodman, MD, FACP
John Greenfield, Jr., M.D., Ph.D
Thomas Jennings, M.D.

Ehmed Al-Khamis, MD
David Knight, MD
Teresa Kramer, MD
Timothy Martin, MD, FACP
Kent McKeehan, Jr. MD
James Week, MD
Michelle Moss, MD
Prapa Marderette, MD
Eric Mesarchis, MD
Amir Mostani, MD
Connie Montgomery, MD, FACP
Marcus Moodie, MD
Sahle Shiphart, M.D., MSc.
Amy Philip, MD
Robin Rapport

Amy Scarfeck, MD
Kathy Shipley, MD, FACP
Henry Sennema, Jr., MD, PhD
Larry A. Simmens, MD
Peggy Snoddy, RN, CCRN
John Spalden, MD
Fawnda Strehlow, ORT, LPA
Connie Taylor
Jaime Venghoven, MD
Rebecca White, CCRNP
Sherry Woods
Terry Yamauchi, MD

Physician Call Center: 866-UAMS DOC (826-8153) or 501-686-8800.
www.uamshealth.com/md
2013 STATISTICS

201,845 Documents faxed via RapidFax & fax
6,412 Admission notifications sent to internal referring physicians
2,782 Physicians enrolled in MD-Link
2,765 HEO - referring physician updates
1,672 Staff enrolled in MD-Link
750 Associate Staff (top UAMS referring physicians) visited
513 Letters and directories sent to new Arkansas licensees
342 Patients listed as self-referral contacted to verify referring physician
250 Outpatient notes were audited to verify outside physicians received communication
180 Inpatient Registration Records were audited
64 Soft-Wax notes did not auto-fax nor email and were sent by Physician Relations
46 Referring physician complaint calls traped and resolved
56 Reports and making lists pulled from Physician Relations database
52 Outreach CME lectures scheduled
25 CDU Referring Physician Advisory Board Members
8 Medical meetings attended representing UAMS Medical Center
6 Consults sent to referring physicians

NEW PROJECTS AND PROGRAMS
EpicCare Link
EpicCare Link will replace MD-Link as a secure, web-based portal for referring physicians to schedule patient appointments, track patient progress and treatment while at UAMS and will provide secure messaging for electronic communications. Melanie Meyer co-chaired the Care Everywhere and EpicCare Link Governance committee.

Primary Care Physician EMR Survey
Physician Relations, IT Development and the Center for Healthcare Enhancement & Development created a primary care physicians’ faxed survey to determine interest if the university creates a product offering a full service electronic medical record package in the new Epic Connect system. Results due in early 2014.

PROJECTS AND PROGRAMS
American Association of Physician Liaisons
Carla Alexander currently serves on the American Association of Physician Liaisons Board of Directors and is the Communications Chairperson. Melanie Meyer is a Past-President of the American Association of Physician Liaisons (AAPL), an organization of health care professionals who represent physicians within hospitals and healthcare centers. It has 500 members in 46 states and Canada.

Announcement Postcards
Announcement Postcards were sent for:

OBSTETRICS and GYNECOLOGY
- Dr. Richard Davis and Dr. Diphiet

OBSTETRICS and GYNECOLOGY DEPARTMENT

OTOLARYNGOLOGY
- Dr. Gayle E. Desaulniers
- Dr. Jeffery E. Vascular Surgery - Dr. Eschbar

PHYSICAL MEDICINE and REHABILITATION
- Dr. Yoga

PLASTIC SURGERY
- Dr. Walter Sickle Cell Treatment Program

Associate Program
UAMS Associate Staff con 750 Arkansas referring physicians who provide 20% of UAMS referrals and help Physician Relations develop improvements to UAMS referral services. Physician Relations liaisons visit Associate Staff annually, provide them with UAMS resources and report their comments to campus leadership.

HIPAA Fax Error Notification & Auditing
Physician Relations developed and implemented a Physician Fax Correction system for the HIPAA office to notify associated departments when community physicians contact them about patient care communication fax errors. In 2013, Physician Relations created an auditing database and reporting system that tracked fax errors. There were 166 fax errors out of 201,845+ faxes (less than 1%).

Clinic Physician Sheets
The clinic Physician Sheets were developed to create a workflow ensuring accurate referring and PCP physicians are captured in the HIPAC system. Primary care and high volume self-referral clinics do not print the Physician Sheets. Appointment, registration and clinical staff training for the Physician Sheet workflow is ongoing and includes a QOD audit process.

The Consult
The Consult is a bi-monthly publication for referring physicians highlighting UAMS physicians and clinical news. Cover stories featured: Liver Transplant Program, Diabetes Program, Radiology, Urology/Oncology, Trauma Service, and Gynecology/Oncology. The Consult goes out to faculty, residents, and approximately 4,200 Arkansas physicians.

MD-Link
MD-Link provides referring physicians access to their patients’ medical records via WebChart, based upon patient authorization during registration. 2,782 physicians and 1,672 staff are enrolled.

Medical Meetings

On-line Call Schedule: http://intranet.uams.edu/oncall
This Web application makes the call schedule easily accessible and user-friendly for operators and UAMS providers when assisting UAMS faculty, staff, residents and referring physicians. The call schedule is searchable by date or Physician Look-Up. In 2009, the system was upgraded to allow departments the ability to flag and post dates when physicians are out.

Outreach Program
The Outreach Program provides continuing medical education credits to Arkansas physicians who participate. In 2013, the Outreach Program provided 52 speakers.

Phone Call Database – Complaint/Resolution Follow-up
Referring physician complaint calls are triaged through Physician Relations and logged in a database. Call comments are reported to campus leadership. In 2013, 62 calls were triaged (vs. 53 in ‘12).

Physician Roster
Physician Relations coordinates the maintenance of the Physician Roster with the GBA. The information is used by IT and Patient Coordination, the Dean’s office, and Physician Relations for special projects. In 2007, Physician Relations began pulling the information from FaxFacts.

Physician Services Assessment Team – Quarterly Meeting
Physician Relations, IT, HE, Admissions, Appointment Center, OPC, PBS, FGP, Compliance, and HIPAA meet quarterly to initiate improvements regarding referring/physician issues. The team managed RapidFax, Physician Sheets, MD-Link and the Inpatient, Outpatient and ED Automated Patient Visit Notifications program development and implementation. The year’s focus was on planning for the transition from MD-Link to EpicCare Link and developing Epic facsimile communication policy and processes.

RapidFax
The RapidFax system’s check-in rollout was completed in June with 100% usage by all clinical faculty who see referred patients. During the year, faxing reports were added to the system (380,465 faxes sent in 2013 vs. 339,319 faxes in 2012). http://intranet.uams.edu/SCM/Outreach/Rapid_Fax/Rapid_Fax.htm

Referring Physician Database
The referring physician database is used to provide data for generating referral records, reports and mail lists used for marketing & communications projects. Bi-annually, physician relations sends a report to department chairs and directors detailing physician referrals. The mail lists generated from this database are used to send letters, postcards and a variety of UAMS publications.

UAMS Quick Reference for Referring Physicians
The UAMS Quick Reference is updated and mailed annually to community physicians. It provides a streamlined resource for UAMS appointments and services including: UAMS Physician Call Center information, appointment Quick Reference, transfer procedures, Physician Relations information, the referring physician website, MD-Link, on-line appointments, UAMS library information, and a UAMS campus map.

UAMS Physician Call Center
1-866-UAMS-DOC or 501-686-9000
The UAMS Physician Call Center provides referring physicians easy access to UAMS physicians and services with a single number for the Appointment Center, transfers, consults, and the hospital operators. The Physician Call Center is staffed by experienced telephone triage RN’s 24/7, 365 days of the year.

Welcome Letter to New Arkansas Physicians
Bi-monthly, a welcome letter from Dr. Charles Smith and a UAMS Referring Physician Quick Reference are mailed to new Arkansas Medical licensees. In 2013, 510 letters were sent.

UAMS Quick Reference

www.uamshealth.com/md
This website includes a new feedback function; MD-Link offering referring physicians on-line access to their patients’ medical records; on-line patient appointment registration; campus and highway maps; CME information and schedules; the UAMS Directory for Referring Physicians; information on clinical trials; and the UAMS, UAMS Medical Center, and UAMS Library home pages.