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 and update their information in HBO/Medipac to facilitate communication to external physicians. In 2012, 436 patient records were updated.

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. In 2012, 161 notes did not auto-fax and were sent by Physician Relations (Vs. 426 notes in 2011).

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 four in-services during 2012.

Outpatient Communication Audit
250 OP Progress notes were audited. 83% Outpatient notes were sent to PCP or referring physicians (Vs. 67% 2011).

Inpatient Registration Audit
235 Admissions were audited to verify their PCP & referring physician were accurate. 99% were correct - two were missing and one was incorrect.

Outreach Speakers
Shahryar Almoadi, MD, FRCS
Elie Al-Chaer, Ph.D., JD
Kostas Arnaoutakis, MD
Jeremy K. Bandol, MD
Claudio Banone, ED, RH, LNC, CPC, COs-Bc, APN
Charles M. Brown, MD
Christopher Cifarelli, M.D., Ph.D.
Tom Cohen, DPM
R. Tom Collins, MD
Denise Compton-Sparks, Ph.D.
Batty Deo RD
Inci Dersi, MD*
Andre Duarte, MD
Mark Edwards, Ph.D.
J.D. Gannaway, PharmD
W. Brooks Gentry, MD
Ronda Henry-Tillman MD
Robert Hopkins, MD, FACP, FAAP
Phillip Hudson, MD*
Larry E. Johnson, MD
Marcell Joli, MD
Daniel Knight, MD*
Michael Mariano, MD
Erick Messias, MD, PhD
Jason Mizell, MD*
Mohammed Moura, MD, FACR
Breandan Smith, M.D., F.A.C.S.
F.A.C.E.
Fawords Steelman, DRT/L*
Matthew Steliga, MD*
Andrea Tappe, RD, LD, CSG*
Kevyn Vyas, MD*
Jameki D. Woods, Au.D.
*presented more than one lecture

PHYSICIAN RELATIONS
(Seated)
Charles W. Smith, M.D.
Executive Associate Dean for Clinical Affairs
(501) 686-8253

(Standing - Left to Right)
Melanie Meyer
Director, Physician Relations
(501) 686-8206
Byron Jarrett
Business Manager, Physician Relations
(501) 603-1440
Carla Alexander
Manager, Physician Relations
(501) 686-7934
Wendy Sheridan
Liaison, Physician Relations
(501) 686-7831
Brian Mann
Liaison, Physician Relations
(501) 686-6051

Physician Call Center: 866-UAMS DOC (826-7362)
or 501-686-0000
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2012 STATISTICS
- 237,933 Documents faxed via RapidFax & fax
- 6,412 E-mail notifications sent to internal referring physicians
- 2,895 HBO: HIPAA - referring physician updates
- 2,675 Physicians enrolled in MD-Link
- 1,521 Staff enrolled in MD-Link
- 762 Associate Staff (top UAMS referring physicians) visited
- 436 Patients listed as self-referral contacted to verify referring physician
- 460 Letters and directories sent to new Arkansas licensees
- 161 Soft-Med notes did not auto-fax nor email and were sent by Physician Relations
- 75 Reports and mailing lists pulled from Physician Relations database
- 40 Outreach CME lectures scheduled
- 33 Referring physician complaint calls: triaged and resolved
- 25 COM Referring Physician Advisory Board Members
- 8 Medical meetings attended representing UAMS Medical Center
- 6 Consults sent to referring physicians

NEW PROJECTS AND PROGRAMS
Physician Fax Correction
Physician Relations developed and implemented a system for the HIPAA office to notify associated departments when they are contacted by community physicians about patient care communication fax errors. In 2013, Physician Relations will create monthly reports based upon this data.

RapidFax
The RapidFax system’s clinic-wide 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. (237,933 faxes sent in 2012 vs. 62, 068 faxes in 3010: http://intrunet.uams.edu/SCR/Sureite/Rapid_Fax/ Rapid_Fax.htm

PROJECTS AND PROGRAMS
American Association of Physician Liaisons
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 400 members in 40 states and Canada. Carla Alexander is art director of the AAPL newsletter.

Announcement Postcards
Announcement Postcards were sent for:
CALL CENTER
- Dr. William Hawkins of Stuttgart
GASTROENTEROLOGY
- Dr. Andre Duarte-Rajo & Dr. Farshad Aduli
OTOLOGY/NEUROLOGY
- Dr. Abby Nolder
RADIATION ONCOLOGY
- Dr. Matthew Hadde

Associate Program
UAMS Associate Staff are 762 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.

Clinic Physician Sheets
The Clinic Physician Sheets were developed to create a workflow ensuring accurate referring and PEP physicians are captured in the MPAC system. Primary 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 QMD scanning process.

COM Referring Physician Advisory Board
The Referring Physicians Advisory Committee is comprised of 25 physicians, representing key referral specialties and geographic regions of the state. Members attend an annual meeting, receive annual visits from UAMS Physician Relations, and are kept up-to-date by Dr. Charlie Smith via e-mail.

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The Consult
The Consult is a bi-monthly publication for referring physicians highlighting UAMS physicians and clinical news. Cover stories featured: Cardiovascular Disease, Lung Cancer Team Approach to Treatment and Awareness, Jones Eye Institute, Aortic Dissection, and UAMS Breast Cancer Center Program Accreditation. The Consult goes out to faculty, residents, and approximately 4,800 Arkansas physicians.

MD-Link
MD-Link provides referring physicians access to their patients’ medical records via WebChart, based upon patient authorization during registration. 2,675 physicians and 1,521 staff are enrolled.

Medical Meetings
Physician Relations represents UAMS at Arkansas CME Conferences: American Association of Physician Liaisons, Arkansas Academy of Family Physicians, Arkansas Chapter of the American College of Surgeons, Diamond Conference, Emergency Rescue and Critical Care Medicine, Family Medicine Update, Perinatal Conference, Referring Physician Advisory Board, Trauma Updates, UAMS Family Practice Intensive Review Course.

On-line Call Schedule: http://intrunet.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 2012, the Outreach Program provided 40 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 2012, 33 calls were triaged (vs. 38 in ‘11).

Physician Relations Presentations
Ambulatory Administration, Clinical GBA, FGP Board, New Faculty Orientation, Referring Physician Advisory Board

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 this information from FaxLists.

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 Notification program development and implementations.

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, the 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.

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.

System Updates
2,895 HBO updates in 2012 (vs. 3,377 in ’11) were made synchronizing hospital data collecting systems.

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 2012, 460 letters were sent.

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 Physician; information on clinical trials; and the UAMS, UAMS Medical Center, and UAMS Library home pages.