Physician Relations, IT Development and Center for Appointment Center scheduling team charge nurses to Appointment Scheduling Relations managed the rollout and, within three weeks, provide secure messaging for electronic consults. Physician new projectS And progrAMS Documents faxes via RapidFax & Epic 2014 StAtiSticS Staff enrolled in MD-Link Clinic Staff enrolled in EpicCare Link 8 25 Referring physician complaint calls triaged and resolved database Reports & mailing lists pulled from Physician Relations 67 Inpatient Registration Records were audited Physicians received communication 139 Patients listed as self-referral contacted to verify referring physician 149 Medical meetings attended representing UAMS 2014 • Noon – 1 p.m. UAMS NE – Jonesboro 5th Annual Tobacco and Reynolds Institute on Medicine.uams.edu/cme information, visit UAMS NE – Jonesboro ADHD Management in Children and Adolescents UAMS NE – Jonesboro Noojan Kazemi, M.D. Executive Associate Dean for Clinical Affairs Art Director Charles Smith, M.D. Executive Associate Dean for Clinical Affairs cwsmith@uams.edu or 501-686-8153. past-president of the AAPL, an organization of health care errors out of 254,949 faxes (less than 1%). HIPAA Fax Error Notification & Auditing 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 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: Allergy Clinic- Dr. Bell and Dr. Kennedy Endocrinology- Dr. Bursey Gastroenterology- Dr. Garcia and Dr. Denek Neurosurgery- Dr. Ahmed, Dr. Abla, Dr. Kazemi and Dr. Serletis Neuro Oncology- Dr. Ong Obstetrics and Gynecology- Dr. Barr and Dr. Oliphant Otolaryngology- Dr. Kanaan Physical Medicine and Rehabilitation- Dr. Atluri Surgery- Dr. Kimbrough and Dr. Tamayo Vascular Surgery- Dr. Escobar Associate Program UAMS Associate Staff are 828 Arkansas referring physicians who provide 20% of UAMS referrals. Physician Relations liaisons visit Associate Staff annually, provide them with UAMS resources and report their comments to campus leadership. The Consult The Consult is a bi-monthly publication for referring physicians highlighting UAMS physicians and clinical news. Cover stories featured: Liver Transplant Program, Neurosurgery, Vascular, Plastics and Myeloma Institute for Research and Therapy. The Consult goes out to faculty, residents, and approximately 4,800 Arkansas physicians. EpicCare Link EpicCare Link replaced MD-Link in September as the secure, web-based portal for referring physicians to track patient progress and treatment while at UAMS and provide secure messaging for electronic consults. Physician Relations managed the rollout and, within three weeks, getting UAMS to Stage 2 Meaningful Use. Little Rock Family Practice Concierge Appointment Scheduling LRFP was provided with an online fast track to the Appointment Center scheduling team charge nurses to expedite their appointment request. The Appointment Center and IT Development assisted Physician Relations with this initiative. Primary Care Physician EMR Survey Physician Relations, IT Development and 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 were used for the TCPI grant. 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 349 fax errors out of 254,949 faxes (less than 1%).
**MD-Link** (switched to EpicCare Link in Sept.) MD-Link provided referring physicians access to their patients’ medical records via WebChart, based upon patient authorization during registration. 2,795 physicians and 1,632 staff were enrolled.

**Medical Meetings**
Physician Relations represents UAMS at Arkansas CME Conferences: Arkansas Academy of Family Physicians, Arkansas Chapter of the American College of Surgeons, Arkansas Osteopathic Medical Association, Diamond Conference, Symposium on Critical Care and Emergency Medicine, Family Medicine Update, Perinatal Conference, Trauma Update, UAMS Family Practice Intensive Review Course.

**On-line Call Schedule:** [http://intranet.uams.edu/oncall](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, and provides 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 2014, the Outreach Program provided 49 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 2014, 41 calls were triaged (vs. 62 in ‘13).

**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.

**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/faculty physician issues. The team managed RapidFax, Physician Sheets, MD-Link and the Inpatient, Outpatient and ED Automated Patient Visit Notifications program development and implementation. This year’s focus was on planning for the transition from MD-Link to EpicCare Link and developing Epic faxing communication policy and processes.

**RapidFax**
The RapidFax system continued to provide faxing services to the faculty until all areas transitioned to Epic. During that time, there were 82,626 faxes sent from the system.

**Referring Physician Database**
The referring physician database is used to provide data for generating referral records, reports and mail lists used for marketing projects. Bi-annually, physician relations sends a physician referral report to department chairs and directors. 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, the Appointment Quick Reference, transfer procedures, Physician Relations, the referring physician website, on-line appointments, UAMS Library information, and a UAMS campus map.

**UAMS Physician Call Center**
1-866-UAMS-DOC or 501-686-8000
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 2014, 514 letters were sent.

**www.uamshealth.com/md**
This website includes a feedback function; access to EpicCare Link offering referring physicians on-line access to their patients’ medical records; new streamlined on-line patient appointment registration; campus and highway maps; CME information and schedules; the UAMS Directory for Referring Physician; information on clinical trials; and the UAMS, UAMS Medical Center, and UAMS Library home pages.
Physician Relations facilitates inpatient notification to referring physicians, manages the synchronization of the medical center’s various data-collecting systems, and is the centralized point for accurate, accessible referring physician data.

Systems Updates
3,125 HBO/Provider on the Fly updates in 2014 (vs. 2,765 in ’13) were made synchronizing hospital data collecting systems.

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/Medipac, to facilitate communication to external physicians. In 2014, 149 patient records were updated using this process.

Outpatient Program
Physician Relations provides the oversight, reporting and management of outpatient communication faxed to referring physicians. We are currently in the process of rebuilding RapidFax reporting functionality and the failed fax mailing workflow. (approx. 10,000 failed in 2014)

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 EpiCare Link.

Outpatient Communication Audit
250 OP Progress notes were audited.
85% Outpatient notes were sent to PCP or referring physicians. (vs. 87% 2013)

Inpatient Registration Audit
139 Admissions were audited to verify their PCP & referring physician were accurate.
100% 139 were correct - 0 were missing and 0 were incorrect

Outreach Speakers
Adib Abla, MD
Tanya Adams, RN
Matthew Bell, MD
Janina Bonwich, M.D., F.A.C.S.
Terri Cohen, DPM
Howard Corwin, MD
Tina Crook, PhD, RD, LD
Deepmala Deepmala, MD *
Robin Devan, MD *
Andres Duarte-Rojo, MD, MSc

Ehab Eltahawy, MD, MRCS
Guillermo A. Escobar, MD
Masl George, M.D. *
Peter Goulden, MD *
Billy Gurley, PhD
Mohammad Ilyas, MD
Muhammad Jaffar, MD, FCCM
Larry E. Johnson, MD *
Noojan Kazemi, MD *
Satish Kenchaiah, MD
Lori Maddox, MS, RD, LD

Timothy Martin, MD, MBA
Mollie Meek, MD *
Erick Messias, MD
Gareth Morgan, MD, PhD
Grant Morshed, MD
Mohammed Moursi, MD, FACS *
Sallie Oliphant, MD, MSc
Gloria Richard-Davis, MD, FACOG
Nicole Rinewalt, M.D.
Michelle Roberts, RN
Robin Ruppert

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Daniel Smith, RN
Brendan C. Stack, Jr., MD, FACS, FACE *
John Spollen, MD
Matthew Steliga, MD
Caron Taylor
Keyur Vyas, MD
Karen L. Young, MD, FAAP

*presented more than one lecture